

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
ONLINE MBA PROGRAMME**

**INFLUENCING FACTORS ON ATTITUDE AND  
PURCHASE INTENTION OF KFC IN YANGON**

**PHUE PWINT PHYU**

**OMBA - 200213**

**ONLINE MBA**

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**ACADEMIC YEAR (2020-2023)**

**Supervised By:**

**Dr. May Win Kyaw  
Associate Professor  
Department of Management Studies  
Yangon University of Economics**

**Submitted By:**

**Phue Pwint Phyu  
OMBA – 200213  
Online MBA  
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A thesis is submitted to the Board of Examiners in partial fulfillment of the requirements  
for the degree of Master of Business Administration (MBA)

**Supervised By:**

**Dr. May Win Kyaw  
Associate Professor  
Department of Management Studies  
Yangon University of Economics**

**Submitted By:**

**Phue Pwint Phyu  
OMBA – 200213  
Online MBA  
2020-2023**

**ACCEPTANCE**

This is to certify that this thesis entitled “**Influencing Factors on Attitude and Purchase Intention of KFC in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

**Board of Examiners**

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(Chairman)

Dr. Tin Tin Htwe

Rector

Yangon University of Economics

-----

(Supervisor)

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(Examiner)

-----

(Examiner)

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(Examiner)

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## **ABSTRACT**

This study aims to analyze the influencing factors on consumer attitude, the effect of attitude on purchase intention and the moderating effect of health concerns on the relationship between attitude and consumer purchase intention of KFC in Yangon. Primary data were collected from 300 respondents who have experienced consuming KFC or have ordered from or visited at least one of the KFC outlets in Yangon using a structured questionnaire with a five-point Likert scale. The respondents were selected by using a systematic random sampling method. Both descriptive and analytical research methods were used in this study. The findings of the study indicate that all factors - convenience, satisfaction, and mood - except social influence have a positive and significant influence on attitude. The result also shows that attitude has a positive and significant effect on consumers purchase intention. Additionally, the study demonstrates that health concerns has a partial moderating effect on the relationship between attitude and consumer purchase intention of KFC in Yangon. Based on the analysis, this study recommends that KFC should continue to invest in successful marketing campaigns, make wise investments in menu innovation for health conscious consumers and promote consumer purchase intention.

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OMBA-200213  
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# TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b>	<b>i</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>LIST OF ABBREVIATION</b>	<b>vii</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Rationale of the Study	4
1.2 Objectives of the Study	5
1.3 Scope and Method of the Study	6
1.4 Organization of the Study	6
<b>CHAPTER 2 THEORETICAL BACKGROUND</b>	<b>7</b>
2.1 Theory of Planned Behavior (TPB)	7
2.2 Influencing Factors on Attitude	8
2.3 Attitude	14
2.4 Health Concerns	15
2.5 Purchase Intention	16
2.6 Previous Studies	17
2.7 Conceptual Framework of the Study	20
<b>CHAPTER 3 PROFILE AND HEALTH CONCERNS OF KFC</b>	<b>22</b>
3.1 Profile of KFC Myanmar	22
3.2 Type of KFC Product	25
3.3 Organization Structure of KFC Myanmar	27
3.4 Locations of KFC Myanmar	30
3.5 Health Concerns of KFC	30
3.6 Reliability Test	31
3.7 Profiles of Respondents	33
3.8 Respondents General Practices for KFC and Health Status	35

<b>CHAPTER 4</b>	<b>ANALYSIS OF ATTITUDE AND PURCHASE INTENTION OF KFC</b>	<b>42</b>
4.1	Perception on Influencing Factors, Attitude, Health Concerns and Purchase Intention	42
4.2	Analysis on the Influencing Factors on Attitude	50
4.3	Analysis on the Effect of Attitude on Purchase Intention	53
4.4	Analysis on the Moderation Effect of Health Concerns on the Relationship between Attitude and Purchase Intention	54
<b>CHAPTER 5</b>	<b>CONCLUSION</b>	<b>57</b>
5.1	Findings and Discussions	57
5.2	Suggestions and Recommendations	59
5.3	Needs for Further Research	61
<b>REFERENCES</b>		
<b>APPENDIX A</b>		
<b>APPENDIX B</b>		



## LIST OF TABLES

<b>Table No.</b>	<b>Description</b>	<b>Page</b>
Table 3.1	Reliability of Variables	32
Table 3.2	Demographic Profile of Respondents	34
Table 3.3	Number of Respondents by Time to eating KFC	36
Table 3.4	Number of Respondents by Type of Ordering	36
Table 3.5	Number of Respondents by Order Menu	37
Table 3.6	KFC Yangon Outlets where Respondents Visited or Ordered	38
Table 3.7	Number of Respondents by Health Status	39
Table 3.8	Number of Respondents by Doing Exercise	40
Table 3.9	Number of Respondents by Considering their Obesity	41
Table 4.1	Convenience	43
Table 4.2	Satisfaction	44
Table 4.3	Social Influence	45
Table 4.4	Mood	46
Table 4.5	Attitude	47
Table 4.6	Health Concerns	48
Table 4.7	Purchase Intention	50
Table 4.8	Influencing Factors on Attitude	51
Table 4.9	Effect of Attitude on Purchase Intension	53
Table 4.10	Moderation Effect of Health Concerns	54

## LIST OF FIGURES

<b>Figure No.</b>	<b>Description</b>	<b>Page</b>
Figure 2.1	Conceptual Framework of Phang et al.	18
Figure 2.2	Conceptual Frameworks of Xue et al.	19
Figure 2.3	Conceptual Framework of Ariffin et al.	20
Figure 2.4	Conceptual Framework of the Study	21
Figure 3.1	Organization Structure of Summit Brands Restaurant Group Co., Ltd (KFC Myanmar)	27

## **LIST OF ABBREVIATION**

ASEAN	The Association of Southeast Asian Nations
KFC	Kentucky Fried Chicken
LTO	Limited Time Offer
MOH	Ministry of Health
MOI	Ministry of Information
NGO	Non-Governmental Organization
QA	Quality Assurance
SCM	Supply Chain Management
TPB	Theory of Planned Behavior
WHO	World Health Organization
WOM	Word of Mouth

# **CHAPTER 1**

## **INTRODUCTION**

Fast food consumption is rising in Myanmar as a result of urbanization, changing lifestyles, and the influence of global cuisine trends. A rise in the consumption of fast food was also related to worries about its potential effect on health. Fast food was defined as simple, quick and convenient, prepared to be fast and easy, while also being hygienic, free of microbial contamination, and convenient to consume (Udurawana, 2014). Fast food is popular among individuals of all ages because it is easy to prepare, quick to access, reasonably affordable, and tastes well. In addition, they are typically served in large portions and contain high levels of salt, sugar, and energy but lacking in fiber, and micronutrients (Majabadi et al., 2016). High sugar, calorie, and fat content are all characteristics of fast food (Tepper, 2013).

Although eating fast food and processed food can lead to obesity, consumers often make this decision because of bad eating habits. Rather than choosing nutritious foods, people prefer for delicious fat, which unfortunately increases their risk of becoming obese (Frank, 2012; Clarke, 2016). According to Chandler (2006), obesity is the cause of renal, esophageal, endometrial, colon, and breast (post-menopausal) cancer. As mentioned by Sjostrom (1993), it can lead to chronic diseases such gallstones, diabetes mellitus, hypertension, coronary heart disease, and hypertension. It can also increase mortality. According to Lowell (2004), obesity can shorten a person lifespan by up to nine years on average.

Customers enjoy fast food restaurants since there is little to no wait time for them to receive their food (Dittmer, 2002). Due to its accessibility, availability, and cost, fast food intake may be the main alternative for people who have busy lifestyles (Abdullah et al., 2015; Shipman, 2020). Young people consume the fastest food, with 57 percent eating fast food at least once a week, per Gallup Poll (Dugan, 2013). Chained fast food restaurant strong marketing campaigns and outlets expansions have contributed to the high popularity of fast food among Myanmar adults. It is well recognized that fast food has negative health effects. However, according to Dunn et al. (2011), young adults continue to often eat fast food.

In Myanmar, fast food is not a common diet. It is not cheap, but affordable. Since it is more premium compared to local foods which are cheaper, healthier, and tastier; an application model of TPB (Ajzen, 1985, 1991, 2015) should be used, assuming that the decision to purchase fast food is neither impulsive nor heuristic. In other words, consumers decision for their purchase are influenced by attitude. Consequently, this study aims to analyze the influence of convenience, satisfaction, social influence, and mood on consumers attitude and the effect of consumers attitude on purchase intention.

The term convenience factor refers to readily available, quick service meals typically offered by fast food restaurants. Satisfaction factor defines the level of enjoyment and fulfillment that consumers receive from their fast food dining experience, including taste, service quality, and meeting personal expectations for quick, convenient meals. Social influence factor refers to the influence of peer pressure, social expectations, and external factors on individual choices, and consumption of fast food, often affecting their dining decisions. Mood factor indicates to the emotional state or psychological condition of individuals, which can influence their choices, and consumption of fast food, often leading to comfort eating.

Attitude represents overall evaluation and perception on an object of an individual including feelings, beliefs, and preferences that influence their choices and consumption of these quick service meals. Health concerns about fast food related to worries and awareness regarding the nutritional quality, potential negative health effects, and overall wellness implications associated with the consumption of fast foods. The term purchase intention refers an individual willingness and plan to buy something, influenced by factors like taste, convenience, price, health concerns and also shaping their future consumption decisions.

The COVID 19 pandemic in Myanmar has had a significant influence on fast food consumption. KFC, Lotteria, Pizza Hut, Burger King, Marry Brown, The Pizza Company, Ya Kun Coffee & Toast, J'Donuts, Gloria Jean's Coffees, and Gong Cha are well-known international fast food brands in Myanmar. KFC is one of the Myanmar's leading fast food chains among them. With more than 23,000 outlets across more than 140 countries, Kentucky Fried Chicken (KFC) is one of the largest fast food chains in the world and is well-known for its fried chicken. KFC is one of the first international chains to have launched its presence in Myanmar in 2015, a market that is full with opportunity.

There are currently 25 outlets for KFC in Yangon, which has seen the most rapid growth in Myanmar. KFC in Myanmar demonstrates how local cuisine and international fast food can blend together. They maintain their uniqueness while simultaneously making changes for local preferences. KFC outlets have had a substantial influence on the fast food industry in Yangon, Myanmar. Due to its convenient location and trendy dining experience, the international brand has popular among consumers, particularly in the younger generation. However, the introduction of KFC also raises concerns about the potential health implications associated with fast food consumption.

Fast food with health concerns focuses on fast food products associated with high calories, unhealthy ingredients, and potential negative health effects. Consumer purchase intention captures attitudes, motivations, and intentions when selecting fast food that aligns with health concerns. Thus, it is also important to examine consumer health concerns towards fast food consumption that has not yet been studied so far in Myanmar, especially the role how it plays in the relationship between consumer attitude and purchase intention in the context of fast food consumption. Therefore, it is crucial to investigate the key factors that influence consumer purchase intention towards fast food among the consumers in Myanmar and to examine whether these factors influence positively and significantly consumer purchase intention towards fast food. Additionally, this study also aims to examine how health concerns moderate the relationship between attitude and consumer purchase intention towards fast food within the specific context of KFC outlets in Yangon.

Due to the combination of local culinary preferences and international fast food, which reflects the effects of globalization, it was selected to study KFC customers in Yangon. Understanding the factors influencing consumer attitudes and purchase intentions is essential in Myanmar changing economy. Studying health concerns and how they affect a consumer decision to consume fast food provides important information. Further motivating this decision were the lack of study in this area and potential implications for both businesses and consumers. This study aims to advance knowledge of consumer behavior in a developing market while offering useful recommendations for Yangon based fast food outlets.

## **1.1 Rationale of the Study**

Myanmar's reintegration into the global economy, characterized by economic liberalization and the opening of its markets, has paved the way for transformative shifts in consumer preferences and behaviors. The growth of the middle class, rapid urbanization, and increasing exposure to international influences have all contributed to the changing dietary habits of Myanmar population. The fast food industry, characterized by its novelty and convenience amid these changes, has grown in popularity, particularly among the younger generation.

Fast food has experienced a paradigm shift in consumer behavior that has driven its worldwide expansion due to its distinctive blend of convenience, a wide variety of culinary selections, and a modern dining experience. This worldwide tendency has not escaped Myanmar, a country that has experienced significant socioeconomic change and cultural blending. Among the major participants in the fast food industry, KFC stands out as an iconic brand that has captured consumer interests and appetites in Myanmar, especially in Yangon. KFC entry into the Myanmar market in 2015 marked a significant moment in the food industry of the country. The brand iconic fried chicken and globally recognized identity resonated with consumers, providing them with a taste of international cuisine. This study aims to investigate consumer behavior within KFC outlets in Yangon, examining influencing factors, attitudes, and purchase intentions. It seeks to provide insights into the factors driving consumer decision making for fast food with health concerns.

Consumer behavior is a complex interplay of internal and external influences. Attitudes, shaped by beliefs, values, and perceptions, play a pivotal role in steering consumer decisions. In the context of fast food, various factors come into play, influencing consumer attitudes towards it. These factors might encompass convenience, satisfaction, social influence, mood, and health concerns. By investigating consumer behavior, the study aims to bridge the gap between consumer preferences and the offerings of fast food industry. It contributes to promoting healthier choices, addressing concerns, and aligning with changing dietary patterns in Yangon.

Purchase intentions, reflective of consumer predisposition to acquire a product, are tightly intertwined with their attitudes. In the case of fast food, this connection gains particular significance due to the emerging discourse surrounding health concerns. The

global rise of health consciousness has prompted consumers to question the nutritional implications of their dietary choices, and fast food is no exception.

The conduct of this study is crucial as it provides valuable insights into these factors, benefiting stakeholders like KFC, policymakers, and public health organizations. This knowledge enables them to develop strategies promoting healthier choices and addressing consumer concerns. If the study is not conducted, it would result in a lack of specific knowledge about factors influencing consumer purchase intention at KFC outlets in Yangon. This gap hinders the development of effective strategies to promote healthier eating habits and adapt offerings to changing consumer preferences.

The food delivery service business industry in current period is bigger than the prior years in Yangon because of busy daily life, terrible traffic jam and Covid 19 period. This industry is interested by many medium and small investors. To get a competitive advantage over their competitors, they must understand the needs and wants of their consumers. If so, they can build a competitive edge over their competitors. Thus, the study findings expand the existing body of knowledge in consumer behavior, benefiting the fast food industry. They contribute to future study and academic discussions while providing insights applicable to other fast food chains in similar contexts. Stakeholders can promote healthier choices and address concerns at KFC outlets in Yangon by exploring the factors that influence consumer purchase intention. Based on these considerations, undertaking this study is of interest.

## **1.2 Objectives of the Study**

The main objectives of the study are:

- (a) To analyze the influencing factors on consumers attitude of KFC in Yangon.
- (b) To analyze the effect of attitude on consumers purchase intention of KFC in Yangon.
- (c) To analyze the moderating effect of health concerns on the relationship between consumers attitude and their purchase intention of KFC in Yangon.



### **1.3 Scope and Method of the Study**

Based on the collected primary and secondary data, this study uses both descriptive and analytical methodologies. The purpose of the study is to study the influencing factors on attitude, the effect of attitude on purchase intention and the influence of moderating factors on consumers attitude towards fast food and purchase intentions at KFC outlets in Yangon.

To collect primary data from the respondents, a structured questionnaire is created. The survey contains of questions with multiple choices and five-point Likert scale ratings. The sample size of the study is 300 respondents who have visited or ordered at least one of the KFC outlets in Yangon. This survey is conducted in August 2023 and systematic random sampling method is used. For secondary data, sources include text books, websites, international research paper, journal, articles, and previously completed local papers.

Only the customers of 25 KFC outlets in Yangon participated in this study, and data was collected only from the people who live in Yangon. It excludes all other fast food chains in addition to other city outlets of KFC. Additionally, the data from the responders of other cities is absent from the study. Therefore, this survey might not reflect all KFC customers in Myanmar or all consumers of fast food in Myanmar.

### **1.4 Organization of the Study**

In this study, there are five main chapters. Chapter one is the introduction of the study and it is composed of rationale of the study, objectives of the study, scope and method of the study. In chapter two, it consists of theoretical background and conceptual framework of the study. And then, chapter three describes profile and health concerns of KFC, the profile of respondents, respondents general practices for KFC and their health status. Chapter four presents the statistical analysis of the study objectives, including the influencing factors on consumers attitude, the effect of attitude on consumer purchase intention and the moderating effect of health concerns on the relationship between attitude and consumers purchase intention of KFC in Yangon. Finally, chapter five concludes this study with findings and discussions, suggestions, recommendations and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

In this chapter, the theoretical background of the study is analyzed. It includes discussions on Theory of Planned Behavior (TPB), influencing factors, attitude, health concerns, and lastly, purchase intention of KFC. After that, previous related studies are explored in order to develop conceptual framework of the study.

#### **2.1 Theory of Planned Behavior (TPB)**

In order to predict customer purchase intention for fast food in Myanmar, the Theory of Planned Behavior (TPB) and a moderator construct, health concerns, were both used in this study. TPB, developed by Ajzen (1985, 1991, 2015), is a widely accepted model for predicting consumer purchasing intentions and behavior in response to the availability of choices. The TPB is the extension of the Theory of Reasoned Action, which demonstrates a person intention is influenced by his/her attitudes and other people perception (Veraldo & Ruihley, 2017). TPB has been widely applied in numerous previous studies, some of which have focused on predicting human intentions related to food and beverages, such as wine consumption (Agnoli et al., 2016), natural functional food (Rezai et al., 2017), and soy based dietary supplements (Chung et al., 2012). The TPB suggests that attitudes towards target behavior, subjective norms and perceived behavior control may influence a person intention (George, 2004). In this study, the health concerns variable as a moderator within the TPB framework. This study intends to examine the importance of influencing factors on attitude towards fast food and whether health concerns play a moderating role in shaping the relationship between attitude and consumer purchase intention toward fast food. This addition acknowledges the growing importance of health related factors in consumer decision making, particularly with in the context of food choices, and is intended to clarify the degree to which health concerns may influence the conventional TPB model predictions within the unique context of fast food in Myanmar.

## **2.2 Influencing Factors on Attitude**

Fast food, according to McNeal et al. (1980), is inexpensive food that is cooked and served rapidly, such as sandwiches, burgers, pizza, fried chicken, and hamburgers. Fast food, according to Adams (2005), is made with little consideration to its significance or quality and is intended for quick availability, use or consumption. More women are entering the workforce as wealth and education levels rise, which lead them with less time to make daily meals for their families. According to the participants of the study, convenience, satisfaction, family, and friends, as well as facilitating factors (such as busy lifestyles, fast food cravings, a lack of cooking skills, long working hours, and eating alone) are what most influence them to eat fast food (Dunn, 2008).

Consuming fast foods has become a current trend among upper society, teenagers and youth have also increased and the fast food has won the palate of those groups. These are also served as helpful purpose in official and private meetings, working people at lunch time and Tiffin of students (Ahmed et al., 2008). Eating out gives consumers the ability to satisfy their hunger, and need for convenience, pleasure, entertainment, time saving, social interaction and mood transformation (Park, 2004). Moreover, consumers derive benefits from food and restaurants, so people experience excitement, pleasure, and a sense of personal well-being (Finkelstein, 1989; Park, 2004).

Regarding fast food, various influencing factors significantly influence an individual attitude towards this form of dining. Four key factors, namely convenience, satisfaction, social influence, and mood, play main roles in shaping these attitudes. These factors do not operate independently but often interact, collectively shaping an individual attitude towards fast food. For organizations to successfully modify their offerings and strategies as well as for policymakers seeking to promote healthier food choices among consumers, it is essential to understand the intricate interplay of these factors.

### **2.2.1 Convenience**

Convenience is the simplicity, speed, and ease with which customers can get a specific good or service. Along with ease of purchasing, convenience can also refer to ease of time, distance, cost, use, etc. Convenience is particularly significant to customers, according to earlier studies on the convenience by other academics (Munshi et al., 2020). Convenience conditions, according to Cheung et al. (2000), have a substantial influence

on consumer intention and behavior.

Anything intended to save frustration, energy, or time is considered convenient. According to a recent study, students in the demographic under the studied population eat fast food because it is convenient and because they are hungry and away from their rooms (within campus). When asked why they purchase fast food, most students answered convenience, which was defined as proximity, lack of time, being in a hurry, and speed of service as the main reasons (Bryant & Dundes, 2006). This finding is consistent with a pilot study of college students in Spain and the United States on fast food perception. When the people talk about convenience, they usually mean things like how simple and nearby it is to get fast food, how quickly it is prepared, and how many fast food restaurants are open late at night. Numerous studies have been conducted to study the factors that influence the decision of college students to eat fast food. Menu options, price, and convenience are a few of these factors (Sneed & Holdt, 1991).

Fast food is intentionally designed to be readily available for consumption, and as a result, the convenience factor has made it the fastest growing industry in the today world (Anand, 2011). In today busy working environment, convenience to assess food is an important consideration. Due to their ongoing hurry and lack of time, consumers who eat fast foods stated that doing so saves them a lot of time (Tomaevi et al., 2020). Fast food restaurants with drive through or home delivery services are expanding not only in shopping malls but also in designated rest places and petrol stations (Osman et al., 2014) to meet consumer demand for convenience.

To the extent that people make a tradeoff between convenience and potential negative impacts, the luxurious convenience factor mutes negative opinions regarding fast food (Dunn et al., 2011). The importance of convenience extends beyond the value of quality time to include the physical and mental demands associated with meal preparation and cleanup (Buckley et al., 2007). For instance, Neumark-Sztainer et al. (1999) claimed that modern families prefer to buy foods that are convenient to reduce the amount of work that they have to do. This is true even when they have the time to prepare meals. Senauer et al. (1991) and Buckley et al. (2007) discovered a positive relationship between the demand for quick food and the emergence of women in the workforce. Due to the affordable prices, accessibility, quick service, comfort of the air conditioning, etc., fast food restaurants may be the best option for them to dine in (Applebaum, 1951).

The emphasis on convenience has grown largely due to the fundamental changes in lifestyles. Fast food restaurants are more popular today because of their convenient locations, quick service, and more flexibility (Tomaevi et al., 2020). The most obvious reason for eating fast food is convenience. They also give the flavor, cost, food quality, atmosphere, payment method, level of service, location, and atmosphere of the restaurants that encourage students to have pleasure and spend time with their classmates. Taste used to be the primary factor affecting consumers dietary decisions (Glanz et al., 1998). University students choose fast food for a variety of reasons, but the most important of which is convenience (Akhter, 2019). Other major considerations include taste, pricing, quality, cleanliness, hygienic materials, and services.

### **2.2.2 Satisfaction**

Satisfaction which results from enjoyable dining experiences can significantly affect attitudes. People would react more favorably to images of fast food if they were hungry than if they had recently eaten a meal or snack, suggesting that satisfaction is an important predictor of fast food consumption (Dunn, 2008). Important selection factors for a specific type of food include the factors of enjoyment and amusement. According to Chan and Tsang (2011), people typically view healthy food as boring, uninteresting, and unenjoyable while fast food is considered to be the best to provide sensual pleasure (Drewnowski, 1999). Although fast food often has a negative sense, the sensory pleasure and satisfaction can change people opinions of it.

Fast food consumers frequently neglect the possible negative effects on their health and more emphasis on hedonic value (Frank, 2012) of satisfaction, which Oliver (1997) defined as a sensual pleasure and exciting experience for oneself, a self-fulfillment response. According to Teisl et al. (1999), the number of calories, fat, salt, and sugar content in fast food meals is often undervalued, whilst the nutritional value is overvalued. Additionally, when it comes to purchasing and consuming fast food, a compromise is frequently made between the potential long term risks and the short term benefits (Dunn et al., 2011). In other words, the perceived healthiness of fast food was not found to be significantly associated with the rate of fast food consumption (Dave et al., 2009) but satisfaction with fast food in terms of fun and enjoyment.

Customers can expect consistency from international fast food chain restaurants

since they offer standardized menus, fast, and friendly service in different locations. This increases the predictability and satisfaction for their fast food consumption experience (Ozdemir & Ergin, 2017). More than customers who never experience service failures, those customers who experience them and receive well service recovery by the service provider can retain even higher satisfaction level and customer retention rates (Maxham & Netemeyer, 2002). Customer satisfaction leads to customer behavioral intentions and thus, leads to repurchase intention (Anderson & Sullivan, 1993). Developing and maintaining both the level of customer satisfaction and company profitability becomes a big issue (Rafiq & Fulford, 2005). Ensuring superior quality foods with reasonable prices and prompt service in a delightful environment help the fast food restaurants to attract and retain more consumers with increased amount of consumer satisfaction and market share (Saraniya & Kennedy, 2015).

### **2.2.3 Social Influence**

Social factors wield substantial influence. Peer pressure and cultural norms can sway attitudes. If friends and family positively endorse fast food, individuals may adopt similar attitudes, aligning with prevailing cultural perspectives. A review of the literature has found the influence of other people in a social network in consumer decision making process and consumption behavior. Each person in a social network possesses a different degree of influential power based on different factors, for instance, the strength of a relationship, similarity between individuals, how individuals psychologically identify themselves, and so forth. When it comes to product reviews, because reviews come from different sources who may possess different levels of influential power due to factors mentioned above, consumers process the information from them differently. Consumers may find certain sources more credible, which in turn, are more influential than others (Pongpatipat, 2014).

It is argued that purchasing fast food is closely influenced by social factors based on how other people view them and what is socially accepted by social groups (Dunn et al., 2011). The increase of consumers social awareness in the aspect of health, environment, family values and lifestyles, quality of life, and the consequences to these aspects when they consume fast food are found to affect people attitudes toward fast food (Osman et al., 2014). When asked who had the greatest influence over their dietary

choices, (77%) of people reported being influenced by their partner, children, or parents. Friends, doctors, dietitians, athletes who served as role models, and other media sources (including advertisements, documentaries, current affairs programs, magazines, and diet books) were other, less frequent sources of influence. The responses to the social influence questions indicate that people are more influenced by their family members than they are by medical or nutritional experts (Dunn, 2008).

According to earlier studies (Granovetter, 1973; Godes & Mayzlin, 2004; De Bruyn & Lilien, 2008), social effects significantly affect how consumers think and act. In reality, word of mouth (WOM) social influences is one of the most influential factors that have a huge influence on decision making (Henning-Thurau et al., 2004; Herr et al., 1991). Online reviews have developed into a useful tool for giving consumers information and even a vicarious virtual consumption experience without purchasing the product (Herr et al., 1991; Chatterjee, 2001). Consumers rely on the opinions of others to help in their own decisions. Positive WOM is obviously improve a product perceived quality and provide a more positive attitude and higher purchase intention, whilst negative WOM is likely produce a less positive attitude (Liu, 2006).

Conner and McMillan (1999) also examined the extent to which the level of support derived from the social environment resulted in attitudes that were more predictive of intention to use cannabis. That is, they proposed that social influences may interact with attitudes (as well intention). Louis et al. (2007) applied the TPB to predict healthy eating intentions with a specific interest in social influence. Social influence has a direct effect on consumer intention to purchase natural functional foods (Rezai et al., 2017).

#### **2.2.4 Mood**

Mood at the time of dining significantly affects attitude. The mood is defined as a diffusive affective state that is more pronounced as a change in subjective feeling by Smith and Kosslyn (2007); a low key, diffuse affective stated by Turner (2007); or a nonintentional stated by Ekman and Davidson (1994). Kumar (1997) defined mood as a form of affect that is not associated with a particular stimulus. Forgas defined mood as a low intensity, diffuse and relatively enduring affective state (Forgas, 1995). Mood is also referred to as an emotional state that may last for hours, days, or weeks, as a low intensity

background (Oatley & Jenkins, 1996). Moods tend to be longer lasting but often weaker states of uncertain origin (Frijda, 1993).

Typically, people think of moods as having two dimensions. The dimensions can be categorized as hedonic tone/pleasantness and arousal activation (Russell, 1980; Larsen & Diener, 1992) or positive affect and negative affect (Watson & Tellegen, 1985) depending on how they are rotated. Positive moods may lead to favorable views of fast food as a source of comfort, while negative moods can associate it with emotional overindulgence or unhealthy coping mechanisms. According to Singh (2014), emotional eating and changing moods can also change food preferences and intake, which can result in overeating and obesity. There is a theory that individuals engage in a variety of behaviors to regulate their mood. Food consumption is a key factor in mood regulation. It is believed that people control their emotions and mood by altering their food preferences and intake because of the complicated relationship between mood, emotional state, and feeding behaviors. It is also clear that mood can influence how food consumption functions as a self-rewarding behavior (Morris & Reilly, 1987).

The influence of mood on decision making is an important question to study given the pervasiveness of mood in everyday life. Mood does not spur immediate action, as intense emotions, such as anger and fear, can do, but it changes the way people think (Martin & Clore, 2001). The mood can influence an individual food selection process in terms of the amount and type of food (Bolaños-Ríos et al., 2012). Food is viewed differently when people are happy, bored, stressed, depressed, or angered (Neumark-Sztainer et al., 1999). Food is also used to cope with stress and reduce negative emotions (Van Strien et al., 2013; Collins & Stafford, 2014; Kroes et al., 2014).

Researchers found out that people tend to consume more indulgent food in a negative (Van Strien et al., 2013) and positive mood states (Collins & Stafford, 2014) compared to people in a neutral mood. Hence, people try to increase food consumption to maintain a positive mood. Importantly, Gutjar et al. (2015) discovered that food preferences were primarily correlated to the emotional responses to the product while food choices were mainly associated with positive emotions. Food that is high in sodium, glucose, and fat provide a higher level of sensual pleasure and encourage positive attitudes (Gardner et al., 2014; Van Strien et al., 2013; Collins & Stafford, 2014; Kroes et al., 2014). Consuming indulgent food may therefore improve one mood (Van Strien et al., 2013; Collins & Stafford, 2014; Kroes et al., 2014).



### **2.3 Attitude**

Attitude toward eating fast food plays a significant role in understanding consumer behavior within the fast food industry. In 1960, Alexander Bain made it known that he was willing to search within by using the word attitude first. Since then, many scientists have pondered the meaning of attitude and how it relates to behavior. The term attitude has been defined as an assessment of a negative or positive quality held by an article or person. According to several studies (Salamzadeh, 2015; Ghoochani et al., 2018; Moghadamzadeh et al., 2020), attitude can play a role in the decision to choose and intend to eat certain foods. An attitude is essentially psychological and necessary, and it may reflect support for or disagreement with a person, location, thing, or purpose. The factor that can affect fast food purchase goals is attitude, which has received increased attention in study.

In TPB, attitude refers to the degree of favorable or unfavorable evaluation toward a specific behavior, which is developed from the belief that the performance of that behavior is likely to lead to a positive or negative outcome. An attitude is a general tendency toward a good or service that is acquired by previous experiences or information. When the result of a behavior is predicted positively, a favorable attitude is formed, and it strengthens the intention to perform the behavior. Customer attitude refers to the degree to which a customer has positive or negative emotions of the behavior of interest. It entails consideration of the result of performing the behavior. The attitudes that consumers currently hold are a result of their past experiences. Attitudes based on direct experience are held with high level confidence.

According to Fishbein's summation theory of attitude, later known as the expectancy value model (Fishbein & Ajzen, 1977), people opinions or attitudes toward an object are influenced by their readily accessible beliefs about it. A belief is defined as the subjective probability that an object possesses a certain attribute. According to Wahlen et al. (2016), the consumer attitude towards fast food can be characterized as the consumer belief that by consuming fast food, they are able to save time, which is always associated with fewer efforts and less time spent. Viewing beliefs and attitudes as different aspects or component of attitude, as suggested by the multidimensional view of attitude (Rosenberg & Hovland, 1960), beliefs can provide the causal basis for attitudes.

Consumer attitude towards the behavior is defined as the degree to which a person

has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). A person performs a certain behavior if he/she has a favorable attitude towards the behavior or other people want him/her to perform the behavior or feels capable of performing the behavior (Grønhøj et al., 2012). In the case of fast food, a consumer with positive attitudes should have a higher intention to buy fast food. Past study has found that the sensory appeal of food is one of the factors that influence consumer attitude toward fast food. The fast food taste, flavor, cooking method and color of the products influence their consumption behavior. Franchi (2012) revealed that the most important factor that influences consumer attitude toward consuming fast food is the food taste. Researchers found that a consumer with a busy lifestyle chooses fast food because it is fast to serve and consume (Xiao et al., 2019; Mat et al., 2016). Rezai et al. (2017) had stated that there is a direct relationship between attitudes toward eating foods and intention to purchase. Understanding attitudes towards fast food through these theoretical lenses provides a comprehensive framework for analyzing consumer behavior within the fast food industry.

## **2.4 Health Concerns**

Since awareness is regarded as an essential component of existence, it is studied in many different fields. As renowned logicians, scientists and researchers define awareness as a practical, correct belief. Health concerns are the consciousness an individual has on his personal health, physical appearance, and general sense of well-being (Kim et al., 2011). Recently, there is an increasing number of consumers who are concerned with health impacts because of foods, food safety and food poisoning (Rezai et al., 2017). Young parents whose age is less than 35 years old would likely choose healthier food for their kids (Kellershohn et al., 2017). Moreover, a person who is concerned with his health is more likely to care about his food related lifestyle (Choi, 2016). Consumers are concerned with the food, health risk and nutrition information while deciding what food to consume (Labrecque & Charlebois, 2011).

This study proposed health concerns as a moderating variable between the determinant, attitude and the dependent variable purchasing intention mainly because the literature shows limited findings on the role health concerns play in the fast food consumption studies. Several studies examined health concerns moderating effects on

consumers food choice, however, most of the studies have focused on healthy food choices. Limited studies examined health concerns effects on fast food consumption. In specific, studies on how health concerns influence the relationship between consumer attitude and purchase intention of fast food remained unknown.

According to Ahadzadeh et al. (2017), health consciousness moderates a positive attitude toward using the internet for seeking health information. Chen (2011) also found that health consciousness moderates consumer attitude and purchasing intention toward functional food in Taiwan. Zigmont and Bulmer (2015) found that students who know about the calories content of their food choice are likely to decrease the likelihood to repurchase the fast food, while students who are not aware about the calories content likely to purchase the fast food. High nutritional value in food is an important factor to increase consumer purchase intention (Darian & Tucci, 2011).

Health concerns was found to directly influence consumer purchasing intention (Jin et al., 2017). Previous studies found that health concerns moderate the relationship between attitudes and calories content of the food choice, subjective norms, and healthier food choice as well as perceived behavioral control and nutritional value in food choice (Kellershohn et al., 2017; Zigmont & Bulmer, 2015; Darian & Tucci, 2011). Thus, this study intends to examine the moderating effect of health concerns in the relationship between attitude and purchase intention towards fast food.

## **2.5 Purchase Intention**

Purchase intention is classified as a component of cognitive behavior on how the individual wants to buy a specific brand. Meanwhile, Keller (2001) described purchase intention as a consumer favoritism in purchasing a particular product or service, and they may decide to buy the product after evaluation. Amid product selection and decision making, various determinants trigger consumer purchase intention. Consumer purchasing intention is crucial to every business since it acts as a main input used by the marketers to predict prospective sales. Purchase intention, for example, is important in measuring future demand and forecasting future sales of a product (Morwitz, 2012); these have resulted in companies and researchers to spent billions of dollars trying to identify factors that can affect consumer purchase decisions (Mirabi et al., 2015).

Purchase behavior is evolved from the steps of purchasing intention. Morwitz

(2012) asserted that consumer behavior towards a particular product would affect their purchasing intention. This phenomenon applies to all businesses, and the fast food industry is no exception. Ajzen (1991) analyzed the relationship between willingness and behavior and believed that having a willingness is a necessary condition for taking corresponding actions, and the consumer purchase intention is also a decision to make a purchase process. Lim et al. (2016) empirically posited that purchase intentions are both positive and negative. A positive encouragement is a positive encouragement to consumer behavior, while a negative one suppresses and discourages the idea and willingness to purchase goods. Moreover, due to the Internet environment, there are more uncertain influence factors such as private information, payment account information, etc., these factors directly affect the purchase process (Sasatanun & Charoensukmongkol, 2016).

According to Augustinus and Vivi (2020), purchase intention describes a consumer intention to engage in purchasing behavior. Another study by Tan et al. (2016) revealed that psychological action is the factor that influences consumer purchasing intentions, which means their behavior is directed by a product. Moreover, purchase intention determines if a product meets customer expectations and needs further exploration of their goods and services. Consumers are more satisfied when products and services meet their expectations, and they are more disappointed if the quality of the product produced falls short of their expectations. The previous study found that certain product qualities, such as convenience, advertising, subjective norms, and perceived risk, all have a role in influencing customer purchase intentions (Tan et al., 2016) (Iqbal et al., 2021).

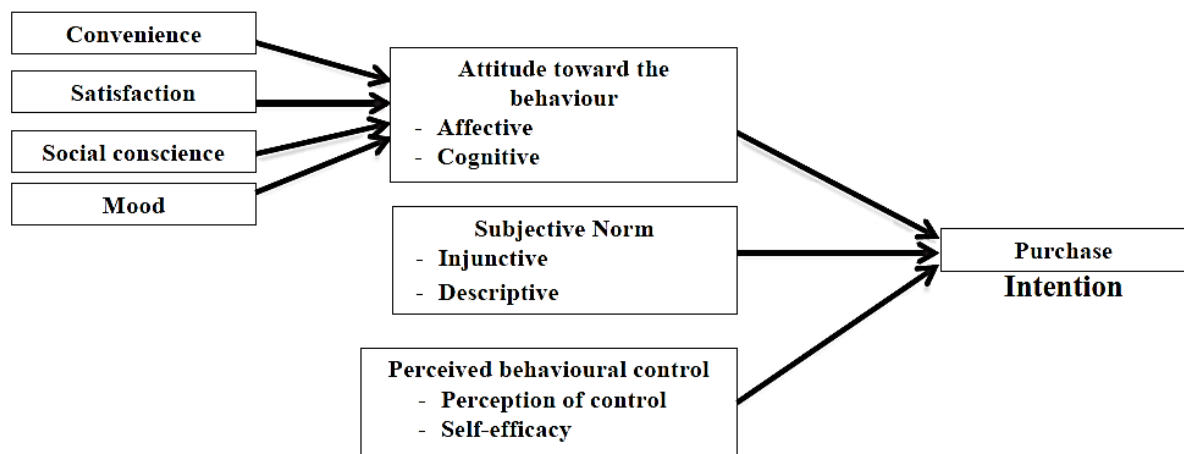
## **2.6 Previous Studies**

In constructing conceptual framework of the study, previously conducted papers are analyzed and studied. In this section, the influencing factors on attitude towards fast food and purchase intention is presented first. Additionally, the effect of attitude on purchase intention is also explained. Previous study of the moderating effect of health concerns on the relationship between attitude towards fast food and purchase intention towards fast food is also discussed.

### 2.6.1 The Influencing Factors on Attitude Towards Fast Food and Purchase Intention

For the first previous study, the paper Determinants of Young Malaysian Adults' Fast Food Purchasing Intention by Phang et al. (2020) is referenced. The paper studies factors influencing on the determinant of behavioral intention and fast food purchase intention. The study is quantitative research with convenience sampling method and the final 210 surveys are used in data analysis. The questionnaire consists of demographic, influencing factors on the determinant of behavioral intention and fast food purchase intention. The following Figure (2.1) shows the conceptual framework of the study.

Figure (2.1) Conceptual Framework of Phang et al.



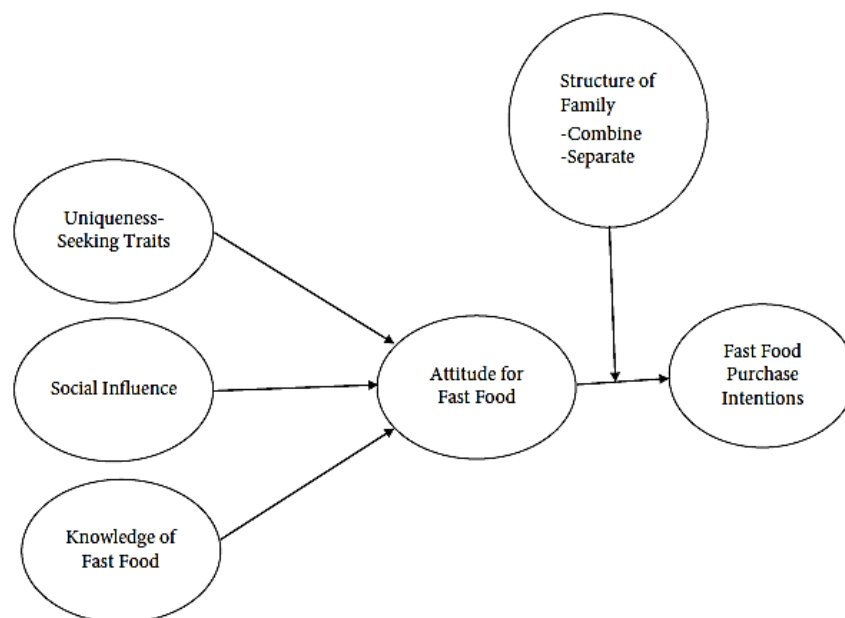
Source: Phang et al. (2020)

As for results, several factors constituted to the development and maintenance of attitude were tested and the influences of attitude, subjective norm and perceived behavior control on purchase intention were further examined. The convenience factor was shown to be more important to Malaysian young adults than affective attitude when shaping their attitudes and their purchase intentions. The outcomes of a study on the subject of mood effects on attitudes showed that emotional and cognitive attitudes are both significantly influenced by mood. Both the descriptive norm and the injunctive norm were significant predictors of purchase intention, suggesting that social acceptance and approval play a role in influencing fast food purchases. Although perceived control had a minimal impact, self-efficacy had a significant influence on predicting the desire to purchase fast food.

### 2.6.2 The Effect of Attitude on Purchase Intention

As for examining the effect of attitude on purchase intention, part of the conceptual framework of the paper Purchasing Intentions toward Fast Food: The Mediating Role of Consumer Attitudes toward Fast Food by Xue et al. (2021) is examined. In this paper, the relationship between attitude for fast food on fast food purchase intentions is studied with structure of family taking the moderating role. The study is conducted with 279 consumers frequenting well-known shops in Pakistan using exploratory factor analysis, confirmatory factor analysis, and multigroup moderations. The conceptual framework of the study is presented in Figure (2.2).

**Figure (2.2) Conceptual Framework of Xue et al.**



Source: Xue et al. (2021)

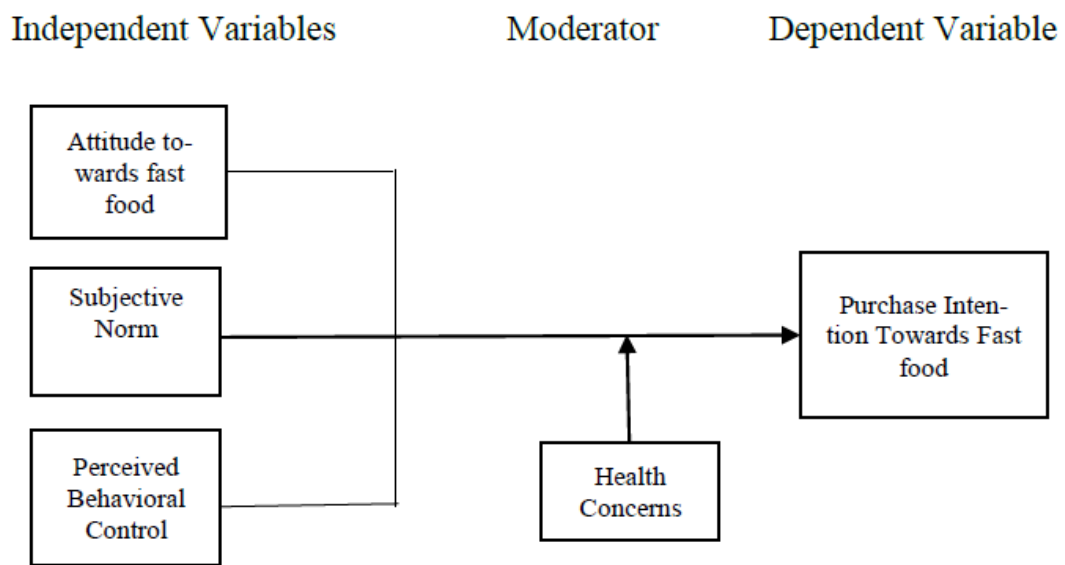
Based on the outcomes, attitudes toward fast food decidedly influence fast food purchasing intention. A positive and relatively strong relationship between attitudes toward fast food and fast food purchase intention with a weight of 1.009. The findings of this study provide useful insights for marketers to apply in practical decision making processes, and the current study can point marketers in the right direction.

### 2.6.3 Moderating Effect of Health Concerns

For health concerns as moderators, the paper Examining the Influencing Factors of Consumer Purchase Intention Toward Fast Food with Health Concerns as A Moderator

by Ariffin et al. (2021) is referenced with its conceptual framework. The paper studies the relationship between attitude, subjective norms, perceived behavioral control and consumer purchase intention toward fast food, and health concerns as a moderator between independent variables and consumer purchase intention toward fast food. Online surveys and face to face surveys are conducted and final 473 respondents are used in data analysis. It uses quantitative analysis. The conceptualization of the study is shown in Figure (2.3).

**Figure (2.3) Conceptual Framework of Ariffin et al.**



Source: Ariffin et al. (2021)

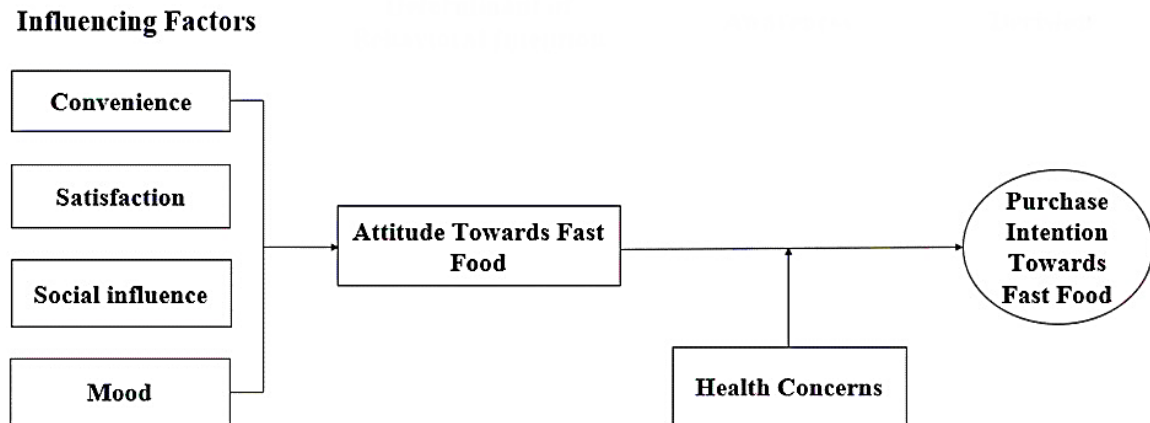
Based on the findings of this study, the attitude and subjective norms were found to positively and significantly influence consumer purchase intention toward fast food, while perceived behavioral control was found to be insignificant. The results of this study also showed that health concerns strengthened the relationship between subjective norms and consumer purchase intention for fast food, while they weakened the relationship between attitude and consumer purchase intention for fast food. Meanwhile, health concerns have no moderation effect in the relationship between perceived behavioral control and consumer purchase intention toward fast food.

## 2.7 Conceptual Framework of the Study

Theoretical reviews and earlier studies are combined to create the conceptual basis for this study. This study intends to analyze how influencing factors affect

consumer attitude, as well as how those attitudes and the purchase intentions of KFC Yangon outlet consumers who have health concerns relate to one another. A systematic random sampling method is used to choose 300 respondents for the online survey for the study, and only those who have visited or ordered at least one KFC outlet in Yangon are included. The conceptual framework of the study is shown in Figure (2.4).

**Figure (2.4) Conceptual Framework of the Study**



Source: Own Compilation (2023)

The conceptual framework of the study is mainly based on the previous model presented by Ariffin et al. (2021). The framework has developed to conceptualize the relation between dependent variable and independent variables. The influencing factors and health concerns are considered independent variables under the conceptual framework, whilst attitude and purchasing intention are considered dependent variables.

Convenience, satisfaction, social influence, and mood are all considered influencing factors in this study. This study expects that influencing factors have positively effect on attitude and attitude has positively effect on purchase intention.

For the analysis, the influencing factors on attitude is examined first. After that, the effect of attitude on purchase intention of KFC in Yangon is analyzed. Furthermore, the moderating role of health concerns on the relationship between attitude and purchase intention is measured.



## CHAPTER 3

### PROFILE AND HEALTH CONCERNS OF KFC

This chapter aim to describe the overview of the profile of KFC Myanmar, type of KFC product, organization structure of KFC Myanmar, locations of KFC Myanmar and health concerns of KFC. It is then followed by the reliability test, the profile of respondents, the findings of respondents general practices for KFC and their health status.

#### 3.1 Profile of KFC Myanmar

KFC Corporation, doing business as Kentucky Fried Chicken (KFC), is a fried chicken specialize American fast food restaurant chain with its corporate headquarters in Louisville, Kentucky. KFC is a subsidiary of Yum Brands, Inc. (NYSE: YUM.), is the world second largest restaurant chain (as measured by sales) after McDonald's, with more than 28,000 restaurants in over 150 countries and territories around the world with a rich, decades long history of success and innovation. Yum is a corporation that operates or issues licenses to Taco Bell, Pizza Hut, KFC Long John Silver's, and A&W restaurants worldwide.

Colonel Harland Sanders (1890–1980), an entrepreneur from Corbin, Kentucky, who started selling fried chicken from his roadside restaurant during the Great Depression, launched KFC. In 1952, the first Kentucky Fried Chicken franchise launched in Salt Lake City, Utah, due to Sanders' recognition of the possibilities of restaurant franchising. KFC fried chicken is popular in the fast food industry and diversified the market by challenging the established dominance of the hamburger. Branding himself Colonel Sanders, the founder became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. Sanders found the business to be too large to handle as a result of its quick expansion, so in 1964 he sold it to a group of investors headed by John Y. Brown Jr. and Jack C. Massey.

By the middle of the 1960s, KFC had opened outlets in Britain, Mexico, and Jamaica, making it one of the first fast food chains to expand globally. KFC had varying degrees of domestic success during the 1970s and 1980s due to a succession of corporate ownership changes made by individuals with little to no previous knowledge of the food

industry. KFC was sold to the liquor distributor Heublein in the early 1970s. Heublein was then taken over by the food and tobacco conglomerate R. J. Reynolds, who ultimately sold the company to PepsiCo. KFC opened its first outlet in China in 1987 as the brand continued to grow internationally. PepsiCo separated its restaurant operations in 1997 under the name Tricon Global Restaurants, which later became Yum Brands in 2002. While KFC number of outlets has decreased in the US, the company has continued to expand in Asia, South America, and Africa, showing that Yum is a more concentrated owner than Pepsi. The chain now has 18,875 locations spread across 118 countries and territories, with 4,563 of those in China, which is KFC largest market. Now, KFC has become the largest quick service food service system in the world and more than one billion Colonels' finger licking good chicken dinner is served every year. Known for its fried chicken and other fast food offerings, KFC is a significant competitor in the fast food industry.

For growth market strategy of KFC corporation to the world, KFC established in Myanmar in Yangon on Bogyoke Aung San outlet is the first KFC outlet in Myanmar. Yoma F&B platform under Yoma Group, Summit Brands Restaurant Group, KFC Myanmar manages the KFC franchise in Myanmar. Yoma Group has a lot of companies, the KFC is one of them. In Myanmar the Yoma Group is so famous and it is also the largest conglomerates in Myanmar. The real estate, automotive and heavy equipment, F&B, financial service, investments, healthcare, banking, consumer, and tourism in Myanmar have been invested by Yoma Group. KFC is among one of the first international chains that entered the Myanmar market in June 2015. As the first global quick service restaurant brand to enter Myanmar, KFC has quickly established itself as one of the leading consumer brands in the country and has been expanding quickly. One of KFC best performing regions in Asia, it has won several awards, including Yum Brands' Rookie of the Year franchisee award in 2016.

KFC always have seasonal promotions and have additional seasonal menus for the customers. Its products are suitable for all age groups, including children and young adults. KFC target market can be divided into four categories: children, teens and young adults, families, and budget customers. KFC has some competition programs for customers to participate in sharing a dance, a poem, a photo, a video, on any social media platform tagging KFC and using the hash tag #kfcmyanmar. It has flexible operating hours and that can also be convenient to have their meal. As for payment methods, KFC

Myanmar has both cash and mobile banking systems provided. Customers rely mostly on cash payments. KFC Myanmar also plans to include more payment options in the future since as digital payments grow more and more, KFC Myanmar needs to incorporate those payment methods in order to provide convenience.

Beyond serving flavorful meals, KFC Myanmar plays an active role in community engagement. The brand has been involved in various charitable initiatives and sponsorships, highlighting its dedication to local causes and communities. KFC Myanmar has a strong emphasis on customer service to ensure that every customer has a positive dining experience. KFC Myanmar now employs more than 1,000 workers throughout its outlets and corporate offices, a significant increase in workforce. From friendly and welcoming staff to timely service, order accuracy to ordering and delivery, and a commitment to cleanliness and hygiene. KFC tries to meet the expectations of its valued patrons. Customer feedback and community engagement further demonstrate the brand dedication to providing excellent service in the dynamic culinary landscape of Myanmar.

KFC is using technology for its back end operations in Myanmar to ensure that their products are of high and international standard. As such, what they offer in Myanmar is not different from what KFC offers in developed countries such as the United Kingdom and United States, as well as other ASEAN countries like Singapore and Thailand. They are also leveraging Information Technology by deploying electronics menu boards in Myanmar. Apart from enhancing customer service, it offers a much greater degree of flexibility in product pricing.

By providing mobile ordering, self-service kiosks, mobile ordering and convenience payment methods, KFC has also used technology to set itself differentiate from competitors. KFC Myanmar has fully embraced the convenience of online ordering and delivery services. This tech savvy approach aligns seamlessly with the preferences of modern consumers, making KFC easily accessible and enhancing convenience. To encourage customer loyalty, the business has introduced reward systems and loyalty programs. To connect more with consumers, the official website of KFC Myanmar was launched in July 2023. All news updates related to KFC, the phone number to contact the branch, location and opening and closing times, all new promotions and menus can be found on KFC Myanmar official website. KFC successfully combines global excellence with Myanmar rich culinary traditions. It is clear that KFC continues to evolve, adapting to and influencing Myanmar ever changing tastes and preferences. It exemplifies the

power of food in bridging cultures and creating delightful experiences.

## **3.2 Type of KFC Product**

KFC main product is pressure fried on the bone chicken pieces seasoned with Colonel Harland Sanders' Original Recipe of 11 herbs and spices. Along with its signature chicken on the bone dish, KFC now sells chicken burgers, sandwiches, chicken nuggets, popcorn chicken and a variety of finger foods. The most popular menus in Myanmar are hot and spicy chicken, rice box, popcorn chicken and potato fries. KFC is popular in Myanmar while they are maintaining their signature international favorites, it skillfully incorporates local ingredients and flavors into its menu. They are good at understanding what local people enjoy eating. This mix of international and local tastes shows KFC adaptability and innovation. KFC products are divided into seven main categories in Myanmar. These include chicken meal, combo meal, shared meal, rice meal, snacks, beverages and limited time offer.

### **3.2.1 Chicken Meal**

The set menu for chicken only or chicken and rice or chicken and fried potatoes with soft drink is under the category of chicken meal. There is an option of 1 piece, 2 pieces, or 3 pieces of chicken based on the set menu. Chicken pieces are counted as breasts, thighs, wings and drumsticks.

### **3.2.2 Combo Meal**

The set menu for Zinger (or) Colonel burger only or burger and fried potatoes with soft drink is under the category of chicken meal. There is an option of different types of burgers based on the set menu.

### **3.2.3 Shared Meal**

Shared meal set menus are primarily designed to be shared and enjoyed the meal together with family or friends. These set menus are large portion in size and are perfect for road trips and lunch or dinner with family and friends. There is an option of 4 pieces,

6 pieces, 8 pieces, 10 pieces or 12 pieces of chicken based on the set menu.

### **3.2.4 Rice Meal**

The set menu for Zinger (or) Popcorn Tokyo curry rice only or curry rice and fried potatoes with soft drink is under the category of rice meal. There is an option of single or combo set based on the menu.

### **3.2.5 Snacks**

There are variety of choice under snacks which include fried chicken 1 piece, double down (a fried chicken sandwich where two slabs of chicken serve as the buns), popcorn chicken (a bite sized pieces of fried chicken), rice, boneless chicken, fries and chicken nuggets (a small piece of deboned chicken meat that is breaded or battered, then deep fried or baked). There is an option of single or large fries and 5 pieces or 15 pieces of chicken nuggets based on the menu.

### **3.2.6 Beverages**

KFC is a renowned American fast food brand in Myanmar and they have partnered with Coca-Cola, another prominent American company. Through this collaboration, KFC in Myanmar offers a range of Coca-Cola beverages, including Coke, Sprite, Orange, Coke Zero, and max<sub>2</sub>O water.

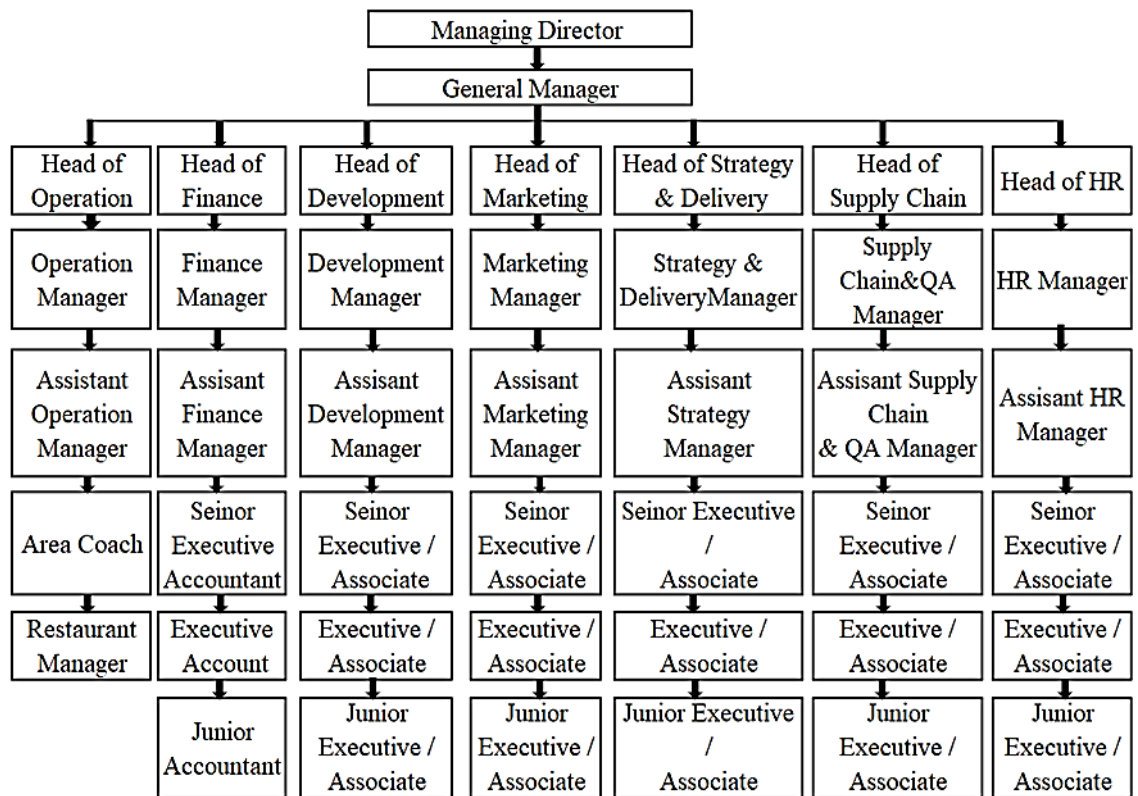
### **3.2.7 Limited Time Offer**

Limited time offer (LTO) is promotional offer that runs for a clearly defined period. Limited time offer menu of KFC includes special menu items that are not always available such as Jeed & Zeed flavor products (a mouthwatering combination of bold spices and sour).

### 3.3 Organization Structure of KFC Myanmar

The organizational structure of Summit Brands Restaurant Group Co., Ltd (KFC Myanmar) is shown in Figure (3.1)

**Figure (3.1) Organization Structure of Summit Brands Restaurant Group Co., Ltd (KFC Myanmar)**



Source: Summit Brands Restaurant Group Co., Ltd (KFC Myanmar) (2023)

According to Figure (3.1), there are seven departments in Summit Brands Restaurant Group Co., Ltd (KFC Myanmar).

#### 3.3.1 Operation Department

Chief operation officer is the most responsible person who managing and making the strategic decision concern with all KFC stores including Yangon and regional stores. Under COO, there are three operation managers and one operation training manager who are managing and controlling to all area coaches. Under the manager, there are four area coaches as per their geographical area and another training officers. There are four or five stores under each area coach. Area coach directly manage to stores' manager to control and manage of sales, quality standard and control, audit purpose, store maintenance.

Then, training manager and teams support the requirement of training method, checking the stores whether the procedures or not. Then, there is one restaurant manager who handle and manage the stores' daily operation and stores, stores' ordering process and stores' inventory control.

### **3.3.2 Finance Department**

Finance department is one of the important departments of KFC. This department is making all financial transaction concern with account receivable, account payable, inventory, company cash flow, employee salaries and other expenses. There are three of chief accountant and one cashier. There is one chief account for inventory account which is responsible and control raw purchasing materials from local and oversea, one chief account for payable and receivable and one chief account for all about sales transaction from channels such as delivery and dine-in. Cashier manages and controls of daily cash flow and cash book. After all these responsible persons report to assistant finance manager and then assistant finance manager report to head of finance. Finally, head of finance manage and make the decision and set the important financial strategy and generate the company profit and loss.

### **3.3.3 Project and Development Department**

This department handles and controls for the new stores opening, building construction design, interior design and the furniture which are using in KFC stores. There is project manager who is responsible and connect with operation all the cases concern with stores construction and repair, assistance maintenance manager who is responsible concern with store maintenance project for all stores, lead project controller and team who is responsible for the quality assurance of stores' equipment and estimate the cost and lead design controller and team who is handle and manage the design for new stores and renewable design for all stores.

### **3.3.4 Strategy Department**

Strategy team is setting the strategy how to match the menu for all delivery channel and always checking the menu price and how to create the new menu set. There

is strategy associate who is handling the recipe menu and cost, restaurant performance manager who is handling and check which stores achieve the target which are setting from the company and communicate and discuss from complaints which are concern with the delivery channel that make the partnership with KFC and business development associate who is responsible to communicate and negotiate with landlord such as finding the places as per geographic position, communication with landlord. All the report directs to the head of strategy and delivery then head make the decision and strategy.

### **3.3.5 Marketing Department**

Marketing department is handling and managing how to do to increase and maintain the sales and how to penetrate the existing market and set the strategy which use to penetrate the market. Then, marketing team is responsible for the new product launching, digital marketing such Facebook and another social media and advertising. Then, there are graphic designer team under marketing team. These graphic designers are responsible to draw all of menu designs that are launching from KFC. Then, marketing team also do the research and development projects when we create the limited time offering items (LTO products) which are sold and launch as topping on chicken.

### **3.3.6 Supply Chain and QA Department**

This department is mainly responsible to support the goods to stores around Myanmar right time, right place and right standard condition. Under supply chain department, there are SCM senior executive who is handling and managing to import oversea purchasing and logistics and custom clearance process, communicate and negotiate with supplier, forecasting and planning, budget and price forecasting for next years , SCM executive and team who are handling and purchasing local purchasing and delivery process from warehouse to stores, smallware items purchasing for all stores, manage the central ordering process, and logistics way plan. QA associate who is handling and managing quality audit purpose of our supplier. Then, she is managing and control whether the supplier follow our quality standard and control. Then, all of reports direct to supply chain head and then make the decision and set the strategic planning and control.



### **3.3.7 Human Resources Department**

Human resources department responsibilities are for recruiting the suitable candidates for the necessary departments, identifying and meeting training needs of the staffs. HR executive is handling salary calculation for office staff and operation. Then, they arrange and handle for training and development program for the employee and another arranging the staff recognition and retreatment program. Then, they are controlling and handling another admin cases such office stationery, ferry arrangement, etc.

### **3.4 Locations of KFC Myanmar**

There are 35 restaurants across the country such as 25 outlets in Yangon, 1 outlet in Naypyitaw, 3 outlets in Mandalay, 1 outlet each in Bago, Monywa, Taunggyi, Lashio and 2 outlets on the Highway. KFC outlets in Myanmar offer a modern and comfortable dining experience. With air conditioned interiors, cozy seating, and even the luxury of free Wi-Fi, these outlets provide a pleasant escape from the crowded streets. It is no wonder that KFC has become a preferred choice for young urbanites, offering not just a meal but an enjoyable experience.

### **3.5 Health Concerns of KFC**

People are increasingly concerned about fast food chains like KFC due to their high calorie and high fat menu offerings. Many items on the KFC menu, especially fried chicken and certain sides are deep fried resulting in high levels of saturated fats and calories. The excessive consumption of such high calorie foods has been linked to obesity and associated health conditions including cardiovascular diseases and diabetes. Another area of concern is the high sodium content in KFC products. Processed and fast foods are frequently loaded with salt to enhance flavor. Excessive consumption of salty foods such as those found in KFC products can lead to hypertension and cardiovascular diseases. Regular consumption of these high sodium foods can have negative effects on heart health.

KFC menu items may contain additives and preservatives to enhance taste, appearance, and shelf life. While these substances are generally recognized as safe for

consumption, prolonged exposure to certain additives could cause health risks such as allergic reactions or sensitivities especially among individuals with specific dietary requirements. The popularity of KFC among children raises concerns about the nutritional influence on young consumers. Regular consumption of fast food may lead to poor dietary habits, potentially resulting in childhood obesity and related health issues. Addressing this concern is important for public health initiatives aiming to improve children overall well-being.

### **3.6 Reliability Test**

The study makes extensive use of Likert scales. Therefore, it is important to verify each dimension accuracy before using it. Reliability is the degree to which data gathering methods and analysis processes produce results that are comparable to those of earlier researchers. Reliability evaluations offer consistency in the measurement of variables. Reliability offers uniformity in the assessment of variables through internal consistency. The most often used psychometric measure for evaluating survey tools and skills is internal reliability (Zhang et al., 2000). According to Kim and Cha (2002), the basic formula for calculating reliability based on internal consistency is Cronbach's alpha.

In this study, the internal consistency of the scales employed in the questionnaire is assessed using Cronbach's alpha. The value of Cronbach's alpha ranges from 0 to 1. The closer Cronbach's alpha coefficient to 1.0, the greater the internal consistency of the items in the scale (Sekaran, 2000). Cronbach's Alpha value of 0.6 is considered poor, 0.7 is acceptable and 0.8 is considered as good (Sekaran & Bougie, 2010). If the alpha is less than 0.6 which means the results are considered unreliable. In general, reliabilities less than 0.60 are considered poor; between 0.60 and 0.70 are fair; between 0.7 and 0.8 are good, between 0.8 and 0.9 are very good and above 0.9 is excellent (Cronbach, 1951).

According to DeVellis (2003), asserted that the Cronbach's alpha value should ideally be greater than 0.7. The instrument has 44 questions which are distributed as 5 questions each for four influencing factors, and 8 questions each for attitude, health concerns and purchase intention. This study used Cronbach's alpha test to assess the internal consistency and reliability of the study scales, as shown in the following Table (3.1).

**Table (3.1) Reliability of Variables**

No.	Scale	No. of Items	Cronbach's Alpha
1	Convenience	5	0.816
2	Satisfaction	5	0.805
3	Social Influence	5	0.831
4	Mood	5	0.781
5	Attitude	8	0.918
6	Health Concerns	8	0.828
7	Purchase Intention	8	0.896

Source: Survey Data (2023)

According to Table (3.1), since all scales had Cronbach's alpha values more than 0.7, the results indicate very good internal consistency and reliability for the scale with this sample. The Cronbach's Alpha coefficients for the various scales in this study ranged from 0.781 to 0.918. These coefficients demonstrate the scales internal consistency and demonstrate the accuracy and validity of the measures.

The convenience scale which consists of five items measured on a five-point Likert scale was specifically determined to have a Cronbach's Alpha coefficient of 0.816. The Cronbach's Alpha coefficient for the satisfaction scale, which similarly had five items and was scored on a five-point Likert scale, was 0.805. The five item similarly tested social influence scale had a Cronbach's Alpha coefficient of 0.831. With five questions and a five-point Likert scale as well, the mood scale likewise had a Cronbach's Alpha coefficient of 0.781.

With eight items measured on a five-point Likert scale, the attitude scale is the longest and had the highest Cronbach's Alpha coefficient 0.918. With eight items as well, the health concerns scale produced a Cronbach's Alpha coefficient of 0.828. Lastly, a five-point Likert scale measuring purchase intention has eight questions and a Cronbach's Alpha coefficient of 0.896.

Cronbach's Alpha coefficients verify each scale internal consistency and show that the items within each construct together assess their individual dimensions with a high level of reliability. It can be more confident in the study findings because of the study measurement increased validity and reliability due to their strong internal consistency. The use of Cronbach's Alpha to evaluate reliability is consistent with

accepted study technique methods, highlighting the dependability of the measurements utilized in this work.

### **3.7 Profiles of Respondents**

Respondents who are consumers of KFC Yangon outlets are chosen to answer the questionnaire. The questionnaires cover respondent general demographic questions, their opinions on convenience, satisfaction, social influence, mood, attitude, purchase intention, and health concerns. For the demographic profile section, 300 respondents are asked demographic profile questions of gender, age group, marital status, level of education, monthly income, and occupation. The frequency and percentage of the profile of the respondents are presented in the study based on the findings and the demographic profile of respondents is shown in Table (3.2).

According to Table (3.2), 28 percent of respondents identify as men, with women making up the majority, at 72 percent. The study includes a wide spectrum of participants in terms of ages. Among the total of 300 respondents survey, 5 of them, constituting (1.7%) of the sample, fall into the age group of 20 years or younger. The largest proportion of respondents, 185 individuals or (61.7%), falls within the age bracket of 31 to 40 years. Additionally, 40 respondents, accounting for (13.3%), are aged between 21 and 30 years. A total of 52 respondents, involving (17.3%), belong to the age group of 41 to 50 years. Lastly, 18 respondents, representing (6.0%), are above the age of 50. This age distribution provides valuable insights into the age composition of the survey sample, which can be important for understanding how different age groups may perceive or respond to this study.

In terms of marital status, the majority of respondents (54.7%) identify as married, while (43.3%) said they are single, showing a fair representation of both marital categories. (2.0%) of the population said they have recently divorced. The study includes participants with a range of educational backgrounds and education levels. About (50.0%) of participants have degrees, and (41.7%) have master degrees. (6.0%) of the population or less have a master degree or higher education. Additionally, (0.7%) are undergraduate students and (1.7%) have completed high school, showing that the sample population have a range of educational backgrounds.

**Table (3.2) Demographic Profile of Respondents (N=300)**

No.	Description		Frequency	Percentage
<b>Total</b>			<b>300</b>	<b>100.0</b>
	Gender	Male	84	28.0
		Female	216	72.0
1	Age Group	Under 20 years	5	1.7
		21-30 years	40	13.3
		31-40 years	185	61.7
		41-50 years	52	17.3
		Above 50 years	18	6.0
2	Marital Status	Single	130	43.3
		Married	164	54.7
		Divorced	6	2.0
3	Level of Education	High School	5	1.7
		Undergraduate	2	0.7
		Graduate	150	50.0
		Master Degree	125	41.7
		Master Degree and above	18	6.0
4	Monthly Income	Less than Ks 300,000	39	13.0
		Ks 300,001 to 500,000	38	12.7
		Ks 500,001 to 1,000,000	61	20.3
		Ks 1,000,001 to 1,500,000	29	9.7
		Ks 1,500,000 and above	133	44.3
5	Occupation	Student	17	5.7
		Employee (Public or Private Company)	195	64.9
		Government Employee	40	13.3
		Self Employed	39	13.0
		Housewife	5	1.7
		Retired	4	1.3

Source: Survey Data (2023)

The distribution of the monthly incomes of respondents shows a variety of economic origins. (44.3%) of participants report monthly salaries of Ks 1,500,000 or more, indicating a sizeable group of individuals with comparatively higher incomes.

(13.0%) of people have a monthly income of less than Ks 300,000, while (20.3%) make between Ks 500,001 and Ks 1,000,000. In addition, (12.7%) and (9.7%), respectively, report incomes between Ks 300,001 and 500,000 and Ks 1,000,001 and 1,500,000.

The sample included a wide range of occupations and employment statuses. The majority, (64.9%), said they work for public or private businesses, (13.3%) of the sample are government workers, indicating a presence in the public sector. In addition, (5.7%) of respondents are students and (13.0%) are self-employed. (1.7%) of respondents answer they are housewives, compare to (1.3%) of retirees.

Overall, the sample diverse demographic makeup offers a thorough representation of people from a range of age groups, marital situations, educational levels, socioeconomic levels, and occupational backgrounds, enabling a more comprehensive analysis of the variables influencing consumer attitudes and behaviors in the context of fast food and health concerns.

### **3.8 Respondents General Practices for KFC and Health Status**

In this session, the general practices for KFC of the respondents and their health status are presented. It can help to understand the influence of these practices on their well-being by analyzing what the respondents eat and how often.

#### **3.8.1 Number of Respondents by Time to Eating KFC**

Table (3.3) describes the distribution of respondents by how often they eat KFC. Determining how often respondents eat KFC is important as it provides insights into their frequency of consumption, allowing for the assessment of habitual behavior and its potential impact.

**Table (3.3) Number of Respondents by Time to Eating KFC**

<b>Times</b>	<b>Frequency</b>	<b>Percentage</b>
Occasionally	156	52.0
Once a day	6	2.0
Once per month	98	32.7
Once per week	32	10.7
2-3 times per week	4	1.3
4-6 times per week	4	1.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

According to Table (3.3), a larger group of respondents 156 people, or (52%) answer they occasionally ate KFC. Additionally, 6 respondents, or (2.0%), answer they eat KFC once a day. In addition, 98 respondents, or (32.7%), answer they once per month enjoy KFC. 32 respondents, or (10.7%) of the total sample size, answer they have KFC once a week. In addition, only four respondents, or (1.3%), answer they ate KFC 2-3 times each week, and the same amount, four respondents, or (1.3%), answer they eat KFC 4-6 times per week.

### **3.8.2 Number of Respondents by Type of Ordering**

Table (3.4) shows the distribution of respondents according to the respondents preferred method of ordering KFC. This distribution of ordering preferences provides insightful information about the numerous ways that customers engage with KFC, which is useful for understanding customer preferences and behaviors in relation to the study.

**Table (3.4) Number of Respondents by Type of Ordering**

<b>Ordering</b>	<b>Frequency</b>	<b>Percentage</b>
Delivery (Food panda, Grab, etc.)	80	26.7
Dine-In	113	37.6
Online ordering	4	1.3
Takeaway	103	34.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

According to Table (3.4), 80 people, or (26.7%) of the sample of the 300 respondents to the survey, choose delivery services like Food Panda or Grab. (37.6%) of the 113 respondents answer they preferred dining in at KFC restaurants. In addition, 4 respondents, or (1.3%) overall, answer that they prefer online ordering from KFC Myanmar Facebook or KFC Myanmar website. Another set of 103 respondents, or (34.3%) of all respondents, choose takeout while placing a KFC order.

### 3.8.3 Number of Respondents by Order Menu

Table (3.5) indicates respondent preferences for the KFC menu items they select. This distribution of preferences for menu items provides insightful information about the range of decisions made by customers while ordering from KFC, which can be important for understanding consumer tastes and preferences in relation to the study.

**Table (3.5) Number of Respondents by Order Menu**

<b>Menu</b>	<b>Frequency</b>	<b>Percentage</b>
Burger	29	9.7
French Fries	4	1.3
Fried Chicken	238	79.3
Soft Drinks	13	4.3
Snacks	16	5.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

Based on the Table (3.5), 29 respondents, or (9.7%), answer they have purchased KFC burgers. Additionally, (1.3%) of respondents 4 people mention eating French fries. Fried chicken is the most popular menu item among the respondents, with 238 people, or a significant (79.3%), indicating that it is their top pick. Furthermore, (4.3%), or 13 respondents, indicate ordering soft drinks. 16 more respondents or (5.3%) report selecting different snacks from the KFC menu.

### 3.8.4 KFC Yangon Outlets where Respondents Visited or Ordered

Table (3.6) offers useful data about respondent preferences for the KFC outlets in Yangon that they visit most frequently. This distribution of favorite KFC sites illustrates



the distinctive preferences and accessibility of various areas in Yangon, which is useful for comprehending customer behavior and decisions relating to the study.

**Table (3.6) KFC Yangon Outlets where Respondents Visited or Ordered**

<b>KFC Yangon outlets</b>	<b>Frequency</b>	<b>Percentage</b>
KFC Capital	13	4.3
KFC Dagon Center	18	6.0
KFC Hledan	24	8.0
KFC Htauk Kyant	2	0.7
KFC Insein Phawt Kan	3	1.0
KFC Junction City	40	13.3
KFC Junction Mawtin	10	3.3
KFC Junction Square	35	11.7
KFC Kan Thar Yar North Okkala	9	3.0
KFC Kyee Myint Daing	7	2.3
KFC Myanmar Plaza	37	12.3
KFC North Dagon	12	4.0
KFC Parami Sein Gay Har	7	2.3
KFC San Pya	18	6.0
KFC Shwe Pyi Thar	3	1.0
KFC South Dagon	1	0.3
KFC South Okkala	10	3.3
KFC Star City	4	1.3
KFC Tamwe	16	5.3
KFC Thanlyin CityMart	2	0.7
KFC The Secretariat	9	3.0
KFC Yangon Domestic Airport	4	1.3
KFC Yangon International Airport	16	5.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

Table (3.6) shows that among the 300 respondents to the survey, different KFC outlets in Yangon see different amounts of consumer numbers. With 40 respondents or (13.3%) of the sample naming KFC Junction City as their favorite location, it became

clear that this is the most widely favored option. KFC Myanmar Plaza come in second place, with support from 37 respondents, or (12.3%). Additionally, 35 respondents or (11.7%) of the sample came from KFC Junction Square.

Other business areas significant interest as well, including KFC Hledan, which is picked by 24 respondents (8%), and KFC Dagon Center, which is chosen by 18 respondents (6%). The fact that each location, from KFC Capital to KFC Yangon International Airport, receive different percentages of preference highlights the wide variety of options available to respondents. Two of KFC Yangon 25 outlets, KFC Aung Mingalar and KFC Insein 2 Pauk Taw Wa, are not chosen by respondents.

### 3.8.5 Number of Respondents by Health Status

Table (3.7) provides information on the self-reported health statuses of the respondents. The 300 responders to the study indicate a wide range of health states. This range of health statuses shows the variety of ways respondents view their health, which can be crucial for figuring out potential connections between health perceptions and consumer behavior with regard to the study.

**Table (3.7) Number of Respondents by Health Status**

Status	Frequency	Percentage
Excellent	20	6.7
Fair	38	12.7
Good	162	54.0
Poor	4	1.3
Very Good	76	25.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

According to Table (3.7), the majority of respondents around (54.0%), or 162 people rate their health as good, making that the most prevalent health status. Additionally, 76 respondents, or (25.3%) of the total, rate their health as very good, showing that a sizable portion of people have a favorable opinion of their own health. Only (12.7%) of respondents, or 38 people, answer their health is fair, while (6.7%) of respondents, or 20 people, answer their health is excellent. (1.3%) of respondents, or 4

people, report having poor health status.

### 3.8.6 Number of Respondents by Doing Exercise

The frequency of respondent exercise habits is presented in Table (3.8). Among the 300 respondents survey, a diverse range of exercise routines and habits are reported. This distribution of exercise frequencies shows the varying levels of physical activity among respondents, which can be important for understanding how exercise habits may meet with consumer attitudes and behaviors related to the study.

**Table (3.8) Number of Respondents by Doing Exercise**

Status	Frequency	Percentage
Always	23	7.7
Most of the times	30	10.0
Never	10	3.3
Rarely	65	21.7
Sometimes	172	57.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

According to Table (3.8), the majority of respondents, constituting (57.3%) of the sample, indicated that they exercise sometimes suggesting a moderate and intermittent exercise routine. Additionally, (21.7%) of respondents answer that they are exercising rarely, indicating infrequent physical activity. A smaller portion of respondents, (10%) or 30 individuals, exercise most of the time while (7.7%) of respondents, equivalent to 23 individuals, claimed to exercise always implying a consistent exercise regimen. A few respondents, (3.3%) or 10 individuals, mention that they never exercise.

### 3.8.7 Number of Respondents by Considering Their Obesity

Table (3.9) provides insights into respondent classifications based on their obesity status. Among the 300 respondents survey, different weight categories are reported. This distribution of obesity classifications highlights the diverse weight statuses among respondents, which can be fundamental for understanding potential associations between weight categories and consumer attitudes and behaviors related to the study.

**Table (3.9) Number of Respondents by Considering Their Obesity**

<b>Status</b>	<b>Frequency</b>	<b>Percentage</b>
Normal Weight	169	56.3
Obese	8	2.7
Overweight	110	36.7
Underweight	13	4.3
<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data (2023)

According to Table (3.9), the majority of respondents, accounting for (56.3%) of the sample, are categorized as having normal weight suggesting that they fall within a healthy weight range for their height and age. Additionally, (36.7%) of respondents are classified as overweight indicating that they may have excess body weight relative to their height. A smaller portion of respondents (4.3%) or 13 individuals, are categorized as underweight suggesting that they may have a lower than typical body weight. A few respondents, (2.7%) or 8 individuals, are classified as obese indicating a significantly higher body weight in relation to their height and age.

## CHAPTER 4

### ANALYSIS OF ATTITUDE AND PURCHASE INTENTION OF KFC

This chapter presents the mean scores of influencing factors, attitude, health concerns and purchase intention. Subsequently, the influencing factors on attitude and the effect of attitude on purchasing intention are analyzed. Finally, the moderating role of health concerns on the relationship between attitude and purchase intention is analyzed.

#### 4.1 Perception on Influencing Factors, Attitude, Health Concerns and Purchase Intention

This section analyzes the influencing factors on attitude, the effect of attitude on purchase intention and health concerns as a moderator between attitude and purchase intention of KFC in Yangon. Respondent perceptions on attitude is analyzed with four variables which are convenience, satisfaction, social influence and mood. Data are collected from 300 respondents who have experienced consuming KFC or ordered from or visited at least one of the KFC outlets in Yangon by using structured questionnaire with five-point Likert scale. Data are displayed by analyzing mean value and standard deviation for each dimension.

The four variables as well as the moderator health concerns are regarded as the independent variables, attitude and purchase intention are the dependent variable of this study. According to Best (1997), the mean value of five-point Likert scale items is interpreted as follows;

The score among 1.00-1.80 means strongly disagree.

The score among 1.81-2.60 means disagree.

The score among 2.61-3.40 means neither agree nor disagree.

The score among 3.41-4.20 means agree.

The score among 4.21-5.00 means strongly agree.

#### 4.1.1 Convenience

The following Table (4.1) describes the perception of respondents on convenience. To measure the convenience, five statements of convenience are applied in this survey.

**Table (4.1) Convenience**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Having KFC provides a convenient option for a quick meal	3.55	.941
2	Eating KFC is allowed everywhere	3.27	.903
3	Eating KFC reduces the amount of work have to do (e.g., planning, preparing and cleaning up)	3.50	.968
4	Providing convenient payment options, KFC makes transactions easier for customers (e.g., cash, card, mobile payment)	3.58	.971
5	Being convenient, KFC influences the decision to choose them (e.g., location, online ordering, delivery)	3.54	.910
<b>Overall Mean</b>		<b>3.49</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.1), the highest mean value is 3.58 which indicates that the respondents believe KFC offers convenient payment options, including cash, card, and mobile payments. The second highest mean value is 3.55 which indicates that respondents express that they consider fast food, in general, to be a convenient choice for a quick meal. The lowest mean value of 3.27 and it suggests that the respondents may view the flexibility of eating fast food anywhere as slightly less convenient compared to other aspects. The overall mean value of 3.49 for convenience shows the agree level. Based on the results, the respondents generally hold positive views on the convenience aspects of KFC.

#### 4.1.2 Satisfaction

Five items are included in inquiring respondents view on satisfaction and its influence on attitude. Table (4.2) describes the mean values of satisfaction.

**Table (4.2) Satisfaction**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Feeling satisfied after eating KFC	3.35	.919
2	Being generally satisfied with the food quality of KFC	3.39	.920
3	Receiving service at KFC outlets, the expectations are met	3.42	.828
4	Feeling satisfied, the overall experience at KFC outlets is memorable	3.37	.845
5	Delivering consistently on their promises, KFC maintains a strong reputation (e.g., menu options, promotions)	3.49	.864
<b>Overall Mean</b>		<b>3.40</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.2), the highest mean value is 3.49 indicating that respondents believe KFC consistently delivers on their promises, including menu options and promotions. The second highest mean value is 3.42 which indicates that respondents express KFC's ability to meet customer expectations. The lowest mean score is 3.35 and this suggests that while the respondents generally accept eating KFC gives satisfying, there may need for improvement in post consumption satisfaction.

The overall mean value of 3.40 for satisfaction shows neither agree nor disagree level. This suggested that the respondent has some degree of ambivalence or uncertainty about the statement. Based on the results, while the respondents generally hold positive views regarding satisfaction levels related to the consumption of KFC, they have no strong feelings or opinions either way.

#### **4.1.3 Social Influence**

Table (4.3) is the table describing the five items mean values, standard deviation values and the overall mean value of social influence.

**Table (4.3) Social Influence**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Being influenced by recommendations from friends, family, or colleagues, the decision to buy KFC is made	3.19	.982
2	Seeing others enjoy KFC encourages to buy KFC	3.19	.935
3	Being influenced by the opinions of others, attitude towards KFC is formed (e.g., reviews or ratings on social media)	3.08	.902
4	Featuring KFC in social media posts or advertisements, perception of the brand is influenced	3.18	.927
5	Featuring endorsements from social media influencers or celebrities, KFC influences attitudes and intentions to visit	2.96	.935
<b>Overall Mean</b>		<b>3.12</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.3), the highest mean value is 3.19 indicating that both recommendations from friends, family, or colleagues influence the decision to buy KFC and seeing others enjoy KFC encourages to buy KFC. These scores suggest that word of mouth recommendations and observing others enjoyment of KFC have an influence on respondent decisions to choose KFC. The second highest mean value is 3.18 and it indicates that the respondents believe social media plays a role in shaping their perception of KFC. The lowest mean score of 2.96 and this suggests that while the respondents recognize the influence of social media influencers and celebrities, they may perceive this influence as somewhat less impactful compared to other factors.

The overall mean value of 3.12 for social influence shows neither agree nor disagree level. This suggested that the respondent has some degree of ambivalence or uncertainty about the statement. Based on the results, the respondents generally hold positive views on the significance of social and interpersonal influences, including recommendations from friends and family, and the influence of social media in shaping their attitudes and behaviors toward KFC. However, they have no strong feelings or opinions either way. These findings underscore the importance of social marketing and positive word of mouth in the fast food industry.



#### 4.1.4 Mood

The mean values, standard deviation values and the overall mean of mood items are expressed in Table (4.4).

**Table (4.4) Mood**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Rewarding oneself with KFC is a common practice	3.31	.953
2	Consuming KFC enhances mood	3.03	.916
3	Visiting KFC outlets is more likely when in a positive mood	3.15	.937
4	Enhancing the positive atmosphere at KFC outlets enhances customer satisfaction	3.20	.867
5	Advertising campaigns and promotions of KFC create a positive emotional response	3.34	.891
<b>Overall Mean</b>		<b>3.21</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.4), the highest mean value is 3.34 indicating that the respondents believe KFC advertising campaigns and promotions create a positive emotional response. This indicates that advertising efforts by KFC are successful in generating positive emotional associations among customers. The second highest mean value is 3.20 and this indicates that the respondents believe the atmosphere of KFC outlets enhances customer satisfaction. The lowest mean score is 3.03 and this suggests that respondents recognize a mood enhancing aspect of consuming KFC, they may not perceive it as strongly as other mood related factors.

The overall mean value of 3.21 for mood shows neither agree nor disagree level. This suggested that the respondent has some degree of ambivalence or uncertainty about the statement. Based on the results, respondents generally consider mood related factors, such as advertising, the ability to treat themselves, and the positive atmosphere at KFC outlets, influential in their attitudes and behaviors toward KFC. However, they have no strong feelings or opinions either way. These findings emphasize the significance of emotional and experiential factors in the fast food industry, where positive emotions can drive customer loyalty and satisfaction.

#### 4.1.5 Attitude

Attitude mean values and standard deviation values as well as overall mean score are presented in Table (4.5). In order to analyze attitude towards fast food, respondents are asked to answer eight items that are related to assessing customer attitude towards fast food.

**Table (4.5) Attitude**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Being simple of KFC influences the purchasing decision	3.35	.947
2	Being easy of KFC influences the purchasing decision	3.61	.959
3	Being fast of KFC influences the purchasing decision	3.61	.945
4	Being convenient of KFC influences the purchasing decision	3.67	.940
5	Tasting good of KFC influences the purchasing decision	3.42	.966
6	Smelling nice of KFC influences the purchasing decision	3.39	.927
7	Having a pleasant structure of KFC influences the purchasing decision	3.41	.855
8	Looking nice of KFC influences the purchasing decision	3.36	.872
<b>Overall Mean</b>		<b>3.48</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.5), the highest mean value is 3.67 which indicates that the respondents believe the convenience of KFC influences their purchasing decision. The second highest mean value is 3.61 which indicates that the respondents express KFC is easy and fast. The lowest mean value is 3.36 and it suggests that the respondents may not prioritize the visual of fast food as highly as other attributes but still find it appealing.

The overall mean value of 3.48 for attitude shows the agree level. Based on the results, the respondents generally hold positive perceptions of various attributes towards attitude, including convenience, ease, taste, and aroma. These findings align with the fundamental characteristics of fast food that emphasize speed, accessibility, and sensory appeal, which can contribute to its popularity among consumers.

#### 4.1.6 Health Concerns

Items of eight are applied in inquiring respondents in respect to health concerns. Table (4.6) describes the items mean values, overall mean value and standard deviation of health concerns.

**Table (4.6) Health Concerns**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Preventing from purchasing KFC due to concerns about personal health	3.24	.995
2	Preventing from purchasing KFC due to concerns about physical appearance or weight	3.32	.944
3	Preventing from purchasing KFC due to the threat of food-related diseases	3.23	.904
4	Preventing to choose KFC due to self-consciousness about health	3.36	.096
5	Providing sufficient healthy menu choices of KFC to meet dietary preferences	2.93	.927
6	Considering health is essential when choosing to consume KFC	3.24	.958
7	Seeking healthier options when visiting KFC outlets	3.17	.931
8	Offering a wider variety of healthy menu options should be done by KFC to cater to different dietary preferences (e.g., salads, grilled chicken, fresh juices)	3.65	.986
<b>Overall Mean</b>		<b>3.27</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.6), the highest mean value is 3.65 indicating that the respondents believe KFC should provide more diverse and healthier menu choices to accommodate various dietary preferences. This reflects an expectation among respondents for healthier options at KFC. The second highest mean value is 3.36 and this indicates that the respondents are preventing to choose KFC due to self-consciousness about health. The lowest mean score is 2.93 and this suggests that the respondents perceive KFC needs improvement in offering healthy menu options that align with their dietary preferences.

The overall mean value of 3.27 for health concerns shows neither agree nor disagree level. This suggested that the respondent has some degree of ambivalence or uncertainty about the statement. Based on the results, the respondents perceive health concerns as playing a role in their attitudes and behaviors toward KFC. These findings underscore the importance of providing healthier menu choices and addressing health conscious consumer preferences in the fast food industry, where dietary considerations increasingly influence consumer choices.

#### **4.1.7 Purchase Intention**

Purchase intention is measured using eight items and they are applied in inquiring respondent understanding on their intention to purchase fast food in regards to KFC. In Table (4.7), mean values, standard deviation and overall mean value of the 8 items of purchase intention are expressed.

**Table (4.7) Purchase Intention**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Wishing to consume KFC	3.14	.913
2	Intending to consume KFC in future	3.06	.892
3	Planning to consume KFC in the future	3.11	.854
4	Consuming KFC given an opportunity	3.03	.907
5	Consuming KFC if they are available	3.29	.942
6	Introducing more attractive promotions or loyalty programs should be done by KFC to encourage customers to increase purchase intention	3.57	.991
7	Trying new menu items or limited-time offers is very likely at KFC outlets	3.41	.885
8	Recommending to family, friends or colleagues to try KFC	3.22	.939
<b>Overall Mean</b>		<b>3.23</b>	

Source: Survey Data (2023)

According to the results shown in Table (4.7), the highest mean value is 3.57 for the statement that KFC should introduce more attractive promotions or loyalty programs to encourage customers to increase purchase intention. This suggests that the respondents believe such initiatives could enhance their purchase intention. The second highest mean value is 3.41 and this indicates that the respondents are very likely to try new menu items or limited time offers at KFC outlets. The lowest mean score is 3.03 and this suggests that respondents desire to consume KFC given an opportunity. The overall mean value of 3.23 for purchase intention shows neither agree nor disagree level. This suggested that the respondent has some degree of ambivalence or uncertainty about the statement. Based on the results, the respondents generally have a positive intention and inclination toward consuming KFC. These findings align with the fast food industry focus on convenience, promotions, and menu innovation as key drivers of customer engagement and loyalty.

#### **4.2 Analysis on the Influencing Factors on Attitude**

Linear regression model is applied in analyzing the influencing factors on attitude towards KFC and Table (4.8) has described the estimated regression model results.

**Table (4.8) Influencing Factors on Attitude**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.701	.175		3.997	.000	
Convenience	.346***	.054	.366	6.361	.000	2.053
Satisfaction	.122*	.069	.105	1.761	.079	2.220
Social Influence	-.089	.047	-.092	-1.903	.158	1.443
Mood	.447***	.062	.410	7.261	.000	1.978
R Value		.725				
R Square		.525				
Adjusted R Square		0.519				
F Value		81.553***				
Durbin Watson		2.461				

Source: Survey Data (2023)

Notes: \*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the results shown in Table (4.8), R square and adjusted R square are 0.525 and 0.519 which means that this model can explain 51.9% about the variation of dependent variable (attitude) with independent variable (convenience, satisfaction, social influence, mood). Therefore, the power of the model used to explain is considered as good. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. According to the result, Durbin-Watson value is 2.461 (acceptable level is between 1.5 and 2.5) showing there is no auto correlation in the sample. All the VIFs (Variance Inflation Factor) of independent variables are less than 10. And there is no problem of multi-collinearity among independent variables.

According to the result, convenience has a significant effect on attitude at 99 percent confidence interval and it has a positive effect on the attitude. It means that the amount of attitude is increased by every unit change in convenience when all other variables are constant. Therefore, KFC needs to maintain the convenience factors that are well perceived by customers to receive more positive attitudes.

According to the result, satisfaction has a significant effect on attitude at 90 percent confidence interval and it has a positive effect on the attitude. It means that the amount of attitude is increased by every unit change in satisfaction when all other variables are constant. Therefore, KFC needs to maintain the satisfaction factors that are well perceived by customers to receive more positive attitudes.

According to the result, mood has a significant effect on attitude at 99 percent confidence interval and it has a positive effect on the attitude. It means that the amount of attitude is increased by every unit change in mood when all other variables are constant. Therefore, KFC needs to maintain the mood factors that are well perceived by customers to receive more positive attitudes.

Convenience is important for KFC because it is a fast food restaurant. People want food that is quick, clean, and delicious. When KFC is convenient, more customers desire to come. Therefore, keeping the things easy and fast helps KFC make customers happy and brings in more business.

Customer satisfaction is vital for KFC's success. Satisfied customers are more likely to return and recommend the restaurant to others. Positive experiences encourage loyalty and enhance the restaurant's reputation. Moreover, happy customers are key to building a strong customer base, driving sales, and ensuring long term profitability for KFC.

Mood is important for KFC since it can affect the dining experience. A positive atmosphere and friendly staff can enhance customer enjoyment. Happy customers are more likely to return, positively review the restaurant, and recommend it to others. Therefore, enhancing a positive mood can boost customer satisfaction and loyalty for KFC.

Among the four independent variables, mood has the highest standardized coefficient (Beta) which means that mood has greater contribution than other independent variables to increase customer attitude towards KFC. The survey results demonstrate that the mood directly influences how customers perceive their dining experience. Positive moods, created by a pleasant atmosphere and friendly staff, can enhance customer attitudes, making them more likely to enjoy their meal, return, and recommend KFC to others.

### 4.3 Analysis on the Effect of Attitude on Purchase Intension

Table (4.9) describes the regression model results of the effect of attitude on purchase intention of KFC consumers by applying Linear Regression model.

**Table (4.9) Effect of Attitude on Purchase Intension**

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.075	.147		7.324	.000
Attitude	.619***	.041	.656	15.017	.000
R Value			.656		
R Square			.431		
Adjusted R Square			.429		
F Value			225.520***		
Durbin-Watson			2.383		

Source: Survey Data (2023)

Notes: \*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the results shown in Table (4.9), R square and adjusted R square are 0.431 and 0.429 which means that this model can explain 43.1% about the variation of dependent variable (purchase intention) with independent variable (attitude). Therefore, the power of the model used to explain is considered as good. The value of F test, the overall significance of the model, is highly significant at 1 percent level. This specified model can be said valid. According to the result, Durbin-Watson value is 2.383 (acceptable level is between 1.5 and 2.5) showing there is no auto correlation in the sample.

According to the results, attitude has positively significant on purchase intention at 99 percent confidence interval. The positive effect means that the increase in attitude leads to better purchase intention. The standardized coefficient (Beta) of attitude means that attitude has contribution to increase purchase intention of KFC. Studies have found that when a business in the fast food industry receives a more positive attitude from customers, there is a higher likelihood of the customers intention to make a purchase.

The survey results show that customers want to maintain their relationship with KFC mainly because of the fact that they have a positive attitude on KFC. Attitude offers



not only the purchase intention of the customers but also becoming regular customers of the brand. This, in turn, supports the possibility of expanding further branches of the business. Therefore, it is crucial for the businesses should focus on enhancing consumers attitudes toward their products or services as a means to increase purchase intentions and potentially boost sales.

#### 4.4 Analysis on the Moderation Effect of Health Concerns on the Relationship between Attitude and Purchase Intention

Table (4.10) presents the results of the Linear regression analysis comparing two models (Model 1 and Model 2) to analyze the moderating effect of health concerns on the relationship between attitude and purchase intention of KFC consumers.

**Table (4.10) Moderation Effect of Health Concerns**

Variable	Model 1					Model 2				
	B	SE	Beta	t	Sig	B	SE	Beta	t	Sig
(Constant)	-0.008	.043		.000	1.000	-.040	.046		-.861	.390
Attitude	.574***	.049	.574	11.712	.000	.580***	.049	.580	11.888	.000
Health Concerns	.171***	.049	.171	3.486	.001	.170***	.049	.170	3.495	.001
Attitude & Health Concerns						.083**	.038	.093	2.171	.031
R Value	.673					.680				
R Square	.453					.462				
R Square Change						.009				
Adjusted R Square	.449					.456				
F Value	123.056***					84.635***				
Durbin-Watson						2.319				

Source: Survey Data (2023)

Notes: \*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to Table (4.10), there is a moderating effect of health concerns on the relationship between attitude and purchase intention of KFC because of the value of R square change 0.009 (9%). In model 2, R square value is 0.462 while adjusted R square value is 0.456, meaning this specific model can explain 45.6% of the variance of the moderating effect of health concerns on the relationship between attitude and purchase intention. Based on the F-value, the overall model is highly significant at 1% level.

Due to multiple regression result in model 2, health concerns has a significant moderating effect on the relationship between attitude and purchase intention of KFC. The new interaction of attitude and health concerns can be a significant predictor for purchase intention of KFC. Based on the results, health concerns has a partial moderating effect on the relationship between attitude and purchase intention of KFC. Since both attitude and health concerns are significant with the addition of new interaction, moderation has occurred while attitude and health concerns also act as independent variables that effect purchase intention of KFC.

Based on the positive beta value, there is a positive interaction effect between attitude and health concerns. Health concerns has a significant positive moderating effect on the relationship between attitude and purchase intention. It means as health concerns increase, the effect of attitude on purchase intention is strengthened despite attitude level and vice versa. It was found that health concerns weaken the relationship between attitude and purchase intention in previous studies. It is also believed that health concerns can weaken this relationship in reality. However, this study find that health concerns actually strengthen the relationship between attitude towards and purchase intention, it could be due to several reasons. Some people might think that having fast food sometimes is okay, especially if they are healthy otherwise. Therefore, their concern for their health does not prevent them from purchasing fast food. Sometimes, when people are told not to do something (like eating fast food for health reasons), they might want to do it even more. Hence, worrying about health could make them rebel and purchase fast food.

Even though the majority of people in today society are aware that eating fast food causes a health risk, they think these risks are minimal and are not worried by them because they do not currently have any health problems. Depending on where the study takes place, cultural or social factors might be at play. In that case, what their friends do or what advertisements show can affect how people connect health concerns with fast

food choices. In Myanmar, there are some people who still lack of sufficient health knowledge and are unaware of the potential negative effect of fast food on their health. Relating to the study result, the convenience and mood are positive, strong and statistically highly significant. As a consequence, people might choose fast food more often because it is easy and makes them feel good. Even if they worry about health, the convenience and positive feelings make them purchase it anyway. All these reasons possibly can explain the positive moderating effect of health concerns on the relationship between attitude and purchase intention of KFC.

## **CHAPTER 5**

### **CONCLUSION**

In this chapter, the total of three parts are discussed, findings and discussions of the study, suggestions, and recommendations as well as the needs for further study based on this study which is about the influencing factors on attitude and purchase intention of KFC in Yangon.

#### **5.1 Findings and Discussions**

This paper studies the influencing factors on attitude and purchase intention of KFC in Yangon. 300 respondents, both male and female, from Yangon who have experienced consuming KFC and ordered or visited at least one of the KFC outlets in Yangon participated in the study. A Google form is used to distribute the structured questionnaire in the form of an online survey. The findings of the study provide valuable insights into the influencing factors on consumers attitudes and attitude on purchase intentions regarding KFC, with a specific focus on KFC outlets in Yangon. The study used a quantitative analysis approach, analyzing various variables and their relationships.

In order to understand the general information provided by the respondents, the demographic profile was questioned in the first section. Depending on the results, females consume more KFC compared to males and the majority of respondents are between the ages of thirty and forty, suggesting that early middle-aged people are primary KFC consumers. Since the majority of them are in their early middle ages, a significant number of them have graduated from high school or higher. They also have a high level of income, which makes sense given that almost all of them are employed people. This indicates that they have busy lifestyles and need to rely on fast food for convenience and time savings. Half of respondents eat KFC occasionally and most of them are choosing dine-in option. They prefer fried chicken when ordering and frequently visit or order from KFC outlets in Junction City, Myanmar Plaza, and Junction Square, where there are offices, shops, and a lot of people gather. Almost all of respondents were good health in general, but nearly half of them are overweight, which is likely a result of their irregular exercise habits.

According to the survey data, the overall mean values of convenience and attitude are in proper condition. It can be assumed that consumers perception of the convenience factors and attitude of KFC is quite positive. The overall mean values of satisfaction, social influence, mood, health concerns and purchase intention are neither agree nor disagree level. It can be assumed that the respondent has some degree of ambivalence or uncertainty about the statement. The mean value of convenience points out that the respondents generally hold positive views on the convenience aspects of KFC. The mean value of satisfaction shows while the respondents generally hold positive views regarding satisfaction levels related to the consumption of KFC, they have no strong feelings or opinions either way. The mean value of social influence indicates that the respondents generally hold positive views on the significance of social and interpersonal influences, including recommendations from friends and family, and the influence of social media in shaping their attitudes and behaviors toward KFC. However, they have no strong feelings or opinions either way. The mean value of mood shows that respondents generally consider mood related factors, such as advertising, the ability to treat themselves, and the positive atmosphere at KFC outlets, influential in their attitudes and behaviors toward KFC. However, they have no strong feelings or opinions either way.

The mean value of attitude shows the respondents generally hold positive perceptions of various attributes towards attitude, including convenience, ease, taste, and aroma. The mean value of health concerns indicates that the respondents perceive health concerns as playing a role in their attitudes and behaviors toward KFC but, they have no strong feelings or opinions either way. The mean value of purchase intention shows that the respondents generally have a positive intention and inclination toward consuming KFC. However, they have no strong feelings or opinions either way.

The findings of the study point out the several influencing factors have an influence on the attitude of KFC consumers. Convenience and mood emerged as significant drivers of a positive attitude towards KFC, with showing a highly significant effect. It demonstrates that respondents perceived fast food as a convenient option for quick meals and respondents associating fast food consumption with enhanced moods. Additionally, while satisfaction and social influence also played roles in shaping attitude, only satisfaction has statistically positive significant. Social influence has a negative effect on attitude, but it is not statistically significant at conventional levels, suggesting that social influence may not be a significant driver of attitudes in this study. These

findings show the multifaceted nature of consumer attitudes and highlight the importance of convenience and mood in shaping the attitudes of KFC customers.

The effect of consumers positive attitude on purchase intention of KFC is highly significant. This suggests that consumers who hold favorable views regarding of fast food are more inclined to make such purchases to drive purchase intentions in the fast food industry. This study introduces a moderating effect of health concerns on the relationship between consumers attitude and their purchase intention. This interaction effect is positively significant, suggesting that consumers attitudes are influenced by their health concerns, and these health concerns, in turn, affect their purchase intentions. In other words, when consumers have positive attitudes toward KFC but also have health concerns, these concerns may act as a moderating factor, influencing their decision to purchase KFC. Health concerns weakened this relationship in previous studies and it is also believed like that in reality. Strengthen could be due to several reasons including occasional acceptance, rebellion, minimal risks, social factors, lack of health knowledge and the strong influence of convenience and mood factors.

Consumers answer that they continuously consume fast food in future and state that they have positive attitude towards fast food. They also want KFC to introduce more attractive promotions or loyalty programs for customers and to offer a wider variety of healthy menu options to cater to different dietary preferences. Consumers also wish to continue their relationship with KFC.

Overall, the study findings shed light on the complex interplay of factors that influence consumer attitudes and purchase intentions towards KFC, providing valuable insights for both researchers and practitioners in the fast food industry. These insights can inform marketing strategies, menu offerings, and service enhancements that cater to the diverse preferences and health concerns of consumers, especially for KFC outlets in Yangon.

## **5.2 Suggestions and Recommendations**

Several valuable suggestions and recommendations have been made in accordance with the thorough comprehensive analysis of respondent practices, influencing factors on consumers attitudes and purchase intentions of KFC in Yangon.

According to the demographics, the majority of respondents are overweight while

being in good health and not regularly exercising whereas also enjoying an unhealthy lifestyle. Noncommunicable diseases include hypertension, diabetes, obesity, and heart disease. These are risks of living an unhealthy lifestyle. Furthermore, the respondents eat fast food whenever and wherever they want and desire to continuously eat in future. Thus, all respondents should consequently make an attempt to change a new mindset and avoid from risk habits that could negatively affect their health in the future.

The health promotion program should be widely implemented through a multi sectoral, interdisciplinary, and multidimensional approach such as the joint collaboration of Ministry of Health (MOH) and Ministry of Information (MOI), the collaboration between government organizations, and NGOs to get healthy and well-being lifestyle by avoiding unhealthy food, such as fast foods. In addition, it needs to be carefully discussed on health education forums and debated. These policies should encourage investments in human capital and strengthen the government commitment to including respondents in the process of developing the country. Meanwhile, it delivers knowledge as well as the chance to change one attitude and achieve useful practices for long term results.

KFC and other fast food businesses would be wise to invest in menu innovation that appeals to health conscious consumers. For example, they might start serving salads, grilled chicken, and fresh juices as menu items. By highlighting these options, businesses can draw in health conscious consumers and cater to their preferences. Convenience has become a significant influence on attitude towards KFC. KFC should keep improving how convenient its services are, such as online ordering, delivery, and effective payment choices, in order to take advantage of this factor.

KFC needs to ensure that customers can quickly access and enjoy their preferred fast food to enhance their favorable opinions. KFC needs to focus on those aspects by maintaining the areas that are perceived well by the customers while optimizing the weak ones since convenience and mood are found to influence customer attitude the most among influencing factors. KFC needs to know what influences customers positive attitudes and what factors keep them returning back to the KFC outlets in order to maintain its market position and customer base. KFC needs to monitor these factors on a regular basis because they can change over time.

To leverage the effect of social influence, KFC should continue investing in successful marketing campaigns. KFC should utilize various effective methods to

enhance the social influence factor that affects consumer decisions. These methods include promoting user generated content, utilizing social media endorsements, and fostering positive word of mouth. KFC can conduct consumer education efforts to provide clear details about the nutritional content of its menu items, acknowledging the importance of health considerations. This can assist customers in making knowledgeable decisions and reduce some of their health related worries. KFC can use attractive promos and loyalty programs to enhance purchase intentions. KFC might attract the customer to make additional purchases and encourage them to try new items from the menu by offering specials, meal packages, or rewards to loyal customers.

Based on the variety of consumer demographics, KFC should think about modifying its marketing tactics in order to reach particular target markets. For instance, promotions targeted towards younger customers would highlight convenience and social factors, while promotions aimed at elderly customers might place a stronger priority on menu items that are healthy. KFC should continuously obtain and evaluate data on consumer behavior and preferences considering of changing consumer preferences and health trends. As a result, the business is able to modify its tactics in reaction to shifting market conditions.

KFC might look into collaborating or forming relationships with programs or organizations that support healthy eating and active lifestyles. Collaboration can strengthen the brand commitment to the well-being of customers who are health conscious and similar businesses must comprehend the intricate interplay of factors that affect consumers choices in the fast food industry. By addressing customer health concerns, focusing on convenience, and customizing marketing methods, KFC can raise purchase intentions, increase consumer happiness, and maintain a competitive edge in Yangon fast food industry.

### **5.3 Needs for Further Research**

This study is based on a sample of 300 respondents who have experienced consuming KFC and ordered or visited at least one of the KFC outlets in Yangon. Even though the findings provide interesting information on the factors influencing consumers attitude and purchase intentions in this particular context, it is important to recognize some limitations. The study conclusions might not be immediately applicable to



consumers in other parts of Myanmar because it only focuses on Yangon consumers. In the future, study could broaden its focus to include a variety of geographical regions in order to better understand how customer behavior varies by region. The study focuses on only KFC outlets, so the findings might not be entirely demonstrative of other fast food brands. Future studies can examine how consumer attitudes and intentions change across a wider range of fast food restaurants. While this study focuses on a few particular aspects of factors influencing consumers attitude, future study can explore more aspects to give a more complete picture of factors influencing consumers attitude in the fast food industry. Besides, only attitude aspect is considered in measuring customers purchase intention of fast food and only purchase intention is considered as the attitude consequence. Other factors like subjective norm, perceived behavioral control, and the remaining behavioral intentions can be studied in future studies. Also, aside from the moderating effect considered in this study, other types or factors that can moderate attitude and purchase intention relationship may exist and this study does not cover those areas of study. Researchers can contribute to a deeper understanding of customer behavior in the fast food industry by overcoming these restrictions and conducting more thorough and varied studies, which result in more targeted and successful tactics for companies in this area. There may always be the needs for further study because the fast food industry may continue to grow along with changing lifestyles.

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**APPENDIX A**  
**QUESTIONNAIRE**

**Influencing Factors on Attitude and Purchase Intention of KFC in  
Yangon**

Dear Sir/Madam,

I am an online MBA student of Yangon University of Economics and conducting a study on "Influencing Factors on Attitude and Purchase Intention of KFC in Yangon". I request you to answer the following questions. The questions are purely for academic purpose and they do not intend to victimize any person in one way or another. Therefore, there is no need for hesitating to answer these questions in transparency manner. Your contribution in answering these questions will assist me in writing a thesis which is a partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA).

**Section-A: Personal Factors**

Please choose (  ) the one that matches your situation.

**1. Gender**

Male                       Female

**2. Age**

- ≤ 20
- 21 to 30
- 31 to 40
- 41 to 50
- Above 50

**3. Marital Status**

Single                       Married                       Divorced

#### 4. Educational Level

- High School Undergraduate Graduate
- Master Degree
- Master Degree and above Others

#### 5. Monthly Income (Kyats)

- ≤ 300,000
- Between 300,001 to 500,000
- Between 500,001 to 1,000,000
- Between 1,000,001 to 1,500,000
- Above 1,500,001

#### 6. Occupation

- Student
- Employee (Public or Private Company)
- Government Employee
- Self-employed Housewife Others

#### 7. How often do you eat KFC?

- Never
- Occasionally
- Once per month
- Once per fortnight
- Once per week
- 2-3 times per week
- 4-6 times per week
- Once a day
- More than once per day

(The answer is -Never, you don't need to answer the following questions. Thank a lot for your valuable attention)

**8. Which types of ordering have you used the most?**

- Dine-In
- Takeaway
- Delivery (Foodpanda, Grab, etc.)
- Online ordering through the official KFC Myanmar website or mobile app
- Others

**9. Which KFC menus do you buy or order the most?**

- Fried Chicken
- Burger
- French Fries
- Rice Meal (Chicken Rice, Curry Rice, Coconut Rice, etc.)
- Snacks (Popcorn Chicken, Chicken Nuggets, Double Down, etc.)
- Soft Drinks
- Others

**10. Which KFC Yangon outlets do you buy or order KFC the most?**

- KFC San Pya
- KFC Tamwe
- KFC Kyee Myint Daing
- KFC South Okkala
- KFC Shwe Pyi Thar
- KFC Aung Mingalar
- KFC Htauk Kyant
- KFC Hledan
- KFC North Dagon
- KFC South Dagon
- KFC Insein Phawt Kan
- KFC Yangon Domestic Airport
- KFC The Secretariat
- KFC Capital
- KFC Junction City
- KFC Junction Square
- KFC Star City

- KFC Parami Sein Gay Har
- KFC Thanlyin CityMart
- KFC Dagon Center
- KFC Junction Mawtin
- KFC Insein 2 Pauk Taw Wa
- KFC Myanmar Plaza
- KFC Kan Thar Yar North Okkala
- KFC Yangon International Airport

**11. Would you say that your general health is**

- Excellent
- Very Good
- Good
- Fair
- Poor

**12. How often do you exercise?**

- Always
- Most of the times
- Sometimes
- Rarely
- Never

**13. Do you consider yourself**

- Obese
- Overweight
- Normal Weight
- Underweight

## Section-B: Influencing Factors

Please state the level of your agreement on each statement by providing the most relevant number. Please choose ( ~~the~~ ) one that matches your situation.

Scales (Strongly disagree : 1, Disagree : 2, Neutral : 3, Agree : 4, Strongly Agree : 5)

### 1. Convenience

No.	Description	1	2	3	4	5
1	I think KFC is a convenient option for a quick meal.					
2	I think KFC allows me to eat wherever I want.					
3	I think eating KFC reduces the amount of work I have to do (e.g. planning, preparing and cleaning up)					
4	I think KFC provides convenient payment options (e.g., cash, card, mobile payment).					
5	I think the convenience of KFC (e.g., location, online ordering, delivery) influence my decision to choose KFC.					

### 2. Satisfaction

No.	Description	1	2	3	4	5
1	I feel satisfied after eating KFC.					
2	I am generally satisfied with the quality of food of KFC.					
3	I think the service I receive at KFC outlets meets my expectations.					
4	I think the overall experience at KFC outlets leaves me feeling satisfied.					
5	I think KFC consistently deliver on their promises (e.g., menu options, promotions).					

### 3. Social Influence

No.	Description	1	2	3	4	5
1	I think recommendations from friends, family, or colleagues influence my decision to buy KFC.					
2	I think seeing others enjoy KFC encourages me to buy KFC.					



No.	Description	1	2	3	4	5
3	I think the opinions of others (e.g., reviews or ratings on social media) impact my attitude towards KFC.					
4	I think social media posts or advertisements featuring KFC influence my perception of the brand.					
5	I think the influence of social media influencers or celebrities endorsing KFC impact my attitude and intention to visit.					

#### 4. Mood

No.	Description	1	2	3	4	5
1	I am able to treat/ reward myself with KFC.					
2	I think consuming KFC enhances my mood.					
3	I am more likely to visit KFC outlets when I am in a positive mood.					
4	I think the atmosphere and ambiance at KFC outlets positively impact my experience.					
5	I think KFC's advertising campaigns and promotions create a positive emotional response.					

#### Section-C: Attitude, Health Concerns and Purchase Intention

Please state the level of your agreement on each statement by providing the most relevant number. Please choose ( ~~5~~ <sup>1</sup> ) the one that matches your  
Scales (Strongly disagree : 1, Disagree : 2, Neutral : 3, Agree : 4, Strongly Agree : 5)

#### Attitude

No.	Description	1	2	3	4	5
1	I think KFC is simple.					
2	I think KFC is easy.					
3	I think KFC is fast.					
4	I think KFC is convenient.					
5	I think KFC taste good.					
6	I think KFC smells nice.					
7	I think KFC has a pleasant structure.					
8	I think KFC looks nice.					

### Health Concerns

No.	Description	1	2	3	4	5
1	I am prevented from purchasing KFC due to concerns about my personal health.					
2	I am prevented from purchasing KFC due to concerns about my physical appearance or weight.					
3	I am prevented from purchasing KFC due to the threat of food-related diseases.					
4	I am prevented to choose KFC due to self-consciousness about my health.					
5	I think KFC provides sufficient healthy menu choices to meet my dietary preferences.					
6	I think health considerations are essential for me when choosing to consume fast food at KFC outlets.					
7	I actively seek healthier options when I visit KFC outlets.					
8	I think KFC should offer a wider variety of healthy menu options (e.g., salads, grilled chicken, fresh juices) to cater to different dietary preferences.					

### Purchase Intention

No.	Description	1	2	3	4	5
1	I would wish to consume KFC.					
2	I intend to consume KFC in future.					
3	I plan to consume KFC in the future.					
4	I want to consume KFC given an opportunity.					
5	I will consume KFC if they are available.					
6	I think KFC should introduce more attractive promotions or loyalty programs to encourage customers like me to increase our purchase intention.					
7	I think I am very likely to try new menu items or limited time offers at KFC outlets.					
8	I will recommend to my family, friends or colleagues that they should try KFC.					

## APPENDIX B

### SPSS Output

#### Influencing Factors on Attitude

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725 <sup>a</sup>	.525	.519	.52766	2.461

a. Predictors: (Constant), Mood, Social Influence, Convenience, Satisfaction

b. Dependent Variable: Attitude

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.827	4	22.707	81.553	.000 <sup>b</sup>
	Residual	82.136	295	.278		
	Total	172.963	299			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Mood, Social Influence, Convenience, Satisfaction

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.701	.175		3.997	.000		
	Convenience	.346	.054	.366	6.361	.000	.487	2.053
	Satisfaction	.122	.069	.105	1.761	.079	.450	2.220
	Social Influence	-.089	.047	-.092	-1.903	.158	.693	1.443
	Mood	.447	.062	.410	7.261	.000	.505	1.978

a. Dependent Variable: Attitude

### Effect of Attitude on Purchase Intension

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656 <sup>a</sup>	.431	.429	.54223	2.383

a. Predictors: (Constant), Attitude

b. Dependent Variable: Purchase intention

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.306	1	66.306	225.520	.000 <sup>b</sup>
	Residual	87.616	298	.294		
	Total	153.922	299			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Attitude

Coefficients <sup>a</sup>									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.075	.147		7.324	.000			
	Attitude	.619	.041	.656	15.017	.000	.656	.656	.656

a. Dependent Variable: Purchase intention

**Moderation Effect of Health Concerns on the Relationship between Attitude and Purchase Intention**

Model Summary <sup>c</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	
1	.673 <sup>a</sup>	.453	.449	.74197752	.453	123.056	2	297	.000	
2	.680 <sup>b</sup>	.462	.456	.73738037	.009	4.715	1	296	.031	2.319

a. Predictors: (Constant), Zscore: Health Concerns, Zscore: Attitude

b. Predictors: (Constant), Zscore: Health Concerns, Zscore: Attitude, Moderator Effect

c. Dependent Variable: Zscore: Purchase intention

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.492	2	67.746	123.056	.000 <sup>b</sup>
	Residual	163.508	297	.551		
	Total	299.000	299			
2	Regression	138.056	3	46.019	84.635	.000 <sup>c</sup>
	Residual	160.944	296	.544		
	Total	299.000	299			

a. Dependent Variable: Zscore: Purchase intention

b. Predictors: (Constant), Zscore: Health Concerns, Zscore: Attitude

c. Predictors: (Constant), Zscore: Health Concerns, Zscore: Attitude, Moderator Effect

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.596E-16	.043		.000	1.000
	Zscore: Attitude	.574	.049	.574	11.712	.000
	Zscore: Health Concerns	.171	.049	.171	3.486	.001
2	(Constant)	-.040	.046		-.861	.390
	Zscore: Attitude	.580	.049	.580	11.888	.000
	Zscore: Health Concerns	.170	.049	.170	3.495	.001
	Moderator Effect	.083	.038	.093	2.171	.031

a. Dependent Variable: Zscore: Purchase intention