Significance of customer experience in fast food industry

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Abstract

This piece of study is to understand the significance of customer experience in the fast food industry. In this study the researcher has developed on customer experience in general and in fast food business, various elements involved in fast food experiential delivery and indirect or influencing factors that affect the overall journey of customer experience. Later the study has the analysis of the collected survey data which is followed by an explanation, to what extent customer experience is significant. The participants were asked in questions in a survey regarding their references. The researcher finds answers to questions such as tangible and intangible aspects that are involved in customer experience, second is the pre and post dining factors that influencing the whole customer experiential journey and lastly, effects of customer experience in buying behavior. All these questions have been observed in order to the understand their value that is being held by the participants.

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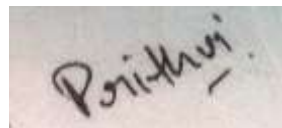
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Chapter 1: Introduction

The author has chosen fast food industry as an interest of study on business and customer care experience as the topic in that industry. It has been experienced by the author himself that fast food business is not only about the product served or the service delivered but it is about the holistic experience that an individual pays for. Hence the topic and area of study was interesting enough in order to conduct a study and research about it. Curiosity and the global valuation of the industry is the key reason to look deeper into the topic. The global fast food market was valued at USD 539.63 billion in 2016 and it is likely to develop a CSGR of a little over 4.20% from 2017 to 2022 increasing to USD 690.80 billion **(Zino, 2019)**. Considering the market size of Ireland, in 2018 consumers spent EUR 8.2 billion on food & beverage outside of their home, out of which approximately 91% was reflected under commercial and fast food restaurant, cafes, coffee shops etc. out of the whole approximately only 9% was spent for institutional purposes such as education, healthcare etc. from the year 2017 to 2018 the Republic of Ireland's total food service spending was 6.1% which was acknowledged by the industry executives as a sign on strong income and employment **(Irish Foodservice Market insights, 2018).**

In Republic of Ireland the total amount of money spent on food 27% of share consisted of fast food restaurants and outlets. McDonald's at Dublin's O'Connell street said that people buying are mostly from late teens to early thirty's **(Healy, 2014)**.

As observed that it is an ever growing industry, the author is curious to know how the whole idea of customer experience influences people. From a business point of view it is important to understand the customer and perform a little bit beyond their expectation i.e. experience.

"Customer Experience" is a crucial and important element to the business because it adds up to various aspects of the business spectrum. In order to start with the whole idea of customer experience it is necessary to gain deeper knowledge of the customers from obtaining records about them from everywhere possible across the entire organization. It is basically collecting, mining and processing customers' data fast and appropriately encouraging efficiency and authenticity. It consists of significant business

value in creating and organizing customer experience. Further, strengthening brand preference, rising revenue with increasing sales, word of mouth marketing, reputation of business can be achieved thorough customer experience delivery **(Kluas, 2011).**

This is going to be addressed by looking at various parameters of measuring experience, analyze the collected data and understand the basis of experience by undertaking survey method, asking multiple choice questions eventually leading to specific outcomes to various listed aspects. The survey will be conducted amongst the age group of 20 - 30, as understood above this age group spends significantly higher than the rest. The author will be looking at quality and quantitative data in order to draw meaningful conclusions. Hence the results will help understating and observing the significance of customer experience in fast food industry.

Chapter 2: Literature review

This researcher has reviewed the following literature to gain further understanding and knowledge of the topic creating a sync between the related, independent and interdependent variables of the wider spectrum in the fast food industry for customer experience.

Understanding of customer experience

It is necessary to observe the basics and core of experience as a subject because it will help to understand 'experience' as a concept in fast food industry better, different studies and researches have been observed to learn about customer experience. Various aspects and functions of customer experience are explained to be a subjective reposes that the customers have towards internal functions influencing technical or virtual mediums of the business they are dealing with. In most cases, goods and services are purchased, used and initiated by customers as a direct method of contact with the business. On the other hand indirect contact usually consists of sudden or unexpected encounters with projections of a company's product offering, brand or services which eventually transforms into either word of mouth, recommendation or criticism, news, marketing etc. the key to quality experience is not providing with multiple features or offerings instead a brand can shape its customer's experience by enabling respective core value proposition in every feature that is offered. On the other edge of the experience spectrum is the expectation by people which are set by their earlier occurrences with an organization's business. Customers tend to compare various experiences, usually old and new events which can be either positive or negative which helps them to make respective judgements. However the article does not reflect on the importance of customer experience, explaining what role does experience as a whole plays within the business and employees. *(Schwager and Meyer, 2007).*

The utility of experience was observed by a survey where in 89% of the companies are competing based on customer experience which is 36% more from 2010. Other

perspective is, 80% companies believe that they deliver superior experience whereas only 8% of customers agree to that. Gap between the perception of the customers and businesses show that there is high amount of opportunity to gain competitive advantage or market share in an industry. Customer experience is largely influenced by the activities carried out by the brand such as marketing, research, advertising etc. in today's extremely competitive environment, businesses can invest in resources focusing on customer experience management. *(Hyken, 2018).* However there are three key interdependent elements that the author has identified through multiple researches, which are important for delivering quality customer service, first is all data needs to be compiled i.e. no matter wherever the customer contacts, through any channel it should be presented like one consolidated report *(O'Donnell and Boyle, 2008)*. Second, everything is a big team, customers don't really care about the department they are in contact with especially when they are in trouble. Hence technology has to be in place so that the teams can collaborate with each other to deliver personalized customer experience *(Ripsam and Bouquet, 2016)*.

Third, consistency is what counts to sustain business and optimal customer experience delivery. As companies grow they tend to have multiple teams and processing information can be difficult leading to chaos and confusion. Hence it is important to build a system convenient enough to deliver the desired experience *(Paige, 2020).* Hence it has essential to understand the extent of measurability of experience as a concept.

In order to understand the measurability of experience a paper was chosen which presents the complexities of customer experience compared to customer satisfaction. Further in the paper it was observed that certain methods for measuring customer experience can complicate the outcome due to limited dimensions to explore for collection of data. However the research has identified dimensions which are most important for the purpose of marketing outcomes and they are loyalty, word of mouth, recommendation and satisfaction taking into account a banking example and formulating the findings according to that. It was learnt that if dimensions of study are narrowed down they can be measurable for extraction of meaningful data. But, on the

other side the paper doesn't mention the implications of the data and the statistics collected. *(Wereda and Grzybowska, 2016)*

However the research paper did not clearly showcase the details of the research rather it was just the calculations and method that was used, hence the author has chosen a basic example for measuring "experience".

A report emphasizes on transforming internal services of an organization while dealing with customer experience and management for the same. An optimal quality customer experience delivery is more than just making products or services at its best. The initiation of "customer first" helps the organization's chain of command to streamline itself, from board members to the actions of employees that face customers on a daily basis. A company has to align itself closer to the customer centric commitment with respect to the interests of its employees in order to achieve its customer and experience strategy goals. Hence not only the product, service and external activities but also the employees and internal activities are a part of the whole delivery of customer experience. In this process there are three key parameters to be taken into consideration, first, the quality of internal services ultimately has a direct impact on the experience of customers. Second are the employees of the organization, offering great experience at work can be a part of company's value in order to attract and retain customers. Also, promoting customer oriented culture in supporting activities and functions inspires the back office team in increasing their sense of ownership, like it does for customer facing teams. Third, the transformation of internal customer experience probably will increase the satisfaction of employees and help to keep costs in control, which encourages productivity, discards inefficiencies and reduces absenteeism at work. Hence, enhancing the internal factors of experience delivery can impact the whole customer experience front. *(Mckinsey.com, 2017)*

The core resource while providing and extending customer experience are the employees in a thorough study one of the most important service factor identified influencing customer satisfaction and brand loyalty was "employee behavior". A research conducted by IBM and ten major USA retailers concluded 'in person'

experience was the most important factor impacting customer experience than any other service factor. It works even if the business is product centric, employee interaction is important which is also directly related to satisfied employees resulting in satisfied customers reflecting as positive business leading to recurring transactions and profits. Employee's satisfaction is heightened with internal communication, brand awareness, self-mindedness. Customer oriented behavior leads to creating activities and initiatives that enhances performance that improves delivery of customer experience. Employees having brand proposition is as important as customer's perception in order to meet the expectations and actual delivery. *(Mosley, 2007)*

For enhanced delivery of customer service it is important to understand the thin difference between Customer relationship and loyalty VS Customer service and loyalty. A research paper has suggested that It has become competitive over the years to gain new customers and it is getting more and more intense. Hence acquiring and maintaining customers is important in order to sustain in the industry and it also shows productive response on long term profitability and survival of the business. In simple terms it is more profitable in retaining loyal customers than acquiring new customers in the long run. Hence it is important to focus on improvement and enhancement of customer retention, it was also observed that customers become loyal because of the experience that they receive, hence more and more businesses are engaging in evolving active and long lasting customer experience and engagement towards their customers. Developing customer experience is crucial for customer retention. In recent years managers have been creating value in the form of experiences, it plays an important role in the transaction as it inclines the customers for recurring experiences or suggest it to their peers. A successful experience encourages customer interaction and creating memories with them, on similar terms customer experience has a positive reflection on the brand image. Therefore, customer loyalty and relationship are two components under the umbrella of customer experience as a whole. *(Imbug, Ambad and Bujang, 2018).*

Customer experience in fast food

Customer experience in fast food industry is the core purpose of the this research, hence gaining knowledge becomes key in learning various dimensions of customer experience in fast food industry as a whole. In a piece of research it was learned that there is a trend in companies to serve customers and create great experience. Creating and measuring customer experience reflected on a vast definition of complexity for customer experience. It was observed that experience can be affected by even simple gestures such as a smile from a service employee or background music that is in sync to the setting of the fast food chain. This research has uncovered more conventional experience elements, for instance the offering as a whole i.e. value proposition and value realization, have to be more or less on similar lines so that they can meet the value expectations as well as perception of the customers. *(Vanharanta, Kantola, Einolander and Seikola, 2017)*

The following research talks about first and last impressions along with pre and post dining perceptions, which is important especially for customers who have previously visited the restaurant. Based on the type or purpose of the restaurant it is important for them to know the expectation customers possess. The research has been conducted analyzing male and female respondents both, based on what was observed both the genders have similar perception around the values created by restaurants. Quality of food ranks the highest for both, followed by quality of service, cleanliness, ambience, types of food, menu selection, previous experience, reputation, cost of food. Analyzing the results of the survey it was projected that respondents considered freshness of the food important but not its nutritional value. Next at average importance was food presentation and taste whereas temperature of the food was crucial. Alongside all the respondents were asked about their recent dining experience and majority of them had repeatedly visited the same place because of the previous experience they had. Most of their expectations were met based on what was important to them compared with what they received. Unlike other researches, this paper has emphasized on social aspects that influence dining decisions, for instance friend's recommendation, negative review on the internet, type of people visiting (group of young friends, families), occasion etc.

based on the situation people choose their dining preferences which eventually becomes a part of the experience as their perceived value is influenced. Hence, collaborative experience delivery can enhance the overall quality and build a positive image. *(O'Connor, 2008)*

An observation in a research paper reflects upon enhancing customer experience in simple daily routine interactions that people have with various businesses along with, how additional services and experiences can be added apart from their product offering. For instance, providing with free wifi in Starbucks, providing café services in retail, giving out mints and candies at the bank etc. the concept is basically to help exceed customer's expectations. The study explains, surprising elements and activities to help improve experience. The same concept can be applied to fast food industry it can be made more specific by identifying the customer segment. For instance, if it is a take away joint the franchise can provide with eco-friendly designer re-useable bag, if it is a diner the franchise can provide the kids with a different kind of a souvenir with inscriptions reminding them of the brand. The only difference is fast food restaurants are not visited frequently as banks or other essential businesses but still the concept can be used to make meaningful difference for improving customer experience. *(Morgan and Rao, 2003)*

A research conducted, has reflected upon customers' experience, satisfaction alongside behavioral intentions and in order to understand that better they classify as **"customer service value"** into 2 different types such as utilitarian value and hedonic value. These two are considered to be the basics for observing customers perception and consumption experience. Traditional product developments could inadequately represent the overall consumer experience. *(Ryu, Han and Jang, 2011)*
Insinuating consumer activity is not only based on value or utility of goods and/or services but also about various intangible and emotional value that should be evaluated to realize the consumption experience cycle completely. Hence in simple terms, utilitarian value is based on consumers problem and company's solution *(Khan and Dhar, 2004).* Whereas hedonic values reflect more on the emotional side of the

spectrum considering fun, fantasy, stimulations and enjoyment. Observing and analyzing these value propositions help to project patterns and trends of their experience, satisfaction and consumption behavior. From this research it was concluded that perceived value of the brand especially in food and hospitality industry has become the part of customer's experience.

Both the service values have influencing role to play in customers experience cycle, one of them is direct to them as a basis of product and service and the other is related to services and intangible aspects revolving around those products and services. As a result, benchmarking satisfactory delivery of service can lead to positive relationships, word of mouth and repetitive business, therefore exceeding expectations on the overall experience can have a lasting impact on the customers. *(Markey, 2020).*

However, the article talks about the consumption behavior but not what motivates them or the motivating factors of the whole experience that makes them do so. It is good enough to give a basic idea of measurement but it can be generalized as the relationship can be subjective between the customers and the fast food franchise which has not been acknowledged. Hence it becomes important to understand the extent of measurement with respect to experience in fast food industry

The respective book, addresses management of customer experience and understanding measurable effects. A study was conducted considering more than 1,000 males and females ranging from age group of 20 to 49 years. The collected data was represented by using gross ratio points which is total of customer interactions and awareness. Out of 13 cases 12 were used in the research and respective scores of experiential ads were over the average awareness curve. This significantly points out that experiential communication creates more attraction and effective awareness than any other forms of communication. Managing and understanding customer experience is a new paradigm that breaks through traditional marketing management approaches. It enables businesses to gain critical and innovative insight into customers' world. *(Schmitt, 2003),*

Perception of customer experience in various cultures

The perception of customer experience in fast food industry may differ amongst cultures therefore, in this part of the literature review the researcher intends to gain knowledge about the variation of 'experience' in different regions. in this research paper from the USA, 4 English speaking countries (Jamica, Scotland, USA, Wales) have been chosen. *(Gilbert, Veloutsou, Goode and Moutinho, 2004)* **they** have taken into consideration various elements of "customer satisfaction and experience" measurement. First one is **expectancy and disconfirmation approach (can list the reference given in the paper)**, this is related to understanding what the customers expect and what they experience. It is measured on the basis of product or service utility/delivery with respect to customers prior expectations.

Second is **performance-only approach**, this is measured on the basis of feedback they give based on the experiences they had on variety of products and services offered. This is really helpful especially in the fast food industry given the nature of the business and customer's perception towards it. *(Khadka and Maharjan, 2017)*

Next is **technical and functional dichotomy approaches**, in the element of measurement it is revealed that there are two service parameters, technical and functional quality of the product i.e. "the what" and "the how". Now the difference between the two is "the what" is based on appearance, reliability, durability, security etc. of the product where as "the how" is the relationship between server and customer. For instance, speed/medium of the delivery, helpfulness etc. *(Gilbert, Veloutsou, Goode and Moutinho, 2004)*

Fourth is **service quality versus service satisfaction approach**, this is based on two interdependent service factors, i.e. transition specific and overall evaluation. In other words, it is based on the perceived quality and the immediate experience of the product and service delivered. This way of measurement helps understand customer's evaluation without comparison to prior expectation. *(Li and Shang, 2020)*

Lastly, **attribute importance approach**, it emphasis on the value that customers perceive on aspects which are related with product or service satisfaction. Based on the findings in this paper it is observed that customers in English speaking countries (as

mentioned in the paper) prefer having similar assessment technique used at pointing common factors addressing customer's satisfaction and overall satisfaction, i.e. attached to the variety of products and service offered based on their features alongside the value addition done by the fast food organization in order to turn their customers' expectation into reality. *(Gilbert, Veloutsou, Goode and Moutinho, 2004)* However the downside to the article is, it does not mention gender, age and ethnicity into consideration as there are possibilities that the appeal of customer experience may differ from various customer segments. However, domestic companies expanding into different countries would have to evaluate their suitability of their business delivery to satisfy new cultures and customers.

A research work is based around the idea of benchmarking the service quality and factors affecting the experience of the customers engaging in fast food business considering 10 different fast food franchise and feedback from 262 participants. The experience and service attributes that were relevant to them were taste of food, competitive pricing, time taken to respond to services, maintenance of the fast food restaurant, location, ambience, safety, employees behavior etc. These are some of the aspects that affect customer's over all fast food experience. One of the results reflect that 67.9% of the customers prefer drive-through, it was because of the limited interaction and waiting time. From all the attributes customers ranked 5 factors which were ranked greater than 5 as a part of the experience, such as service perception, range and range of the menu, placement of the restaurant, accessibility and attractiveness. The research that was based on competitiveness of the fast food franchises discovers that taste of food and competitive pricing are the most important distinguishers, also pricing didn't only mean "cheaper than others" but also giving some added value to the customers such as special pricing, deals, coupon, promotional activities etc. Further studies have reflected upon 43.7% of the respondents would go back to the same restaurant if they had a bad experience, the proposed solution to this is branding that has a promising impact on the people which in turn helps strengthen customer loyalty. The overall article reflected on experience measurement elements but more precise experience factors were extended in this one. *(Min and Min, 2011)*

As mentioned above in the literature a study from Spain the research has tried to categorized the service attributes by sorting the results they got through their survey into three groups of **"utilitarian"(price sensitive and utility of the product), "hedonic" (emotional values and association) and "ethical values".** These concepts have been explained before in the literature but this piece of research explains the reference of **"ethical value"**, these people in the group are least concerned about the price, taste, appearance instead they are affected by values related to health, environment and social responsibility. The participants in this research were heavy consumers of fast food, 73.5% ate fast food once or more than once a week. It was observed that utilitarian consumers were least likely to eat at these kind of restaurants whereas, the other two groups would prefer eating frequently, even the ones which were least sensitive to price. Majority of 82.5% visited fast food restaurants with friends, family or colleagues. The ones who visited with family were either from hedonic or ethical group. This research also shows that people under hedonic group are more likely to be satisfied rather than ethical group which tells us that customers appreciated short and medium term value generating variables. Further, bifurcating short term people were most satisfied with food whereas the other group also considered restaurants' establishments parallel to food. On the other end of the spectrum, utilitarian group was least likely to visit fast food restaurants because of their price sensitivity. Out of all hedonic group is most likely to stay loyal and evaluate every aspect of the experience cycle and attributes. Hence, based on the target segment and the type of customers that belong to any of these group, fast food franchises should surround their perception and delivery of experience accordingly.

The research of fast food based in China has explained the concept of service value and added another dimension to the customer experience and satisfaction spectrum, from the above research paper it was observed that there were 5 dimension but observing this piece of research, it has another variable known as "**recoverability**" which usually relates to employee's response to mistakes, to take care of customer complaints with necessary skills, capabilities and the authority to compensate. The

study shows that apart from responsiveness and tangibles China also considers reliability as important as others unlike UK. According to the research reliable customer relationship remains crucial for business success *(Qin, Prybutok and Zaho, 2009)*. So far, it is concluded that across the board service and food quality perception the customer has is most important of all but, going a step further into reliability and recovery strategies has shown significant result in retention on customers. Hence, similarities and difference can be visible based on the different perspectives and response to that.

The paper by *(Etemad-Sajadi and Rizzuto, 2013)* has compared Chinese and Switzerland's fast food markets and also their perception towards consumption of fast food. In order, to explain the difference between those markets, based on stats and data collected, China is yet a developing market. Hence, international food chains are rushing given the potential of business but on the other hand the Chinese are a bit conservative based on their taste preference also they are price sensitive. They prefer local food chains as they are cheaper and serve their taste preference. Hence, international fast food chains should adapt based on their taste and needs. On the other end of the spectrum we have Swiss market which is quite developed because of consumers down grading to fast food outlet during credit crunch in 2009. *(Bell and Shelman, 2011)*. The youth of the country also supported the business by visiting twice a week. On top of it increasing customers looking for time saving options adds on fast food businesses. Talking about taste preference unlike China preferring local cuisine Swiss are moving to healthier options and to cope up with that, outlets are providing with nutritional information in their menus. Hence, the difference between both the markets is clearly evident. To explain it even further MacDonald's has been chosen as a basis to compare the perceived value, therefore based on the data collected eastern countries perceive a relatively high value on MacDonald's based on experience than western countries. *(Graf and Schanzenbach, 2015)*.

Apart from additional and value added services price is an important factor influencing the mindset of the customers. For instance, due to operational issues MacDonald's

decreased their price by 30% in 2010. However, it a status symbol in Moscow to eat at the fast food outlet whereas in New York is an everyday meal*. **(Warren, 2019)**. MacDonald's holds more prestige in China than in Switzerland based on the experience served, this is the case also because in European countries eating healthier food has become crucial and franchises are not able to keep up with it i.e. they are not convincing enough in improving their image that they are healthier than before. Cultures perceive experiential quality different from each other based on the most important factor influencing their decision. The classic differentiator is "**high context and low context**". In simple terms high context cultures need to build relationships and trust to proceed with any business transaction, whereas in low context culture it is based on the individual person and their word pertaining to the transaction moving forward. Since, China belongs to high context culture they often project their dissatisfaction less than Switzerland which is low content culture and react and express based on the extent of their negative experience. In conclusion, there are certain elements in the fast food business environment which are not in control of the franchises but can be used to optimize consumers experience. The key is to understand those elements over time and act upon it.

Elements of experiences

Elements of research are the direct and indirect influencers towards the perception of customers regarding fast food business. There are other variables which are beyond the fast food franchise which affect the customers while making buying decisions, therefore it makes it important to include the concept in this literature. A piece of research has reflected upon measuring tangible aspects of the service quality instead of product delivery because according to them it can be measured based on their tangible objectives whereas services are an abstract concept. *(Nguyen, M. Nisar, Knox and Prabhakar, 2018)*

In UK however, it had been measured by analyzing perceived services and service quality. In order to understand it better a theoretical framework named as GAP model has been used to reflect upon the short coming between what is perceived and what the customers get, there are certain tangible and intangible variables that influence these gaps in the service delivery which affect the overall experience of fast food dining. Similar to one of the above article, the variables that influence the customers in the shot comings of service delivery are **tangibles (physical features), reliability (perform promised services), responsiveness (the drive to help customers and serving them), assurance (positive personnel approach towards customers), empathy (personal touch).** *(Buttle, 2013)*

Apart from these, basic factors like comparison of product price and quality, perceived service value influence overall customer satisfaction. Breaking it down even further the above mentioned variables are independent factors and customer experience is a dependent factor, as observed in the paper these factors have a strong relationship contributing to the experience which is more than just marketing or food served. *(Anderson and Narus, 98)*

The results of this paper represents the variables and their impact on customer experience and satisfaction as a whole. First is "**tangibles**" is was proven to be playing a **key role** towards customer experience. Whereas the second variable of **reliability has a weaker impact** on customer experience, third is **responsiveness which is the most important of all** the core purpose of the fast food restaurants is their efficient and

effective delivery of their product and services. **Assurance** is fourth and it has been concluded that **more assured the customer is they have enhanced experience** with the franchise. Last is **empathy which ranked last of all**, as it is not the key factor leading to better customer experience. This research has added onto perception of customers overall experience and factors that influence them, according to the author, only downside to this paper is that it doesn't not fully explore enhancement of costumer experience empowering some of the weaker variables. *(Seligman, 2018)*

A research has tried to explain physical environment as a significant part of the experience spectrum, good looking physical environment of the restaurant had gained more focus on itself from past researches where fast food owners were considered an important aspect. It has been observed that physical appearance of fast food outlets have a positive effect on the customers. **The physical environment** is an important marketing element and strategy that leads to distinguishing between fast food outlets. It also helps in establishing its own unique customer experience with a cozy, pleasant and soothing ambience. Therefore physical environment helps maintaining old, existing customers and attract new ones on the other side of the spectrum, well deigned physical appearance is **considered to be an important factor that affects the decision of buyers with respect to pre-purchase, impulsive purchase as well as their post purchase behavior** while assessing their satisfaction considering the quality of products and services of a fast food outlet. *(Ryu and Jang, 2008)*

The research conducted indicates that an individual lays **high emphasis and attention to the ambience of the restaurant** without giving much thought to the service experience provided by the employees, it would fail at capitalizing on the loyalty and satisfaction of the youth and in certain cases the restaurant would not be visited frequently. The environment of the restaurant plays a vital role but nothing can beat the service environment which is constructed by humans. Development of human service would result in grater loyalty and satisfaction from customers since it also adds to a feel good factor for them. A deeper study with multiple samples among different ethnicity and cultures would aid for better research. Further study into the same would go a long

way in validating the findings given. The feel good factor which is the emotional experience of a customer should also be considered as one of the major moderating factors in the study. Clearly drawing a relation between the variables selected would help in understanding the customers better for the business managers. The use of structural equation modelling (SEM) to draw the relation between the variables would go a long way in helping managers allocate their resources more strategically and thoughtfully for best results. Concluding the both the aspects author learned that it is important to consider various other factors that are to be considered under the experience spectrum which are specific but not limited to the fast food industry. *(Voon, 2012)*

But this research has a different opinion as compared to the above papers, health has been the most important factor for customer experience. Whereas service, price and products are secondary effective factors for customer experience. In the other part of this study it was concluded that customer satisfaction is the key factor which leads to the actual behavior translating to customer experience as a part of this. It is also based on culture beliefs and needs of the people that fast food brands operates in. Like any other business function and business itself needs to be enhanced continuously hence the author has mentioned literature on "Creating next generation customer experience" in order to understand how delivery of customer experience can be innovated in different ways. **(Foroudi, Gupta, Sivarajah and Broderick, 2017)**

Apart from the above mentioned service quality measures there are some other basic factors of **service scape** parallel to those that affect consumer experience. The *(Discepoli Line and Hanks, 2019)* in this article has tried to highlight that using fast casual dining in the USA. This articles talks about 3 service scapes, first is "**physical**" it represents the design, comfort, layout of the dining area associated with seating arrangement. Customers are positively affected by atmospheric elements of the restaurant, it is proven to have impact on customers emotions and loyalty towards fast casual dining as it enhances their overall satisfaction and experience. Hence, physical service scape of fast casual dining restaurants will have a long lasting impact on customers. Second is "**social**" service scape, it is the people that visit the restaurant

and use dining space, their behavior, characteristics, appearance impacts customer's and their evaluation with respect to dining experience, loyalty and revisits. Third, "**employee service scape**", which is the appearance, behavior, service delivery capabilities, it has been proven that the overall interaction with employees have affected customer experience and their dining decisions. Hence, these parallel attributes also affect the customers positively and it has a long-lasting impact on them. Quality experience and satisfactory output has a noticeable result on the customer in their repetitive visits and business.

The respective study based in India has added onto existing elements of customer satisfaction and determinants of their experience. Apart from service quality, product quality, physical design, price, physical environment, taste and promotions are an addition to the list. These factors have reflected dependency on key elements but in this paper they have proven interdependence towards other factors. The statistical results show that **taste and promotion are of equal importance**. Taste is further related to willingness of customer to pay for it. Tastier the food more customers will want to pay but the only constraint is that, taste is subjective hence, it may vary experience. The price has to be depending upon the target segment and economic conditions based on the franchises segmentation. Next is promotions, it is another added element to enhance the stimulus of the overall experience, again it is subjective to price sensitive customers and segments. Therefore, they are claimed to be interdependent, they can play a vital role in some cultures, segments, geographic and demographic markets. There is one indirect factor of "income" which is emphasized in this research and can help understand the perception of experience the customers' possesses. Higher the income the expectation for services increases and fast food restaurants have a certain threshold towards providing experience also they are specific to their customer type. *(Manjunath and Reginald, 2016)*

The research from Jordan has emphasized on customer relationship management for further enhancing their experience and engagement. They suggest to accomplish this through customer knowledge i.e. their buying behavior, taste preference, response to adding or discontinuing of products and services, spending patterns, social behavior

etc. This kind of explicit knowledge can be collected through staff members, online surveys, marketing campaigns, promotional activities etc. The information and data collected can be used to respond customer's needs quickly and efficiently as the organization knows what their customers want and expectation as a part of their service. Managing and maintaining this kind of information and knowledge help the organization to understand their customers better and avoid failures. Now there is an element of experience of employee empathy, response or sense of responsibility which is being processed differently in this case of research from Jordan. Various elements of experience are collaborated through customer relationship management to avoid failures, customer retention and trust building. Once all of these things are established the perception of experience gets even stronger. Based on the statistical data collected customers tend to respond verbal and virtual communication especially when a franchise takes the initiative to engage with the customers. Company's application of technology helps a lot in building meaningful long term relations with their customers. Technology is an aspect which can be utilized for collection of information, providing customer service and also with retention. Hence, this collaboration of various service and satisfaction elements have an important role in extending strong customer experience beyond their transaction. *(Mahawrah, Shehabat and Abu-Shanab, 2016)*

The case study of Nike consisting of DART establishes co-creation of customer value. DART theory stands for dialogue, access, risk-return and transparency. According to the study utilizing this theory helps engaging with the customers in order to have real time interaction and enhanced their experience. In simple terms, dialogue means communication with and amongst the customers to share and evaluate their experience resulting towards constructive criticism and feedback. Access is basically the reach that customers have in order to connect with the brand, it can be through their mobile app, website and other industry related collaborative platforms that stimulate the presence of the brand. Next is transparency, which is related to correct transfer of information between customers and the company. Last is risk-return, which simply means informing the customers about the plausible downsides and problems they might face if the products or services aren't used appropriately. Considering the application of this theory

with respect to fast food industry it can be useful to increase interaction and closely monitor the customers. For instance, "dialogue" can be used to communicate the product as well as services that can be delivered to improve their satisfaction and enhance their overall experience. Access can be made easy by generating more traction towards their website, delivery platforms and various social networking sites. Transparency is letting the customers know about the quality of ingredients and their origin. Risk-return is basically taking care and providing appropriate information about the allergens based on the food that is being served. In conclusion, if the DART theory is used appropriately with strong employee communication it can create meaningful positive experience that would build trust with the customers. *(Ramaswamy, 2008)*

Aspects that influence customer experience

Influencers of customer experience help enhance the overall impact while delivering and receiving the service. This part of the literature it to understand the mediums through which experience delivery can be enhanced. Understanding technological perspective towards customer's perceived value of fast food outlets is important. It is observed that compilation of customer's opinions have a significant effect on decision making. They might get influenced by other opinions and draw a perspective reading the experience they might have and then evaluate them with their desires and needs. Thus, helping them with making appropriate decision and also virtually understand the gap between what they desire and what will they receive. As discussed above, comfortable atmosphere arises from similar consumers around, hence when people with similar preferences have a combined view it can influence the individual with respect to the perception of respective franchise. It is an important platform for the fast food outlets because apart from the consumers even they can view what their customers think about them and evaluate it with their branding objectives, virtual platforms are a crucial as they give key insights and a collective feedback to the franchise also it gets the word out. Going further deep into the variables of virtual platforms the source, quality, credibility and transparency of the provided information is also important but not critical hence it does not affect much, but a negative review can

escalate based on the research. Usually, the customers want an overview of the restaurants food, services and based on their requirements they would search, type a credentials or review respectively. In conclusion online platforms have a strong impact on customers, as it is a part of their experience and it clears their perceived value. **([Muhammad Shah, Yan, Ali Shah and Ali, 2019](#))**

A view point of **location as an experience with a different perspective i**.e. fast food outlets which are combine with retail shopping (super markets, malls etc.) fast food outlets and retail shopping as a combine experience enhances each other has been expressed. The franchises are perceived by customers perception and the retail location it provides with atmospheric service scape establishing a link between store impression and its experience. Fast food franchises have another opportunity to create and maintain long term customer engagement which in turn encourages value creation for the customers as well as franchises. Hence, these attributes have a positive impact on customer engagement, the overall study shows that food quality does not necessarily lead to store engagement but food quality does. Service scale play an important role to significantly influence customer engagement. Food outlets are prioritizing customer engagement in order to provide an appealing experience converting them into loyal and committed consumers. Once the relationship is established other experience elements can be brought in for strong customer retention. Price, promotion and combo offers, company representative which can help customers with their choices because in the individual outlet there are high chances that customers walking might know what they want and even if it is a new customer they might have some perception of what the company serves based on branding and advertising. Therefore, more focus can be drawn towards providing value added services, service scapes enhancing customer experience with the brand apart from their marketing outside of the their food outlets. To conclude this research it has been proven that food outlets dealing in line with retail stores have a long lasting impact on the customers especially on those which might not be familiar with the brand or its services. **(Choudhary and Singh, 2017)**

An abstract side of customer experience i.e. **types of experience that a consumer is influenced by** has been explained. Customer's buying intensions can be better understood with these differentiating factors. First, is **behavioral experience** this includes actions stimulated by physical and interactive experience with the brand. For instance, good music, fresh smell of food, the comfort of seating arrangement etc. convince them to repurchase and stay loyal to the brand. Second is **cognitive experience**, it is about products and purchases. This type of behavior can be categorized as, products purchased because of its features and functionality the other is, products are purchased simply because of its cost and benefit. Third is **affective experience** which is based on the affection that the consumer has or develops towards the brand, in simple terms attractiveness of the brand influences the consumer's buying intention. Next is **sensory experience**, these are the 5 senses the human possesses and it helps stimulating their instinct through texture, fragrance, sound, appearance and flavors in their products. Last is **social experience,** which is highly dependent on interaction. According to the research constant customer interaction helps the franchises to know and understand their customers' needs and constant engagement influences the customers because they are being heard and the social factor comes in. All of these experience are important to understand and how they affect consumers enhancing their overall experience. Hence, stimulating these experience have a positive impact on customers loyalty and purchase intensions towards fast food brands. *(Esmaeilpour and Mohseni, 2019)*

This research paper has broken down the experience that customers have while ordering food from fast food restaurants through online platforms as a medium. In order, to understand the basis of customer experience, the paper looks into **semantic core benefits** wherein it is explained that customer value is basic to motivate them to get connected with service providers, basically core service satisfaction impacts consumers' future buying behavior and intensions towards loyalty and repurchase. Initially fast food or any kind of restaurants had difficulty creating a perception about the food as they are related to sensory and non-sensory factors to build exceptions of the experience the customers would receive are more aware about sensory than non-sensory experiences.

But due to the extensive use and reach of social media and networking it became possible to deliver sensory experience to some extent, which are then justified with customer reviews and feedback and based on that customer's evaluation process regarding food delivery can be understood. Next is the **actual product,** it is not necessary that core product is enough to gain competitive advantage and often the products and services are interdependent in order to get best possible results. The actual product can also be associated with tangible or intangible value added features, but while delivering food through online platforms customers not only comment or review about the food but also the associated services (delivery time, payment process etc.) basically they will mention about the whole experience, some of them might not be related to the restaurant at all. That's where **augmented products** comes in, these are products built around the core product, offering enhanced customer experience. Supplementary services support the core offering but are not a part of it whereas auxiliary services help enhance sales or profitability. This can be transferred into online fast delivering in order to give an overall positive experience because it's not just the food that the customers are being served, valued added and other variables are also involved. Hence, these online platforms have a significant stake in determining service strategies for franchises and enhanced experience for the customers. *(Teichert, Rezaei and Correa, 2020*)

This article talks about "**customer patronage**" which basically means attracting and encouraging customers to support a particular brand. Company's initiatives for keeping their audience engaged in such activity is also a part of the experience just like adaptability. Patronage builds a strong base of an established and growing market share. It is a continuous process starting from cognitive beliefs then affective cognitive loyalty and lastly real time purchase behavior. Going an extra mile is the simplest way to customer's loyalty ensuring that positivity is spread and they keep returning to the business. It involves understanding of the buying process and things that are involved. Patronage has been proven to be profitable, restaurants which have been successful in doing so have the necessary skills and abilities in their staff to be able to deliver a strong long lasting experience. An important aspect to keep in check is maintaining high

level of standards. In simple terms going an extra mile where other are not creating an impact rather than doing the same things as others. Understanding the customer's process and filling the gap of their needs is the key to strongly influence them. *(Jaini, Ahmad, Mat Zaib and Zamzamir, n.d.)*

A study discusses the effects and influences of stimulations which are related to the behavior of needs. Based on Maslow's study there are five basic needs i.e. physiological, safety, belongingness, love, esteem and self-actualization. These are further narrowed down to three factors affecting human satisfaction and experience stimulants. First is physiological needs and that is based on biological needs and desires. It is basically reducing initiation of uncomfortable effort for physical activities. Second is social needs which are based on the sense of belongingness that can be satisfied by memberships, status symbols etc. Last is the intellectual needs, those are based on sources of interests, entertainment and excitement. Enjoyable and engaging activities are likely to satisfy intellectual needs. These needs were better represented using two different restaurants' example having different customer segments. Keeping in mind the basic needs the restaurants were judged with dining experiences such as cuisine, other guests, company, service and interior. Even though the restaurants were similar in nature their customer segment and respective perception was different hence it affected results. One of the restaurant was known for the food and variety that it served and the other one was more inclined towards social gathering. Therefore, based on the needs that are satisfied and customer segment fast food restaurants can focus on providing respective experiences which create and influences long lasting impact on the customers. *(Andersson and Mossberg, 2004)*

A literature has reflected upon the history and evolution of fast food and how companies have changed the relationship with the customers along with the perception of fast food and its quality. Customer's ever growing and complex demands fast food business have got the opportunity to expand and explore in those areas. However, the core fundamentals of perceived value and experience remain the same, some may vary depending upon the business model of the fast food franchise. For example, the

experience gained through a take away joint may be a little different from a dining restaurant. In this article it was observed that the **adaptability factor** is also a part of the experience. Adapting to changing customer's complex demands, following the trends and current taste fashion is also important for the overall experience. It helps influence the consumer behavior which leads to positive word of mouth amongst various and potential consumers. Fast food industry had been ever evolving since it first started and that's why it is so huge in today's day and age, they have understood consumer preference and shaped themselves according to that and now people expect the franchises to respond to their needs. In order to achieve that companies have to constant tweak their product competencies to get the best results. The key aspect to be taken care of is being relevant for the long term, in some or the other way adaptability costs the franchise, sometimes it can a big investment or it can be an opportunity cost. Hence, relevance is important or it can be expensive for the franchise and adaptability is also a part of the experience apart from the physical and service aspects. *(Bruna and Recordati, 2015)*

Future of experience through technology

With increased technological advancement it can be used to deliver exceptional customer experience. Technology is a flexible aspect while delivering customer experience, but it is important to know future perspectives. A published paper by talks about delivering next generation service and experience delivery, given the existing applications that are available appropriately doing the job but there are a lot of applications and if a restaurant brand does use them individually they may end up managing dysfunctional structure instead of a comprehensive model. Whereas if a restaurant offers digital improvements that are highly coordinated and work comprehensively, advantage can be taken off the data that comes out of them the restaurant industry is changing and getting more competitive than ever before. The successful fast food brands will be those who understand their customers, monetize and analyze their digital technology options and embrace the opportunity to engage with customers in a personalized fashion. On the other hand a brand that uses a host of new digital customer experience tools has to pay close attention to which other operational effects will turn up as direct or indirect results of that change. For instance, generating high lunch potential with promotional activities may not be good in the long run for the business if restaurant are not ready to handle the rush. Competition is intense, customers expect certain experiences. For the restaurants who understand that change is the only constant and take a broader view of customer experience, there is opportunity to collaborate with new digital technology that people expect with traditional comfort and value they have related with restaurants' experiences for generations.
(Feinberg, Mullapudi, Benore and Page, 2016)

Chapter 3: Methodology

Next stage to this research is methodology wherein the researcher will determine appropriate processes and tools in order to get best possible results, keeping in check certain fundamentals of the research.

Data required to answer research questions

The primary objective of the research is to find out the importance and influential factors of customer experience with regards to the fast food industry.

Using existing data helps in setting the base of analysis also it overcomes overlapping of information. Past researches contribute towards providing a path for plausible analysis and it gives a perspective to the purpose of the respective research. Despite of similar methodologies which have been undertaken in various researches there will be different outcomes based on the purpose of the study that will build on multiple perspective which will not be 100% accurate leaving a potential to carry forward to tweak the direction of new and upcoming researches. *(Doolan, Winters and Nouredini, 2017).* Further basing the analysis based on previous studies, it was also suggested to link the literature review to the research questions. These questions collectively justify the essence of the study therefore, when they are linked with literature review it helps in keeping the research inline and keeps the flow of the study intact. One of the other benefit is, relatability and sensibility of the context gets stronger which also contributes towards justifying the research not only with the answers but also with the literature. On the other hand, the analysis could be completely different from the literature which adds up to a new and may be a better perspective avoiding the bias of the researcher and the reviewed papers, aiming towards content *(Ratan, Ratan and Anand, 2019).*

The research questions are meant to cover the border topic and help answering the main purpose of the study and in order to understand it better, the primary objective has to be broken down to different objectives which help dive deeper into the thoughts of every participant and present them as a collective opinion on various topics. Therefore, researchers *(Seligman, 2018) & (Ryu and Jang, 2008)* have proven the importance

and relevance of tangible aspects explaining the influence on customer's experience. On the other hand *(Khan and Dhar, 2004)* & *(Markey, 2020)* have observed the impact of service elements i.e. the intangibles and its role in experience delivery, so 'first sub-objective' would be "To what extent tangible and intangible factors influence customer experience".

As per *(O'Connor, 2008)* research fast food customers have been proven to have a broader perception before going to an establishment or repeating the same dinning option, also based on *(Esmaeilpour and Mohseni, 2019)* & *(Choudhary and Singh, 2017)* published papers it has been proven that experience is not limited to the product and services that are delivered at the time of the transaction i.e. it goes beyond the core business offering. Hence 'second sub-objective' would be "which pre and post dining elements affect the overall customer experience".

(Mahawrah, Shehabat and Abu-Shanab, 2016) had explained the essence of buying behavior in relations to the customer experience. But it explains how the behavior can be understood rather than explaining the impact of experience. Hence 'third sub-objective' is "Does experience have any relation to the buying behavior of customers" in order to understand the business prospect. Also, to evaluate the cost and benefit analysis of investing time and resources to develop experience for both businesses as well as customers.

The questions will be directed towards the whole idea of customer experience, questions will be asked on various factors such as physical appearance, pricing, service delivery etc. and they will be asked to rate it in terms of relevance or importance for the same, likewise various questions will be asked with respect to understanding their opinion on experience in fast food business in order to understand the whole journey of the customer right from the beginning of decision making, direct and indirect factors that influence the idea of experience and end with post consumption perspectives.

Research sample

Research sample is an important part of the survey because it will determine behavioral patterns and preferences, since the research is under public domain it is necessary to take random sampling to get as authentic results as possible, diversity in terms of target participants also helps acquiring different opinions which leads to minimal biased opinions.

After examining few research sample options the researcher chose random sampling because it a type of sampling method where in every individual in the targeted audience has an equal chance of participating, it also helps eliminating bias opinions *(Mcleod, 2019)*.

To get the required data the author will use random sample through online questionnaire survey method mostly asking simple closed ended questions taking approximately 50 local participants of Dublin city with specific age range of 18 - 35 years to get more accurate and focused results, the reason for choosing specific geographic location is because of cultural variance and diversity amongst other countries which can result in mixed reviews.

There are possibilities that different cultures may have a different take on experiential journey, a simple difference of high context and low context cultures can have a different take on the industry altogether also because of finite resources, limited budget for financial costs, confined time frame and the purpose for increasing knowledge base for a specific region the author has chosen Dublin city *(Geographic Scope and Geographic Focus, 2002)*.

The responses will be non-biased because most of the questions will be very specific and close ended with the freedom of multiple choices. The survey will be conducted through online questionnaire method which will ease the analysis of the data and it will make its access convenient through the internet. Hence, getting adequate amount of responses in limited period of time can be made possible.

Research instrument

The researcher has opted survey method to get answers for the respective research questions, this methods helps in engaging with various participants and it is also flexible to use various analytical tools because of the types of questions that can be asked, quantitative, statistical and open ended questions can be asked. The purpose of the research is based on human behavior hence it is easier to use survey for better collective understanding. In order to get the required type of data the researcher chose various quantitative research tools such as dichotomous and multiple choice question, staple and rating scales along with opinion based questions *(Trigueros, Sandoval and Juan, 2017)*. Survey can be conducted through various methods such as printing out the questioner and distributing it to targeted audience, the other way of doing it is online i.e. producing online survey questioner and distributing it through online forms and portals can be created for participants. Online method helps in reaching out to the masses quicker and easier also, the chances of getting variety of answers increases, it also reaches to maximum number of people in a short amount of time. Carrying out the analysis also becomes easy as the records are digitized also various techniques can be for efficient and effective analysis. *(Ponto, 2015).* Given the primary objective is regarding customer experience, various researchers have conducted their study around similar topics one of them being *(Schmitt, 2003),* has carried out a research through survey method considering a sample size of 1000 and drawn results out of it. Another example of *(Min and Min, 2011)* they have taken a sample size of 262 participants and collected feedback through survey methods. Considering the nature of the research close ended, simple questions can serve the purpose of the study. In both the research cases the study was based on people's opinions, judgements and preferences. Survey method of research also allows the study to be enhanced using multiple individual responses and presenting it as a collective data, also it helps understanding a majority of response towards a common but broad topic or subject in which the research is being conducted. In these types of researches it is important to understand the behavioral responses for producing optimal judgements.

Analysis of the data

There are 5 steps to be followed for an ideal blue print of data analysis according to *(Pazzaglia, Stafford and Rodriguez, 2016)*. First step is to review the analysis plan, how is the survey going to be conducted (mediums, platforms etc.) next is prepare and check the data files, whether they are designed to calculate data appropriately and based on the needs of the research. Third and fourth is calculate responses and statistics summary and lastly present the data in visual forms of charts and graphs*.*

Another published paper suggested all the above mentioned steps but they have proposed a sixth step to analysis of data. Wherein the data analysis especially mathematical ones should be simplified and explained in a manner that the reader can make a judgement for themselves regarding the opinions that are made based on theoretical and mathematical approach. Basically the information shouldn't be complicated but rather justified with various possible figures gather in the survey *(Kulzy and Fricker, 2015)*.

Based on that the online forms will be created through web portals which are specially designed for such purposes. They will be distributed using a URL to various academic and non-academic social networking groups linking the participant to the website. Distribution through social networking websites will help spreading the word out faster and to many people at the same time also it has easy access to target audience because for most of them social networking has become a part of their daily lives. Once sufficient responses will be gathered they will be summarized and collected data will be statistically organized into excel sheets and the respective will be analyzed through various charts and graphs presenting the significance of each question or a comparison of collective questions depending upon the requirement. A theoretical approach will also be undertaken in order to explain the statistics better, keeping it in line with the research questions. Respective analysis will be drawn and results will be presented accordingly without revealing individual responses. Statistical data will be drawn using SPSS which will consist of mathematical tools in order to draw effective analysis. Along with that, the questionnaire consist of some open ended questions wherein participants will share their opinions that will be assessed as a collective response based on similarity. For

effective analysis it is important to have a mathematical as well as theoretical approach also making it easier to justify the analysis and avoid any biased opinions.

The main purposes of the analysis would be to answer the research questions and to justify the main reason of the research.

Ethical considerations

Ethical considerations are important given the nature of the research which is usually related to the public. Therefore, it is important to provide them with accurate information, truth, avoiding as many errors as possible. Second, it involves active or passive participation among many different people belonging from various disciplines, culture, ethical standards etc. It is crucial in order to demonstrate mutual respect, confidentiality of privacy and fairness. Third, it is about the creditability of the research, the topic or the subject can be held accountable under the public domain. Lastly, if the research abides by the ethical norms people are more likely to contribute and participate to the purpose *(Iphofen, 2020)*.

Considering the agenda of research there are various ethical principle that have to be undertaken in order to keep the above mentioned norms in check and avoid harming any life. First is honesty, the researcher and purpose of the research has to be transparent along with the analysis/data that is being published, it should not be manipulative or misleading. Second is objective, it should be neutral avoiding any kind of self or other biases which can affect the research. Third is integrity, it has to be in check and consistent throughout the process of research. Fourth is carefulness, it is important to avoid careless mistakes i.e. sensitive data, research design, data collection methods and tools should be chosen wisely in order to avoid problems affecting the research or its purpose. Fifth is intellectual property, research has to acknowledge sources, publications, authors etc. wherever necessary avoiding plagiarism. *(Resnik, 2015)*

Some of these ethical considerations have been taken into account, wherever necessary the author has acknowledged articles by authors/publishers that have been used. The collected information and data will only be used for analytical purposes, no other personal information will be asked. The participants remain anonyms throughout the survey. There will be complete transparency regarding the use of data and most importantly the topic/agenda of the research has been formulated based on ethical grounds. At the beginning of the online survey, participants are notified regarding the purpose and nature of the survey. The data will be produced to the college authorities on demand and will be eliminated once it is allowed till then it will be with the researcher and nobody else.

Hence understanding the variables of methodology for research purposes makes it easier to understand the basis of data analysis, providing an insight to the essence of analysis and its purpose.

Chapter 4: Analysis

Introduction

The analysis is based on questioner that the researcher rolled out to the general population of Dublin city in order to understand their preference and impact on customer experience in fast food industry, the researcher received total of 50 responses consisting of questions that were to be marked as least important, less important, neutral, important and very important in order to get a better knowledge about the participants perception and depending upon that statistical data was drawn to gain more clarity with the responses. First few questions were generic, most of the other questions were based on marking preference and a few were open ended to get an overall perspective. Based on the responses it was observed that approximately 53% of the respondents were between the age range of 18 – 24, 28% were between 25 – 29 and 19% between 30 – 35. Hence, the majority of the respondents were millennials, it also shows that online survey platforms have reached the younger generation more than the following ones. Further segregating the population it was seen that 50% of the respondents were male and 50% female. Therefore, we have equal respondents on both the sides. When they were asked about their fast food consumptions patterns most of the participants have consumed fast food only, 5% don't eat fast food at all. Rest of the them do eat fast food out of 95%, 41% eat at least once a week, 23% more than once a week and 30% at least once a month. It was learnt that fast food has reached out to the majority of the participants which was reflected on their significant consumption.

The follow up question was about the fast food related customer experience and it was important to 82% out of the total. Next they were asked about their opinion on fast food customer experience, most of them responded towards the taste experience and value for money of the meals being served, some people also commented on the accessibility and uniqueness the fast food franchise possess in their menus. At psychological level emotions were involved as to getting a change in their routine, 'a good place to hang out with friends' and simply the junk food happiness. Few also replied, 'it makes you want to

go back to the establishment because of comfort food and speed of service that they offer. But on the other hand people who don't prefer fast food at all commented things relating to franchises not having healthy food options and quality related concerns. On the overall view not many people were concerned with the low quality that some fast food companies serve.

In conclusion, for the over view of participants and their perspective towards fast food it seems that most of them do enjoy visiting restaurants for their product and services hence it becomes even more important to understand their perception towards customer experience and the various aspects that influence their decisions while choosing fast food over other options. Since, it is understood that fast food is part of participants food preference, experience is important as well to keep their buying decision in favor of the franchise. The researcher has taken few aspects that influence buying decision in order to understand the basic psychology of the participants. Based on (Fig. No: 1) Food options and variety of menu was voted the highest with 82% voting it as most 'important' as compared to the other options with a mean score of 4.11, factors such as employee relationship and promotional / discount offers were equally important with 71% votes and a mean scores of 3.61 which is closer to being 'important' and last but not the least factor was dining experience which was not so important at 63% votes and a mean score of 3.16 which is inclined more towards 'neutral' response. Hence based on the comments and votes it can be concluded that food options and variety has been an important part of the experience considering fast food restaurants. The overall mean score of these factors was 3.62 which is more towards being important but not critical. Further, the researcher is going to answer the research questions to justify the purpose of the study and to get better understanding of the "experience" as a factor that affects the general population.

Fig. no: 1, source: field work
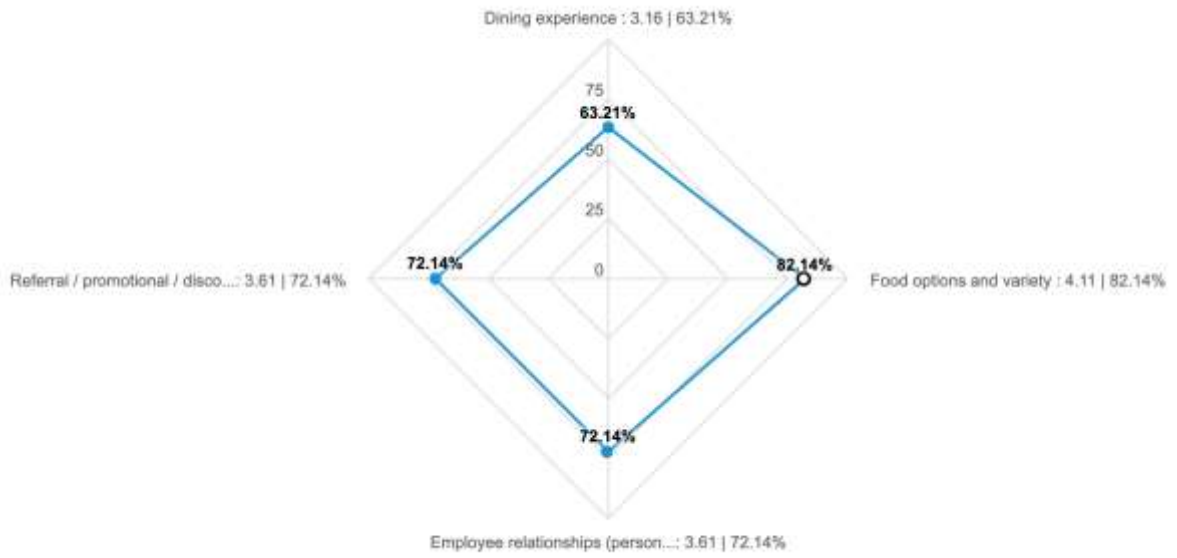
Question	Count	Score	Least important	Less Important	Neutral	Important	Most important
Dining experience	50	3.16					
Food options and variety	50	4.11					
Employee relationships (personal attention)	50	3.61					
Referral / promotional / discount offers	50	3.61					
	Average	3.62					

Q1. To what extent tangible and intangible factors influence customer experience?

Based on the literature review and other referred studies the researcher had chosen tangible and intangible factors because both are equally important in fast food business, it's just not about the product but also about the service that the customers expect and what they receive. The researcher asked to rate some tangible elements such as price, quality and taste of the food, physical aspects (e.g. Sitting arrangement), ambiance / surroundings and packaging. These tangible factors are highly influential in the customer experience spectrum as per (Fig. No: 2).

According to the responses collected quality and taste got the highest ranking it as one of the most 'important' factor of all the other options with 89% votes and a mean score of 4.5 placing it in between important and most important, followed by ambiance / surroundings with 76% votes leaning it towards an 'important factor' with a mean score of 3.8. Packaging ranked third with a mean score of 3.7 along with 75% voting it towards 'important', fourth was price voted at 72.5% voting it towards 'important' and physical aspects ranked last with 70% voting and a mean score of 3.6 placing it in between 'important' and 'neutral' but slightly pushing over to the important spectrum. Hence, all the mentioned tangible aspects were important to the participants proving that tangible aspects play a significant role in customer experience where taste and quality is their top priority.
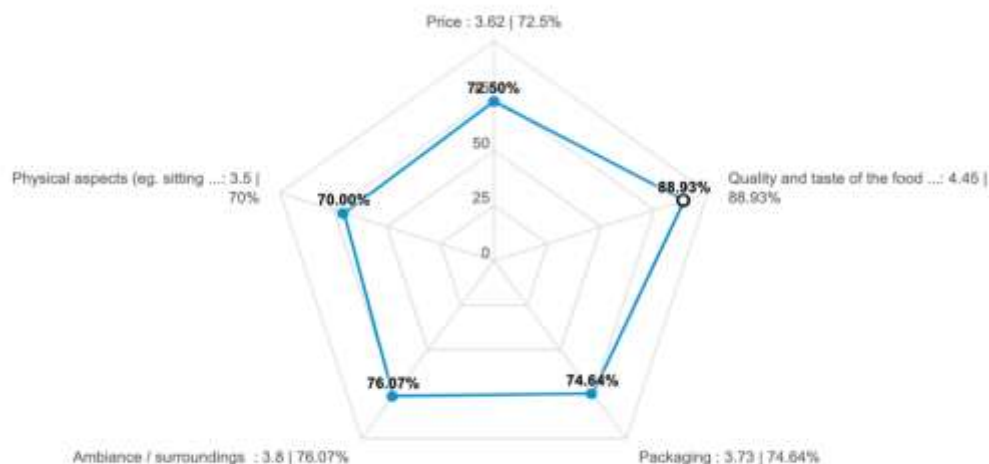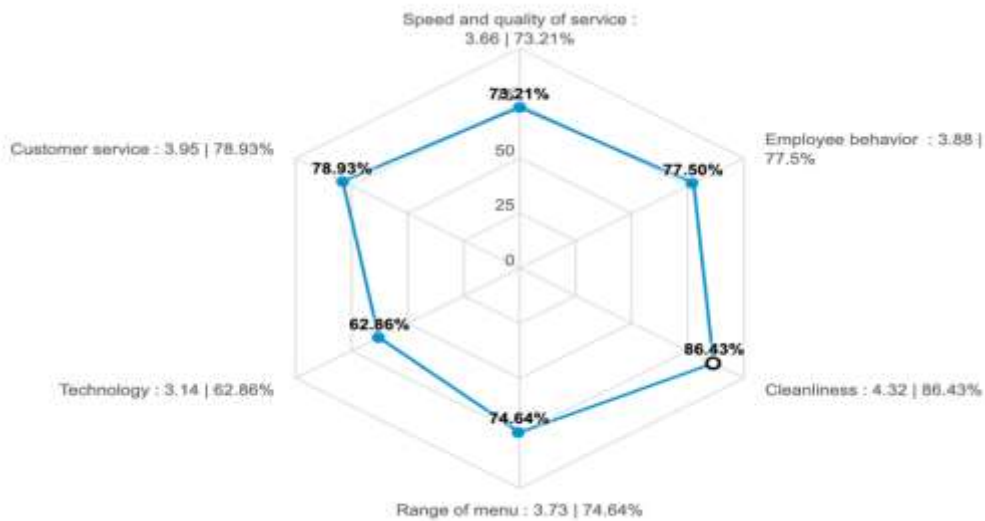
Question	Count	Score	Least important	Less important	Neutral	Important	Most important
Price	50	3.62					
Quality and taste of the food	50	4.45					
Packaging	50	3.73					
Ambiance / surroundings	50	3.8					
Physical aspects (eg. sitting arrangement)	50	3.5					
Average		3.82					

Fig. no: 2, source: field work

The intangible aspects are the service elements involved in the fast food business that influence the overall customer experience and contribute towards building better perception about fast food franchise. The effects of service elements may vary based on the frequency of visits towards an establishment or franchise preference. Hence, it is important to understand the common expectations from fast food restaurants that the customers prefer. The researcher had taken service elements like speed and quality of service, employee behavior, cleanliness, range of menu, technology and customer service.

As per (Fig. No: 3) out of all cleanliness has been the top priority which was marked as most 'important' of all given the mean score of 4.32 and taking the first place with 86.5% votes. Customer service and employee behavior have been closely voted as 'important' with 79% and 77.5% votes and mean scores of 3.88 and 3.95 respectively projecting a strong indication of being' important'. Whereas, speed and quality of service and range of menu were placed in the same range of 'important' with mean scores of 3.6 and 3.7 along with 73% and 74.5% votes respectively which is slightly less than the other ones. Lastly, the one factor that most of the participates voted 'neutral' was technology which was made clear with the mean score of 3.14. In conclusion, it is clearly evident that service elements are important when it comes to influencing the overall experience, technology is the only element which was not so important in case of restaurant services.

Fig. no: 3, source: field work

Analyzing both the aspects of tangible and intangible factors it was observed that both the aspects are important toward delivering effective and influential customer experience but after considering mean of the aspects, tangible was slightly more preferable than intangible which scores 3.88 and 3.78 respectively. A plausible explanation can be, intangible aspects have more variables some that are in control of the franchise and some that might be still developing also intangible factors can differ from franchise to franchise based on their business model (such as dine in or take away). The in-store experience delivered but the franchise in terms of their product and service is significantly important but in terms of experiential consideration tangibles elements take over the intangibles by a minimal difference.

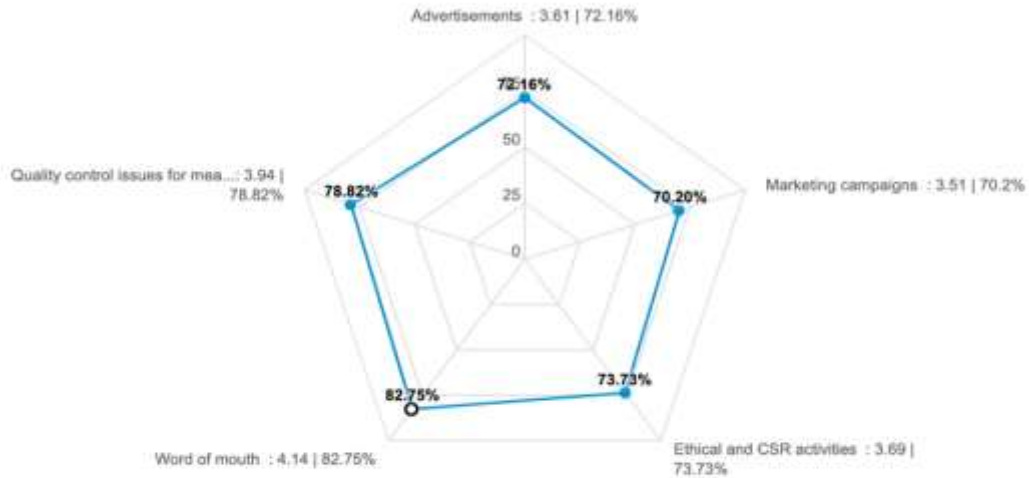which pre and post dining elements affect the overall customer experience?

In this question the researcher aims at getting a better understanding for activities that franchises undertake in order to build a specific kind of perception towards their brand. Some influencing factors are under control of the business and some are not. Based on the literature they are important in adding to the overall customer experience. There are a lot of variables outside of fast food restaurants that affect the experiential journey of the customers. Hence, it is important to understand the significance of those factors. The participants were asked about activities that franchises undertake, their geographical placements, in-store factors where some are and some are not in control of the establishment and ordering convenience. These are few yet crucial aspects that generally influence all kinds of fast food businesses.

First is perception building activities which consist of advertisements, marketing campaigns, ethical and CSR activities, word of mouth and quality control issues for meat such as beef, chicken etc.
Word of mouth has been the oldest form of advertising for many industries and various businesses and so it is applicable to fast food as well based on opinions of the participants marking it as one of the most 'important' of all the other given activities with 83% votes and a mean score of 4.14. Quality control for meat is close to word of mouth with 79% voting it as 'important' which was reflected by a strong 3.9 mean score. Advertisements and marketing campaigns are important but not as important as others voted at 72% and 70% with mean scores of 3.6 and 3.5 respectively. Observing the perception building activities it was understood that it is an considerably predominant aspect contributing to customers in the initial stage of their experiential journey. Considering the mean score of 3.78 it can be seen that all of these factors are towards being 'important'. (Fig. No: 4)
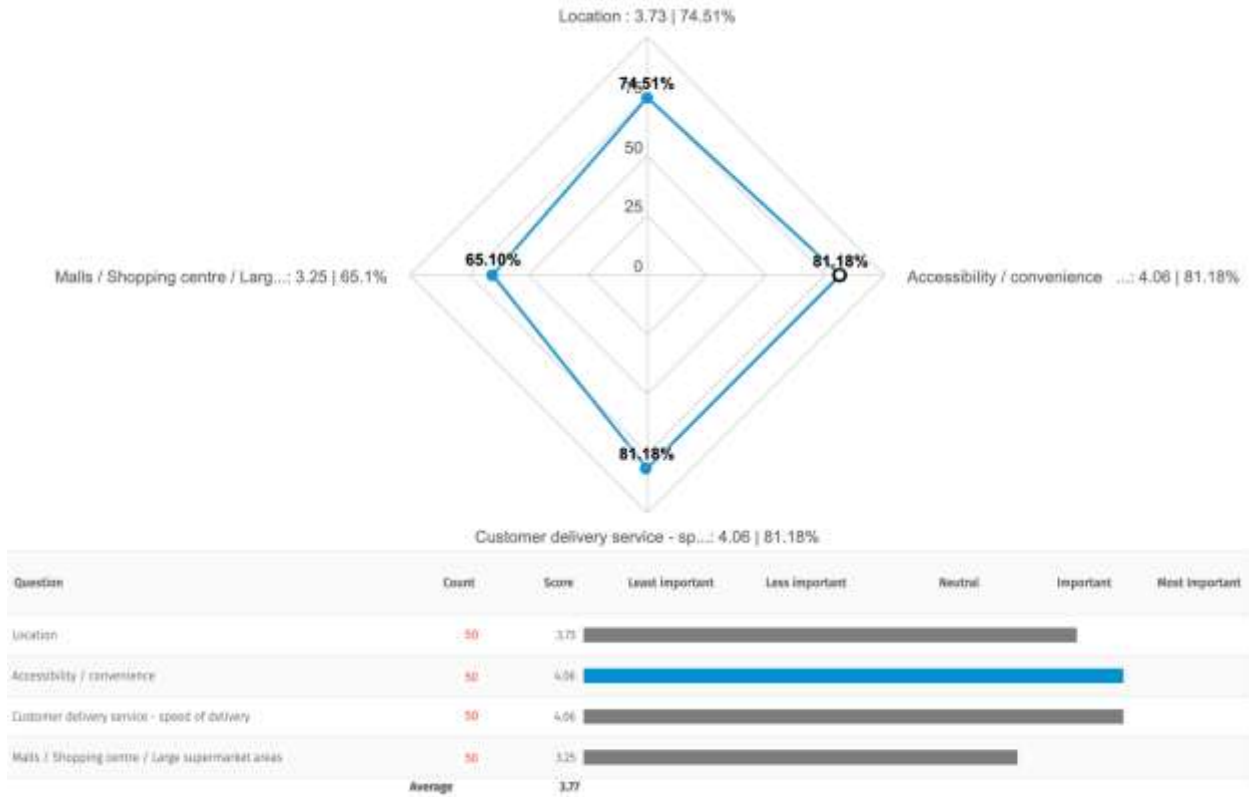
Fig. no: 4, source: field work

Since, fast food business models are primarily physical restaurants / outlets it becomes a part of the experiential journey for customers as geographic situation of the franchises matter. So, the researcher has tried to understand the demographics of fast food that influence the customers which includes factors such as location, accessibility / convenience, customer delivery service – speed of delivery and malls / shopping centers / larger super markets.

The participants considered accessibility and speed of delivery at the top marking it as 'important' by them voting 81% with a mean score of 4.06. With 74.5% votes marking it close to important is location with a mean score of 3.73 which makes it considerably important and at the bottom of the ranking was food franchises located at malls with 65% votes with a mean score of 3.25 which is closer to 'neutral' i.e. the participants were not really affected by fast food franchises located at malls, or shopping centers.

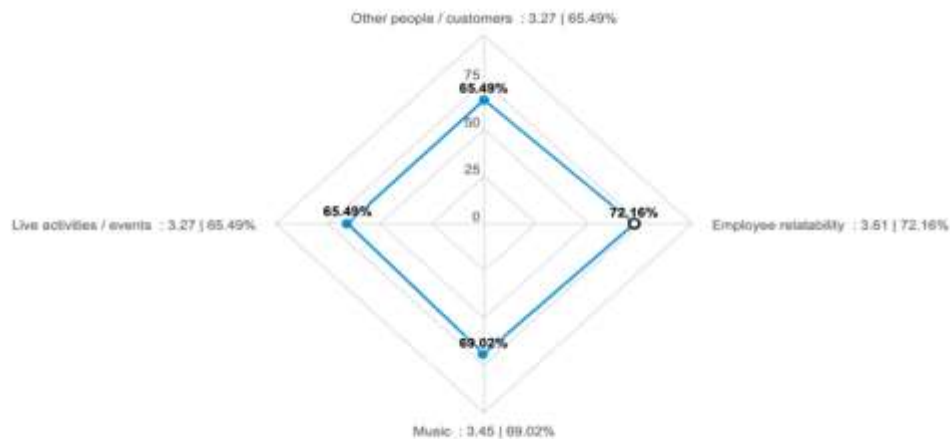| Question	Count	Score	Least important	Less important	Neutral	Important	Most important
Location	50	3.73					
Accessibility / convenience	50	4.06					
Customer delivery service - speed of delivery	50	4.06					
Malls / Shopping centre / Large supermarket areas	50	3.25					
Average		3.77					

From a geographic perspective convenience of fast food accessibility has been influencing participants to opt for the franchises. (Fig. No: 5)

Fig. no: 5, source: field work

Next was the in-store factors that were asked about, now most of these factors are usually not in control of the franchises themselves. Factors such as other people / customers, employee relatability, music, live events / activities were chosen to understand the participant's experiential perspectives. Other customers and employee relatability are not really in control of the fast food restaurants as every individual's view point will be different while looking at them, some might consider it as important some might not, some might be affected and some might not.

Based on the results it was seen that employee relatability was close to being 'important' given the mean score of 3.61 and 72% votes. The runner up of the list was music with as close as 3.45 mean score and 69% votes. But on the other hand of the spectrum other customers and live events were voted 65.5% each while closely being marked 'neutral' with a mean score of 3.27, which means they were not as influence as the others. In conclusion of in-store factors most of the variables do affect the customer's experience but some are in control and some are not, it can be tricky to identify those factors but for the most part the franchise should focus on the elements that are in their control and try to develop on them to improve the overall experience of visiting the establishment. (Fig. No: 6)

Question	Count	Score	Least important	Less important	Neutral	Important	Most important
Other people / customers	50	3.27					
Employee relatability	50	3.61					
Music	50	3.45					
Live activities / events	50	3.27					
Average		3.4					

Fig. no: 6, source: field work

Lastly, the researcher identified ordering convenience as a part of the experiential journey of customers, considering the literature it was learned that people don't like to wait while it comes to fast food options. Also, another way for continuing business and serving optimal experience can be done by providing convenient food delivery options at the comfort of their home. Therefore, factors such as franchise / brand app, food delivery apps, take away / drive through options, websites were presented to the participants.

Food delivery apps ranked the highest of all with 3.88 mean score and 77.5% votes for being 'important'. Close to food delivery apps was take away and drive through options voted at 73% preference with a mean score of 3.67 hence, resulting it as close to 'important'. Ranking third on list was franchise / brand apps voted at 70% with a mean score of 3.5 which is somewhere between being 'important and neutral' which can be understood that not a lot of franchises have their own delivery systems. Instead they are out sourced to other businesses. Using websites for food ordering had got minimal response towards it being important it was more on the neutral side with 65% votes and a mean score of 3.25 which denotes that it is not really a preferred option but at the same time it's not entirely neglected.

Hence, fast food delivery convenience and logistics does add up to the customer experiential journey but it is not a direct affecting factor rather an extended service factor. One of the reasons that can be affecting a lot of variables involved in food delivery such as preparation and delivery time, maintenance of food integrity, texture and taste. For those variables to be on the side of the fast food franchise they have to be dependent on third party businesses that's why we see food delivery apps gaining popularity amongst other platforms. On those mediums there are other fast food companies as well which are trying to gain and maintain their business and it can get competitive which pushed the companies to innovate their delivery experience using other factors that are direct or indirect to customer experience. In conclusion, based on the business model food delivery should be prioritized accordingly keeping in mind the popularity gained by food delivery apps in recent times. (Fig. No: 7)
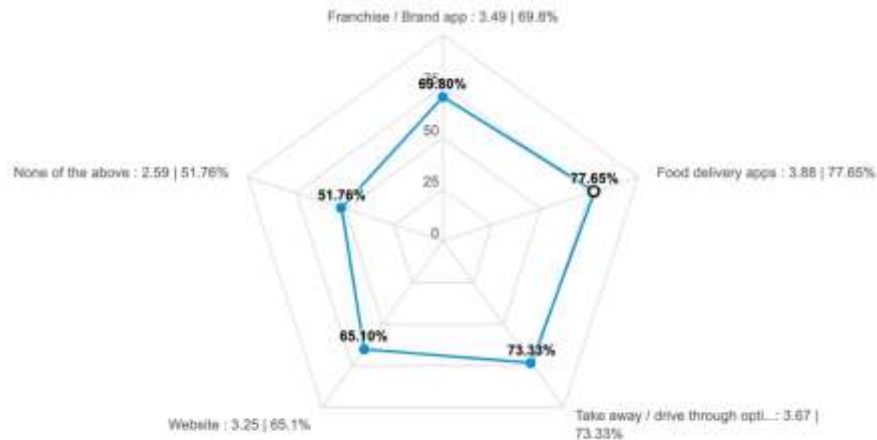
Question	Count	Score	Least important	Less important	Neutral	Important	Most important
Franchise / Brand app	50	3.49					
Food delivery apps	50	3.88					
Take away / drive through options	50	3.67					
Website	50	3.25					
None of the above	50	2.59					
	Average	3.38					

Fig. no: 7, source: field work

After understanding the response regarding various elements and sub factors that affect pre and post dining experience and decision it was concluded that elements like "perception building activities" and "geographic positioning" have an overall mean score of 3.78 and 3.77 respectively, which means those influencing elements are important to the participants for contributing towards the whole customer experience journey and building perception. But on the other hand elements such as "in-store factors" and "delivery convenience" had a mean score of 3.4 being closer to 'neutral' which concludes that they do not have direct impact on the customer's experiential journey but that does not mean they do not have significance at all i.e. they are indirect or addition to experiential and service factor.

Apart from the tangible and intangible factors these are the core elements that build a perception towards a fast food franchise it is necessary to understand the over view of the elements in order to develop those area which lack in providing experience especially the ones that have potential to improve the service quality. The experience

elements apart from tangibles and intangibles matter to keep the customers engaged and stimulated in order to get repetitive business and maintain their market share in general with respect to the food industry.

Q3. Does experience have any relation to the buying behavior of customers?

The researcher aims to answer this question in order to understand weather improving experience can help increasing business. Experiential practice may not necessarily involve money every time but they do need time and effort to understand their customers better and then act upon it accordingly.

Under this research question the researcher asks about the expectation the customers have verses what they get in reality. Based on mean score of 3.8 most of the participants had high expectation but on the other hand what they received was on the 'neutral' side with a mean score of 3.3 and the average of both is 3.6 which is somewhere in between neutral and high. This means the gap between the two is short but there is potential to overcome that by improving the service and experience delivery. Since, the reality is not on the lower spectrum it is understood that the basic expectation of products and related service are being fulfilled, given the nature of the business customer cannot be satisfied 100% but it can be maximized as much as possible. (Fig. No: 8)

Question	Count	Score	Very low	Low	Neutral	High	Very high
Expectation	50	3.8					
Reality	50	3.35					
	Average	3.58					

Fig. no: 8, source: field work

Next question was about visiting establishments if the experience delivery was improved to which 84% participants gave an affirmative response, only 6% gave a negative response and 10% said maybe. Considering the responses as absolute, 94% of the participants can be delivered improved and enhanced experience in order to retain and hopefully acquire new customers and business. (Fig. no: 9)
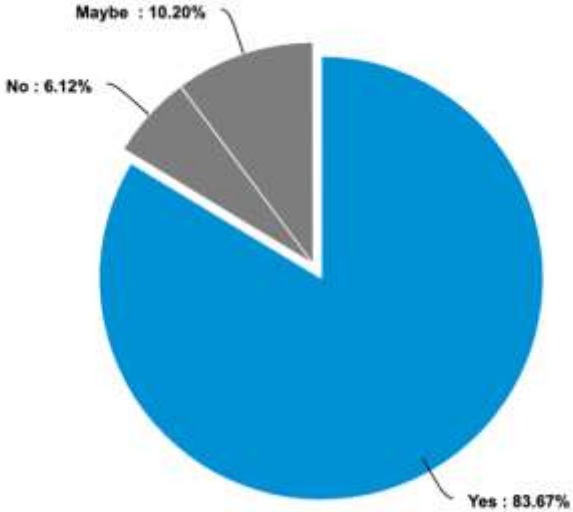

Fig. no: 9, source: field work

Finally, the researcher asked for suggestions from the participants on how the fast food restaurants can improve their service delivery. With respect to an overall analysis it can be said that most of the participants suggested on improving customer service and having friendly staff, in the responses received early both these factors were 'important' in their cluster. Next was maintaining and improving fast food quality and taste, both of these aspect ranked highest of all the elements. Also, the core of the business is based on the taste that it provides to the customers. Hence, continous improvement is what the participants suggested and expect. A small amount of suggestions were targeted towards innovation of food and service alongside adaptability to the current and changing fast food trends. It is essential to innovate but it is also crucial to understand where to innovate, if the franchise is innovating but it is not aligned with potential demand for the same it can prove to be a waste of resources or it has to be revolutionary to be the market leader and gain a competitive edge. The general idea received was about improving overall services delivered alongside the products and build creative loyalty programs. The researcher also came across some reviews where in participants were happy with the existing services that they were receiving. In conclusion, to the last question it was observed that fast food franchises are going a good job when it comes to providing product, service and overall experience but there is always room for improvement especially on the core competencies of the industry. Answering the research question; experience does affect buying behavior and improvement in the overall experience that can lead to repetitive and new customers.

Conclusion of analysis

On the basis of overall experiential analysis it can be concluded that apart from the products and services offered by the fast food business, experience plays a predominant role in influencing customers towards opting them as their food options. Keeping in mind that majority of the consumers are between the age ranges of 18 – 24 and then 25 – 29 adding to the total of approximately 82% of consumers. They notably consume fast food on a frequent basis hence, it becomes even more important to keep the customers engaged and stimulated with unique experiences. Taking into account core competencies of the industry the tangible and intangible elements are the key to develop new kinds of experiences or even maintain them. They are highly influential as they are directly related to the experiential journey. Considering other direct and indirect variables it was tricky to understand what influences customers the most because of other variables involved but the responses showed the ones that are in control of the franchises should be worked on, taking into account the reason to visit fast food outlet and suggestions to improve upon. Lastly, enhancing customer experience should be beneficial not only for the customers but also for the franchises showing tangible results and profits and from the responses it was proven that enhanced experience will lead to customers visiting the establishment over and over again maintaining loyalty towards the fast food brand which suits them the most. From this study it was proven that products and services are not the only elements in today's fast food business that keep the customers engaged it's also the customer experience that comes along with the brand. It might not be the most important of all but surely it is an aspect that cannot be ignored. With developing technology into various businesses it can benefit fast food business as well, based on the responses technology was a neutral factor which means either the franchises are yet developing or the customers aren't ready to embrace the potential revolution, for example it can be used to make creative loyalty programs and market it to the customers at the same time. Along with other variables technology can help stimulating and improving the whole experiential journey.

Chapter 5: Discussion

The previous researches in the literature review gave direction to the actual purpose of the study. Initially, research was based on the essence of customer experience and leading into fast food. It is one of the few industries wherein not only product but service also equally important given the business model. Hence, the researcher was curious to know if experience has any significance to the business and their customers. So, the follow up study material was chosen accordingly and it was discovered that most of the existing research around customer experience in general and in fast food was based on various elements, factors and other dynamics in the spectrum that affected or influenced customer behavior. Most of the studies reflected upon influencing factors such as culture, needs, preference etc. In the researchers opinion very few studies dug deeper into understanding the co-relation of emotions and experience. Comparing this to what researcher observed in this respective study was not completely different but at the same time it wasn't something obsolete. The information and findings obtained from this research reflected upon the importance of customer experience apart from products and services offered, the conclusion was it is important. It might not have the highest share because core competencies are always the offering, but customer experience is an additional factor for emotional connect with fast food brands in order to build relations and gain repetitive businesses existing and new customers. It will not increase the profits over night but it will surely give consistent returns to the company. The data collected and analyzed was in line with the literature reviewed yet different because most of the studies were based on discovering various customer experience elements whereas the researcher focused on people's opinion based on those elements, in simple terms the researcher extended on all those collective researches and drew a understanding towards people's respective on over all customer experience. It was an extended research, while comparing both the research available and data that was found on customer experience it was observed that there is negligible difference based on theory and reality.

On the other hand following were the things that could have been explored in the current study but none the less it opened avenues for prospective research, with the changing technology, preferences, fashion and taste there might be underrated or undiscovered elements that need to be studied upon, also the scalability of experience is also important to understand which can be explored. It is important to understand the cost, benefit and application of customer experiential activities but it can get complicated. Most important "emotions" is an element which can be explored and studies towards customer experience to build a stronger impact on customer's decision making. This particular research could be a stepping stone to various explorations along with an opportunity in extending the research in various spectrums like cultures, income groups, geographical location, eating preference etc.

Issues that were similar

Some of the issues that were common with other researchers in the literature review were about having to figure out the complex elements of customer experience. For instance the researcher and *(Vanharanta, Kantola, Einolander and Seikola, 2017)* they chose to highlight on simple gestures and elements that affect the experiential journey. Next challenge was to set the questionnaire and flow of research because culture plays a crucial role in determining the elements of customer experience. The study by *(Qin, Prybutok and Zaho, 2009)* had a different approach because with varying cultures of east and west the issues was the same in terms of drawing out the survey questions in order to understand the requirement for the purpose of the research.

Issues that were different

There were certain different issues such as considering target audience. For example, because of the research purpose *(O'Connor, 2008)* had a complex issue in considering the target audience to conduct the research because the customer experience factors changed. Whereas the researcher for this study chose a specific group of participants which would answer the purpose of the research but it would limit the whole idea of customer experience because it varies with different groups. For instance, *(Jaini, Ahmad, Mat Zaib and Zamzamir, n.d.)* conducted a very specific research wherein it does not consider the traditional factors rather it takes simple vague concepts such as 'going the extra mile' for customers. The way that particular study did not accurately discuss about other things, the researcher for this study tried to spread out those concepts in different questions to get some understanding from those concepts.

Chapter 6: Conclusion

The vision, thought process and perspectives that the researcher had while selecting this topic has evolved, enhanced and developed. The research got a lot of different perspectives to look at customer service not just in fast food but in any kind of business because the fundamentals of experience are same throughout, only the elements or the services aspects differ. Considering fast food the researcher's bubble of experience being at the top of importance chart, this was busted through the process of this research wherein it was learned that product or tangibles are the most important closely ranking after that was intangibles or services. Experience is a blend of those and other factors. The franchise's willingness to go an extra mile to serve their customer is experience it can be in terms of product, service or anything else. On the overview of this study the researcher understood that experience is concept which hasn't been explored a lot and at the same time it is a broader concept than what the researcher once thought. In a way the researcher's perspectives have broadened especially in customer experience as concept.

Apart from this the researcher realized few variables that were missing in the overall study. Variables like emotional quotient and its relation to customer experience could have been a part of this. Questions related to customer loyalty and retention could have been asked in the survey in order to understand a part of customer experience better. Customer experience is not limited to certain age group, geographical location or culture, family and children experience is a concept that could have been explored in order to understand the experiential perspectives better.

In terms of research tools the researcher used online survey methods which proved to be quite efficient and saved opportunity cost. Basic statistical data was automatically generated based on incoming responses. But considering the survey and its questions the researcher fears conformational bias of the participants which means that those who have participated might have anticipated questions based on their own bias without acknowledging the requirement. If this had been a face to face or virtual interview doubts could have been raised by the participants and they would have been resolved immediately. But also this research was in process during the unprecedented times of covid-19 hence online survey was the best possible solution in this situation.

Chapter 7: Recommendations for future research

There are certain recommendations that the researcher has based on the current study as well as for future potential studies, for anyone who wishes to elaborate or conduct a similar study with a different view point altogether. The researcher also recommends this study as a base of understanding for management and marketing teams of fast food franchises.

- If the study was to start all over again the researcher would have included the emotional quotient and focus on customer retention while keeping other elements of this research intact.

- On the other hand if the researcher was to change the research altogether or a recommendation for future research would be focused on the whole different customer segment of families and children. How would customer experience affect them, what would be the specific elements that would affect them. Their concerns with tangible and intangible factors along with specifications of products and service.

- Based on this research the author believes that understanding the multiple but right variables can help step up a business model which would be direct towards specific audience and long with products and services, experiences could be designed and customized accordingly. In turn this will help achieving the best possible results.

- The existing or potential research could have been used for marketing managers, business developers and strategists to enhance not just the quantity but also the quality of the business. Products and services or tangibles and intangibles of the business fall under the same experiential umbrella along with other factors. If a management team is looking forward to expand their business in any way especially in the fast food industry this research can come in hand for them to brain storm amongst themselves to build strategies and execute the plan of action accordingly.

- In simple terms this could be a start point of theory which can be related to the reality of their core competence and map out a plan based on the overall

understanding. This research is primarily meant for businesses, another way this research could be used is by evaluating their existing customer service and what they actually want. It can also be helpful to a medium size business strategists who is willing to enhance the performance of the business.

- On the basis of these research elements some could be added and some removed based on the requirement and convenience of the business various plans could be mapped out and executed. In the end this piece of research could be a starting point of understanding people's opinions on customer experience and potentially sub divided customer segments in order to understand specific elements of the overall experience.

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Questionnaire

1) Select your age range
- 18 – 24
- 25 – 29
- 30 – 35

2) What is your gender
- Male
- Female
- Other
- I prefer not to say

3) How often do you eat fast food?
- At least once a week
- More than once a week
- At least once a month
- Not at all

4) Is the overall fast food experience important to you?
- Yes
- No

5) Help us understand (why yes or why no) to the above question
- Short answer:-

6) How does each of the factors affect buying decisions the most? (rating scale for each option from 1 being least important and 5 being most important)
- Dining experience: 1,2,3,4,5
- Food options and variety: 1,2,3,4,5
- Employee relationships (personal attention): 1,2,3,4,5
- Referral / promotional / discount offers: 1,2,3,4,5

7)How would you rate the importance of tangible aspects based on your preference? (rating scale for each option from 1 being least important and 5 being most important)
- Price
- Quality and taste of food
- Packaging
- Ambiance / surroundings
- Physical aspects (eg. Sitting arrangement)

8) How would you rate the importance of intangible aspects based on your preference? (rating scale for each option from 1 being least important and 5 being most important)
- Speed and quality of service: 1,2,3,4,5
- Employee behavior: 1,2,3,4,5
- Cleanliness: 1,2,3,4,5
- Range of menu: 1,2,3,4,5
- Technology: 1,2,3,4,5
- Customer service: 1,2,3,4,5

9) To which extent do these activities build the perception of customer experience? (rating scale for each option from 1 being least important and 5 being most important)
- Advertisements: 1,2,3,4,5
- Marketing campaigns: 1,2,3,4,5
- Ethical and CSR activities: 1,2,3,4,5
- Word of mouth: 1,2,3,4,5
- Quality control issues for meat based product (e.g. beef, chicken etc.): 1,2,3,4,5

10) To what extent the geographic placement influences you? (rating scale for each option from 1 being least important and 5 being most important)
- Location: 1,2,3,4,5
- Accessibility / convenience: 1,2,3,4,5
- Customer delivery service - speed of delivery: 1,2,3,4,5
- Malls / Shopping centre / Large supermarket areas: 1,2,3,4,5

11) To what extent in-store factors influence you? rating scale for each option from 1 being least important and 5 being most important)
- Other people / customers: 1,2,3,4,5
- Employee relatability: 1,2,3,4,5
- Music: 1,2,3,4,5
- Live activities / events: 1,2,3,4,5

12) Ordering convenience - which are most appealing to you? rating scale for each option from 1 being least important and 5 being most important)
- Franchise / Brand app: 1,2,3,4,5
- Food delivery apps: 1,2,3,4,5
- Take away / drive through options: 1,2,3,4,5
- Website: 1,2,3,4,5
- None of the above: 1,2,3,4,5

13) Rate your expectations / perceptions vs reality towards the fast food industry (An example - the size, look and feel of the burger versus what is actually served) (rating scale for each option from 1 being least important and 5 being most important)

- Expectation: 1,2,3,4,5
- Reality: 1,2,3,4,5

14) Would you visit fast food restaurants if the experience / service offering was improved? (rating scale for each option from 1 being least important and 5 being most important)

- Yes
- No
- Maybe

15) What recommendations would you offer to fast food businesses that would improve your customer experience?

- Short answer:-