THE AMERICAN FAST-FOOD INDUSTRY
IN LEBANON

A MARKET ASSESSMENT

BY

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APPROVAL OF RESEARCH TOPIC

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C O N T E N T S

INTRODUCTION

The fast-food phenomenon in Lebanon is not a very recent one and dates back to the pre-war era where many small- to medium-sized restaurants and snack-outlets provided fast-food services to customers of all ages. And in the eighties, the market witnessed the advent of American-style fast-food restaurants. However, in the last few years, the restaurant industry in general, and the fast-food industry in specific, have been experiencing dramatic developments:

On one hand, more and more people (especially young consumers) have been eating American fast food out and in an increasingly frequent fashion, hence developing sophisticated and very demanding tastes and preferences for such kinds of food. On the other hand, especially with the ending of the war, several American fast-food chains opened branches in Lebanon while local American-style fast-food chains tried to expand their operations and improve their performance, and all of them embarked in competing campaigns, ranging from strategic moves like geographic expansion, to tactical tools like advertisements.

Meanwhile, industry experts were continuously looking outward for potential and powerful new entrants, and a question of concern seemed always around: " Who will be next? "

In the realm of this race for consumer attraction and satisfaction, which appears to be but in its early stages and promises to get very heated in the few years to come, the need emerges for a reliable, scientific study that would highlight critical aspects of the American fast-food market and hence draw a clearer picture of this market's future prospects.

Research Objective: This research, the first that comprehensively deals with this sensitive and very interesting business topic, will attempt to provide the interested ordinary reader with a general overview of the characteristics of major players and consumers in the Lebanese American-fast-food market; but it should also constitute a bottom-line for the professional businessman to understand and appreciate the various intricacies inherent in this very lucrative market.

Research Methodology: The researcher has sought to accomplish these two objectives through the following:
First, by interviewing the managers of seven major American-style fast-food outlets and asking their opinions on the market trends, but also and more importantly, by inquiring about their companies: their operations, their management structures, and their marketing activities.
(For details on the factors underlying the choice of the specific seven chains, the complete set of questionnaire, and the limitations of these interviews, refer to pp. 4,13,& 83).
Second, by interviewing a sample of 220 consumers about their attitudes, preferences, decision-making and purchasing behaviors, and their perceptions and assessment of various aspects of the American fast-food market in general, and of

the seven major chains in specific.

(For details on the sample design, the complete set of questionnaire, and the limitations of these interviews, refer to pp. 4, 47, & 79).

Third, by establishing meaningful relationships between and among several variables taken from both sets of questionnaires; the researcher could thus bring to light solid-grounded facts and assumptions about the current and future conditions under which the American-style fast-food industry is and will be operating. (Additional and different relationships and interpretations could be extracted from the data gathered but the researcher has chosen the most purposeful and consistent ones taking into consideration the main theme and objectives of this study.)

The study is divided into five chapters, including this one (the Introduction). The next chapter presents a literature review of the fast-food business in general (especially in the United States) and how it relates to the fast-food business in Lebanon. The one which follows (Chapter III) deals with the American-style fast-food outlets and the American-fast-food consumer market from different perspectives. Chapter IV will describe the research methodology and will provide an analysis of the findings. As for Chapter V, it will consist of a general overview and a conclusion.

Limitations: Every study has some limitations, and this study is no exception:

A major limitation in this study has been nonresponse, not by consumers who for the big majority have been very interested and cooperative, but by one major-outlet manager. In fact, Kentucky Fried Chicken had been chosen to be among the major outlets to be assessed in this study, given its association with the US KFC chain and its American fast-food style. However, after several attempts to have an appointment with the general manager, Mr. Mounir Wehbeh, he (Mr. Wehbeh) finally expressed his abstention from delivering any information whatsoever. Even after assuring him that the purpose of the work was purely academic and giving him the freedom to turn down any question he judged too confidential, Mr. Wehbeh didn't change his mind. Strangely enough, he even refused to express his opinion on the current trend of the American-fast-food market. This was the only instance during the whole study where the interviewer faced such difficulty in communicating with somebody. Fortunately, the negative effects of this limitation on the overall study was minimized through consumers' assessment which, of course, comprised KFC; what consumers have to say about someone of course counts more and has more weight than what this someone has to say about himself.

The second limitation also has to do with nonresponse but this time by all the managers interviewed; in fact, no one of them agreed to give even the slightest indication of his business annual sales' volume. Despite several attempts at explaining to them the importance of such information to the study but also to each and every one of them since they can all have access to it and benefit from its completeness, the question concerning the outlets' annual sales volume had to remain unanswered. Here it is worth to explain the initial purpose of this question and the way in which it was raised: first, the main purpose behind the quest for such information was to estimate the gross amount consumers were spending on American fast food; in other words, to estimate the Dollar size of the Lebanese American-fast-food market. This would have revealed how this market developed through the last few years and hence, highlighted its potential future trend, something which would have proven extremely useful to any businessman in general, and to fast-food-restaurant managers in particular. In parallel, such information would have provided the interested reader with a means for objective comparison and evaluation of the effectiveness of each and every major outlets' performance (probably what managers didn't like about it..). On the other hand, the way in which the question was raised was intended to be the least embarrassing to interviewees; hence, managers were repeatedly urged to give mere approximations (which are always better than nothing at all), and they were given multiple choices with each choice representing fairly wide ranges of sales volumes. In the same respect, only two out of the seven managers (at Pizza Hut and Juicy Burger) agreed to give the interviewer information about their company's promotional budgets.

What will be read in the next chapters are real and objective descriptions of the Lebanese American-style fast-food market. Some of these "market realities" would seem favorable for some (players), and less favorable for others. However, the intelligent reader would reach far beyond such direct, apparently decisive results; rather, he would attempt to read between the lines to try to detect the different factors that combine and make out of a fast-food business a successful and superior one.

LITERATURE REVIEW

THE FAST-FOOD BUSINESS

Fast-food restaurants are characterized by simplified and limited menus, and a high level of standardization with regard to service, training of personnel, and decor. In addition to delivering what their name suggests, i.e., quick customer turn-around, they compete with each other for customers on the basis of quality, service, cleanliness, and convenience offered.

The cook houses and coffee shops of Europe were the forerunners of the American restaurants of today. These cook houses and coffee shops were popular in colonial America. However, during the nineteenth century, these cook house and coffee shops slowly yielded the place for the predecessors of the restaurants of today. Delmonico's is generally credited as being the first true restaurant in the U.S. It was established in New York City in 1827 and offered high cuisine at high prices. Nineteenth-century America could not support high cuisine and prices like Delmonico's except in a few large cities. This gave rise to what may be termed "American style" restaurants. These restaurants catered to a much larger segment of the population and displayed varying characteristics. These were the coffee shops, cafeterias, economical but good table-service restaurants that met the customers' needs. The public restaurant business grew rapidly along with growing customer demands for more convenience. Thus began a whole new industry: the fast-food industry. However, increasing customer demand for more convenience was not the one and only reason (though maybe the principal one) behind the fast and huge growth of the fast-food industry in the United States; franchising was another one.

A franchise is an agreement between two parties, whereby the franchisor grants the franchisee rights to market goods and services with certain constraints on operations and territory. Through franchising, the small business acquires an instant image and a higher probability of success, while the franchisor is offered an easy and usually successful way of expanding operations, both in terms of sales-revenue growth and geographical expansion. Growth of what is now called the "chain" industry was a direct result of intensive franchising activities.

The American fast-food restaurant market is segmented on the basis of "concept" or "product". Ten such "concept" or "product" segments can be identified: (1) hamburgers/franks/roast beef; (2) chicken; (3) pizza; (4) Mexican; (5) seafood; (6) sandwich; (7) pancakes/waffles; (8) ice cream; (9) doughnuts, and (10) other (e.g., steak houses, etc.).

The following tables present the top-ranked chains by fast-food segment:

CHAIN	# OF UNITS	MARKET SHARE
Top-ranked chains in the burger segment		
McDonalds	9,900	47.51%
Burger King	5,579	18.8
Hardee's	3,013	10.2
Wendy's	3,900	9.4
Arby's	1,883	3.2
Jack in the Box	905	2.2
Roy Rogers	592	2.0
Top-ranked chains in the chicken segment		
Kentucky Fried Chicken	6,905	69.47
Church's	1,622	11.25
Popeye's	730	8.64
Chick-fil-A	370	3.80
Bojangle's	235	3.75
Grandy's	227	3.10
Top-ranked chains in the pizza segment		
Pizza Hut	6,000	37.4
Domino's	4,225	27.4
Little Caesars	1,864	11.7
Pizza Inn	770	4.6
Godfather's	700	4.6
Round Table Pizza	600	4.6
Showbiz/Chuck E. Cheese	270	4.3

Steady growth during the 1960s, 1970s, and 1980s enabled the fast-food industry to conquer an appreciable share of the total fast food market in the United States (around 30% of the total food service market in the late 80s, according to Restaurants and Institutions, January 8, 1988). Over the past few years, however, growth of the fast-food segment has plateaued, leading some industry analysts to believe that the industry is in the "mature" stage of its life cycle. According to U.S. government statistics, there were 409,453 commercial eating establishments and 296,654 noncommercial eating places (e.g., military, day-care, etc.) in 1984. This provided individuals with a wide choice of where and what to eat. In an effort to attract customers, fast-food chains therefore have to rely heavily on advertising and other promotions to increase their visibility. The variety of food and the convenience offered, associated with the size and advertising "clout" of the chains, make this a very competitive industry. Faced with such a situation, the big chains followed several strategies:

Fast-food chains have traditionally catered to and competed for the lunch segment, which has become very mature; in recent years, they are pursuing the take-out segment and have also entered the breakfast segment in force. As an example, McDonalds has introduced breakfast sandwiches and has toyed with the idea of introducing pizzas.

Product changes and innovations, supported by heavy advertising expenditures, have also become common in the big chains' marketing practices; Burger Bundles by Burger King is one example and Wendy's Classic is another. Prepacked salads rather than salad bars have also been introduced by several fast-food operators.

Moreover, chains have been consolidating either through horizontal integration (i.e., increasing the number of conventional stores through mergers and/or acquisitions of similar chains) or through concentric diversification (i.e., contracts/mergers with firms having product lines that afford synergy in the marketplace). For example, Wendy's and Baskin-Robbins were experimenting with a contract to operate dual units under a single roof.

In brief, then, the fast food market in the United States has reached such a high level of competitivity that the chains resorted to all kinds of activities (especially product and service innovation) in order to attract customers and hence sustain their survival in the market place.

Although American-style fast-food restaurants have made their way strongly into the Lebanese market, especially during the past few years, the Lebanese fast food market is still very moderate in terms of size and intensity as compared to the fast food market in the United States. The reason for this is simple and complex at the same time, and can be found mainly in the cultural differences between the Western or Occidental society on one hand, and the Eastern or Oriental society on the other. In fact, the socio-economic conditions that lead to new consumption and lifestyle patterns, in this instance, the habit of eating out and the need for more convenience, these socio-economic conditions have existed in the Western or Occidental world much earlier than they have in the Eastern or Oriental world in general.

The American-fast-food industry in Lebanon is still in its early stages, and the heat of competition is slowly beginning to mount. In fact, large American chains have already opened branches while several others seem at the door; for example, Pizza Hut in just seven months has started as many as five units with plans to open several more in the months to come. Pizza Inn also started operating two months ago with a single branch but with plans to expand into several regions of Lebanon. On the other hand, giants like McDonalds, Burger King, and Hardee's will not be late to enter the market, as industry experts expect.

These current and anticipated developments, in addition to the new socio-economic realities (especially the increasing number of women in the work force), will pull the Lebanese consumer still closer to restaurants providing convenience and quick service at moderate prices. The chapters that follow will attempt to draw a realistic description and anticipation of the current and future characteristics of the American-fast-food market in Lebanon.

CHARACTERISTICS OF THE AMERICAN-STYLE FAST-FOOD OUTLETS AND OF THE AMERICAN-FAST-FOOD CONSUMER MARKET

A) AMERICAN-STYLE FAST-FOOD OUTLETS AND THEIR CHARACTERISTICS:

Making the difficult decision on how many and which outlets to include in this study was one of the basic and initial steps to take because of the great bearing it would have on the overall direction of this work. After thoughtful consideration of the nature and characteristics of American-style fast-food chains, it was decided to choose those outlets that satisfied at least two of the following three conditions:

1- The outlet is a franchise or a branch of a major American fast-food chain.

2- The outlet has three or more branches on the Lebanese territory, with more-or-less standardized operations.

3- The outlet's decor, menu, and service conform to American fast-food chains.

To the best of our knowledge, the seven outlets chosen were, at the time this study was being conducted, the only ones that genuinely satisfied the pre-mentioned requirements. Here it is necessary to stress the fact that by no means did the researcher mean that the outlets included in this study are superior in any respect to any of the many outlets not included in it.

As for the methodology, this research work will begin by presenting general information available about each individual outlet; next, tables will be formed to present and compare all seven outlets according to certain characteristics and criteria; finally, a presentation is shown reflecting a consumer assessment of those outlets, assembled and assorted from the consumer questionnaires.

The seven fast-food outlets belong to three major fast-food segments : the Hamburger segment, the Pizza segment, and the (Broasted) Chicken segment. However, all of them serve other on-the-menu kinds of food beside their main specialties, like Fish, Hot Dogs, and Spaghetti. The outlets are presented below, each under its main food segment:

HAMBURGER	PIZZA	CHICKEN
Winners	Showbiz Pizza Place	Kentucky Fried Chicken
Juicy Burger	Pizza Hut	
Al-Dewan	Pizza Inn	

(N.B. The names Showbiz and Pizza Place will be used interchangeably throughout the whole study)

I- GENERAL INFORMATION

WINNERS

Started in	:	1981
Foreign Association	:	None
Owner(s)	:	INTERALIMENTS SAL
General Manager	:	Fadi Hayek (Mr.)
Departments	:	Purchasing - Accounting - Sales - Warehousing
Branches	:	Jounieh - Ashrafieh - Chtaura
Direct Competitors	:	Juicy Burger & Al-Dewan

JUICY BURGER

Started in	:	1984
Foreign Association	:	None
Owner(s)	:	COREMAN SAL
General Manager	:	Ramez Haddad (Mr.)
Departments	:	Sales/Marketing - Operations - Warehousing - Accounting - Purchasing
Branches	:	Jal El Dib - Zouk - Sin El Fil - Broumana -Jbeil
Direct Competitors	:	Winners & Al-Dewan

AL-DEWAN

Started in	:	November 1992
Foreign Association	:	Al-Dewan / Saudi Arabia
Owner(s)	:	AL-DEWAN FAST FOOD LTD.
General Manager	:	Faysal Nsouli (Mr.)
Departments	:	Marketing - Personnel - Purchasing - Accounting - Finance - Operations - R&D - Warehousing - MIS
Branches	:	Verdun - Raoucheh - Sidon -
Direct Competitors	:	Winners & Juicy Burger

PIZZA HUT

Started in	:	January 1994
Foreign Association	:	Pizza Hut / U.S.A
Owner(s)	:	SSM / LEBANESE FOOD CO. SARL
General Manager	:	Sami Chaker (Mr.)
Departments	:	Operations - Training - Finance - Marketing - Warehousing - Personnel
Branches	:	Jounieh - Raoucheh - Bliss - Verdun-Ehden
Direct Competitors	:	Showbiz Pizza Place & Pizza Inn

KENTUCKY FRIED CHICKEN

Started in	:	N/A
Foreign Association	:	Kentucky Fried Chicken / U.S.A
Owner(s)	:	LEBANESE INTERNATIONAL TOURISTIC PROJECTS CO. SARL
General Manager	:	Mounir Wehbeh (Mr.)
Departments	:	N/A
Branches	:	Raoucheh - Broumana
Direct Competitors	:	None

SHOWBIZ PIZZA PLACE

Started in	:	November 1991
Foreign Association	:	Showbiz Pizza Place / U.S.A
Owner(s)	:	RABIH KARAM (Mr.)
General Manager	:	Rabih Karam (Mr.)
Departments	:	Sales/Marketing - Purchasing - Accounting
Branches	:	Zouk - Hamra - Broumana - Mkalless
Direct Competitors	:	Pizza Hut & Pizza Inn

PIZZA INN

Started in	:	June 1994
Foreign Association	:	Pizza Inn / U.S.A
Owner(s)	:	Hanna Razzouk (Mr.)
General Manager	:	Hanna Razzouk (Mr.)
Departments	:	N/A
Branches	:	Jal El Dib
Direct Competitors	:	Pizza Hut & Showbiz Pizza Place

II- COMPARISONS

A- OPERATIONS

	# OF EMPLOYEES
WINNERS	120
JUICY BURGER	225
AL-DEWAN	70
PIZZA HUT	170
KFC	N/A
SHOWBIZ PIZZA PLACE	110
PIZZA INN	28

	# OF BRANCHES
WINNERS	3
JUICY BURGER	5
AL-DEWAN	3
PIZZA HUT	5
KFC	2
SHOWBIZ PIZZA PLACE	4
PIZZA INN	1
	Total = 23

	BRANCHES' MODES OF OPERATION	
	SAME OWNERSHIP	FRANCHISES
WINNERS	2	1
JUICY BURGER	ALL	-
AL-DEWAN	ALL	-
PIZZA HUT	ALL	-
KFC	ALL	-
SHOWBIZ PIZZA PLACE	ALL	-

	BRANCHES' DEGREE OF STANDARDIZATION			
	MENU	DECOR	PRICE	SERVICE
WINNERS	YES	NO	YES	YES
JUICY BURGER	YES	NO	YES	YES
AL-DEWAN	NO	NO	YES	YES
PIZZA HUT	NO	NO	YES	YES
KFC	N/A	N/A	N/A	N/A
SHOWBIZ PIZZA PLACE	YES	NO	YES	YES

B- MANAGEMENT

	MANAGEMENT'S CLAIMED AWARENESS OF COMPETITION	
	AWARE	UNAWARE
WINNERS	–	X
JUICY BURGER	X	–
AL-DEWAN	X	–
PIZZA HUT	–	X
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	–
PIZZA INN	X	–

	MANAGEMENT'S CLAIMED PREPARATION OF FORMAL PLANS	
	PREPARES	DOESN'T PREPARE
WINNERS	–	X
JUICY BURGER	X	–
AL-DEWAN	X	–
PIZZA HUT	X	–
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	–
PIZZA INN	–	X

	MANAGEMENT'S CLAIMED TIME RANGE OF FORMAL PLANS (IN MONTHS)		
	0 - 12	12 - 30	ABOVE 30
JUICY BURGER	X	-	-
AL-DEWAN	X	-	X
PIZZA HUT	X	-	X
SHOWBIZ PIZZA PLACE	X	-	-

	MANAGEMENT'S CLAIMED EXISTENCE OF FORMAL ORGANIZATIONAL CHART	
	HAS	DOESN'T HAVE
WINNERS	X	-
JUICY BURGER	X	-
AL-DEWAN	X	-
PIZZA HUT	X	-
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	-
PIZZA INN	-	X

C- MARKETING

	MANAGEMENT'S CLAIMED INVOLVEMENT IN PROMOTION	
	INVOLVED	NOT INVOLVED
WINNERS	X	-
JUICY BURGER	X	-
AL-DEWAN	X	-
PIZZA HUT	X	-
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	-
PIZZA INN	X	-

	MANAGEMENT'S CLAIMED INVOLVEMENT IN KINDS OF PROMOTION		
	ADVER-TISING	SPECIAL OFFERS	SPECIAL EVENTS
WINNERS	X	X	X
JUICY BURGER	X	X	X
AL-DEWAN	X	X	X
PIZZA HUT	X	X	-
SHOWBIZ PIZZA PLACE	X	X	-
PIZZA INN	X	-	-

	MANAGEMENT'S CLAIMED PREPARATION OF FORMAL PROMOTIONAL PLANS	
	PREPARES	DOESN'T PREPARE
WINNERS	—	X
JUICY BURGER	X	—
AL-DEWAN	—	X
PIZZA HUT	X	—
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	—
PIZZA INN	—	X

	MANAGEMENT'S CLAIMED TIME RANGE OF FORMAL PROMOTIONAL PLANS (MTHS)		
	0 - 6	6 - 12	ABOVE 12
JUICY BURGER	—	X	—
PIZZA HUT	X	—	—
SHOWBIZ PIZZA PLACE	X	—	—

	MANAGEMENT'S CLAIMED PARTY(IES) RESPONSIBLE FOR PROMOTION	
	MARKETING DEPARTMENT	ADVERTISING AGENCY
WINNERS	—	X
JUICY BURGER	X	X
AL-DEWAN	X	X
PIZZA HUT	X	X
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	—	X
PIZZA INN	—	—

	MANAGEMENT'S CLAIMED ANNUAL PROMOTIONAL BUDGET	
	FIXED	NOT FIXED
WINNERS	—	X
JUICY BURGER	5% Of Sales	—
AL-DEWAN	X	—
PIZZA HUT	5% Of Sales	—
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	—	X
PIZZA INN	—	X

	MANAGEMENT'S CLAIMED EXISTENCE OF REGULAR MARKET MONITORING	
	EXISTS	DOESN'T EXIST
WINNERS	—	X
JUICY BURGER	X	—
AL-DEWAN	—	X
PIZZA HUT	—	X
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	—
PIZZA INN	—	X

	MANAGEMENT'S CLAIMED KNOWLEDGE ABOUT POTENTIAL NEW ENTRANTS	
	KNOWS	DOESN'T KNOW
WINNERS	-	X
JUICY BURGER	-	X
AL-DEWAN	X	-
PIZZA HUT	X	-
KFC	N/A	N/A
SHOWBIZ PIZZA PLACE	X	-
PIZZA INN	X	-

	POTENTIAL NEW ENTRANTS ACCORDING TO EXISTING ONES				
	AL-DEWAN	PIZZA HUT	KFC	SHOW-BIZ	PIZZA INN
McDONALDS	X	-	N/A	X	X
BURGER KING	X	-	N/A	X	-
HARDEE'S	-	-	N/A	X	-
WENDY'S	X	-	N/A	X	-
ROUND TABLE PIZZA	-	X	N/A	-	X

III- CONSUMER ASSESSMENT

The numbers and percentages of consumers that have visited each of the outlets at least once:

	F	%
WINNERS	158	79 %
JUICY BURGER	148	74 %
AL-DEWAN	98	49 %
PIZZA HUT	127	64 %
KFC	85	43 %
PIZZA PLACE	139	70 %
PIZZA INN	30	15 %

The numbers and percentages of consumers that still went / stopped going to each previously visited outlet:

	STILL WENT		STOPPED GOING		T O T A L	
	F	%	F	%	F	%
WINNERS	60	38 %	98	62 %	158	100 %
JUICY BURGER	81	55 %	67	45 %	148	100 %
AL-DEWAN	49	50 %	49	50 %	98	100 %
PIZZA HUT	93	73 %	34	27 %	127	100 %
KFC	60	71 %	25	29 %	85	100 %
PIZZA PLACE	75	56 %	64	34 %	134	100 %
PIZZA INN	23	77 %	7	23 %	30	100 %

The reasons why consumers stopped going to each outlet after the last visit, with numbers and percentages for each reason: (more than one answer per respondent possible)

WINNERS	F	%
EXPENSIVE	7	7 %
NOT TASTY	25	26 %
SMALL PORTIONS	16	16 %
UNPLEASANT ATMOSPHERE	9	9 %
FAR AWAY	32	33 %
NO SPECIAL REASON	13	13 %
NOT CLEAN	8	8 %
OTHER	8	8 %

JUICY BURGER	F	%
EXPENSIVE	6	9 %
NOT TASTY	14	21 %
SMALL PORTIONS	10	15 %
UNPLEASANT ATMOSPHERE	9	13 %
FAR AWAY	12	18 %
NO SPECIAL REASON	18	27 %
OTHER	13	19 %

AL-DEWAN	F	%
EXPENSIVE	5	10 %
NOT TASTY	18	37 %
SMALL PORTIONS	3	6 %
UNPLEASANT ATMOSPHERE	16	33 %
FAR AWAY	9	18 %
NO SPECIAL REASON	6	12 %
OTHER	3	6 %

PIZZA HUT	F	%
EXPENSIVE	4	12 %
NOT TASTY	20	59 %
TOO CROWDED	6	18 %
FAR AWAY	2	6 %
NO SPECIAL REASON	6	18 %
UNHEALTHY FOOD	1	3 %

KFC	F	%
EXPENSIVE	1	4 %
NOT TASTY	8	32 %
SMALL PORTIONS	1	4 %
UNPLEASANT ATMOSPHERE	1	4 %
FAR AWAY	5	20 %
NO SPECIAL REASON	2	8 %
NOT HEALTHY	6	24 %
NO MENU VARIETY	1	4 %

SHOWBIZ PIZZA PLACE	F	%
EXPENSIVE	8	13 %
NOT TASTY	19	14 %
BAD SERVICE	3	5 %
UNPLEASANT ATMOSPHERE	8	14 %
FAR AWAY	21	33 %
NO SPECIAL REASON	14	22 %
OTHER	2	3 %

PIZZA INN	F	%
NOT TASTY	1	14 %
FAR AWAY	2	29 %
UNPLEASANT ATMOSPHERE	2	29 %
NO SPECIAL REASON	3	43 %

The numbers and percentages of consumers who recalled a promotion by any of the outlets: (more than 1 answer per respondent possible)

	F	%
WINNERS	25	13 %
JUICY BURGER	34	17 %
AL-DEWAN	49	25 %
PIZZA HUT	61	31 %
KFC	0	0 %
PIZZA PLACE	110	55 %
PIZZA INN	0	0 %

The numbers and percentages of consumers who responded / would have responded to a promotion by any of the outlets:

	F	%
WINNERS	14	56 %
JUICY BURGER	23	68 %
AL-DEWAN	23	47 %
PIZZA HUT	31	51 %
PIZZA PLACE	34	31 %

Consumers' direct assessment of each of the outlets (in numbers and percentages) in terms of three major criteria; namely, their opinions or perceptions of the outlet's prices, their opinions or perceptions of the outlet's general quality, and their willingness to visit (or re-visit) the outlet sometime in the near future:

WINNERS		F	%
PRICE	EXPENSIVE	64	32 %
	REGULAR	111	56 %
	UNDECIDED	25	12 %
QUALITY	SATISFACTORY	109	55 %
	UNSATISFACTORY	76	37 %
	UNDECIDED	15	8 %
WOULD YOU GO?	YES	102	51 %
	NO	94	47 %
	UNDECIDED	4	2 %

JUICY BURGER		F	%
PRICE	EXPENSIVE	58	29 %
	REGULAR	119	60 %
	UNDECIDED	23	11 %
QUALITY	SATISFACTORY	131	66 %
	UNSATISFACTORY	48	24 %
	UNDECIDED	21	10 %
WOULD YOU GO?	YES	127	64 %
	NO	71	35 %
	UNDECIDED	2	1 %

AL-DEWAN		F	%
PRICE	EXPENSIVE	54	27 %
	REGULAR	49	25 %
	UNDECIDED	97	48 %
QUALITY	SATISFACTORY	76	38 %
	UNSATISFACTORY	26	13 %
	UNDECIDED	98	49 %
WOULD YOU GO?	YES	148	74 %
	NO	37	19 %
	UNDECIDED	15	7 %

PIZZA HUT		F	%
PRICE	EXPENSIVE	94	47 %
	REGULAR	67	34 %
	UNDECIDED	39	19 %
QUALITY	SATISFACTORY	140	70 %
	UNSATISFACTORY	29	15 %
	UNDECIDED	31	15 %
WOULD YOU GO?	YES	162	81 %
	NO	34	17 %
	UNDECIDED	4	2 %

KFC			
PRICE	EXPENSIVE	22	11 %
	REGULAR	36	18 %
	UNDECIDED	142	71 %
QUALITY	SATISFACTORY	44	22 %
	UNSATISFACTORY	14	7 %
	UNDECIDED	142	71 %
WOULD YOU GO?	YES	137	69 %
	NO	41	20 %
	UNDECIDED	22	11 %

PIZZA PLACE		F	%
PRICE	EXPENSIVE	86	43 %
	REGULAR	77	39 %
	UNDECIDED	37	18 %
QUALITY	SATISFACTORY	140	70 %
	UNSATISFACTORY	34	17 %
	UNDECIDED	26	13 %
WOULD YOU GO?	YES	144	72 %
	NO	56	28 %

PIZZA INN		F	%
PRICE	EXPENSIVE	29	15 %
	REGULAR	33	16 %
	UNDECIDED	138	69 %
QUALITY	SATISFACTORY	61	30 %
	UNSATISFACTORY	1	1 %
	UNDECIDED	138	69 %
WOULD YOU GO?	YES	168	84 %
	NO	26	13 %
	UNDECIDED	6	3 %

B) CHARACTERISTICS OF THE AMERICAN-FAST-FOOD CONSUMER MARKET

Market-oriented thinking is a must in the competitive world we live in. There are more and more goods- and services-producing companies competing with one another for increasingly-volatile and -demanding consumers. In this never-ending battle for consumer's pocket money, the winning businesses are generally those that truly appreciate the importance of understanding the consumer, analyze his/her needs and wants, and creatively design their goods and/or services in a way that will satisfy such needs and wants and, at the same time, out-balance competitors' offers.
This chapter deals with the American-fast-food consumer: his attitudes, preferences, perceptions, and decision-making behaviors, in addition to some of his demographic characteristics. It also throws light on that chunk of consumers that never eat American fast-food out; mainly, their ages, their reasons for not eating American fast-food out, and what would make them eat such food out.
The description will be, like in chapter two, in the form of convenience tables that portray numbers and percentages, with short comments following each tabulation.
Before proceeding with the description, it will prove useful to start with a brief review of the conditions and factors that preceded and, in some way, directly or indirectly, set the stage for, the American-fast-food growth.

During the last decade, the Lebanese society has undergone probably the most radical upheaval in its history relative to a very short period of time; the upheaval, in grosso-modo terms, could be labeled "the Westernization of Society". The causes could be many, but the interest is in three: first, large and increasing numbers of cosmopolitan Lebanese people and families have become an integral part of the social structure, in turn due to the previous state of war; second, new fast-paced economic conditions have emerged, sharply marking and sometimes even completely shaping people's social norms, values, attitudes, and correspondingly, their ways of life; third, and in a more universal wave that is sweeping more than one continent at a time, new communication and transportation technologies have created consumers who are aware of the world's best (especially American and European) products and services and eager to have them in their own local markets. This particularly holds true for young consumers who are fascinated by branded products like Harley bikes, McDonald's hamburgers, and BMW cars.

In short, people have started (and are still) eating fast-food out more frequently than ever (especially as working wives have grown larger in numbers); young consumers have become more and more attracted to American lifestyles which, in addition to the sense of originality and prestige that they inspire, offer practicality and convenience; and last but not least, consumers who for the majority have lived in a cosmopolitan environment (either directly by living abroad for some time or indirectly through relatives and friends) have already developed sophisticated tastes and preferences for goods and/or services (like American fast-food) still regarded by some as novelties.

GROUP-I CONSUMERS

(THOSE WHO EAT AMERICAN FAST FOOD OUT)

Group-I consumers constituted 91% of the total sample; below are their characteristics:

The different age groups of American-fast-food consumers, in numbers and percentages:

AGE	F	%
UNDER 18	16	8 %
18 & UNDER 25	116	58 %
25 & UNDER 35	54	27 %
35 & UNDER 45	14	7 %
	200	100.00%

The number of times consumers eat American fast food at fast-food outlets per month, with percentages:

PER MONTH	F	%
LESS THAN 4	62	31 %
4 AND LESS THAN 8	83	42 %
8 AND LESS THAN 12	35	17 %
12 AND LESS THAN 16	13	7 %
16 AND MORE	7	3 %
	200	100.00%

The type of American fast food consumers usually eat, in numbers and percentages:

TYPE	F	%
HAMBURGER	11	6 %
PIZZA	6	3 %
BROASTED CHICKEN	0	0 %
MIXED	183	91 %
	200	100.00%

The type of American fast food that consumers eat most, in numbers and percentages:

TYPE	F	%
HAMBURGER	91	46 %
PIZZA	84	42 %
BROASTED CHICKEN	25	12 %
	200	100.00%

(SEE CHART #1)

The numbers and percentages of consumers who eat / do not eat at one (or more) fast-food outlet(s) more than any other(s):

	F	%
EAT	122	61 %
DO NOT EAT	78	39 %
	200	100.00%

The main reasons why consumers eat at certain places more than other places, with numbers and percentages: (more than one answer per respondent possible)

REASONS	F	%
PLACE CONVENIENCE	46	23 %
QUALITY/CLEANLINESS	15	8 %
OFFER/PACKAGE	2	1 %
PRICE CONVENIENCE	5	2 %
ATMOSPHERE	38	19 %
USED TO/HABIT	6	3 %
TASTE	106	53 %
OTHER	8	4 %
TOTAL	226	-

The numbers and percentages of consumers who have been at least once / have never been to one (or more) MAJOR fast-fast outlet(s); namely, to Winners, Juicy Burger, Al-Dewan, Pizza Hut, KFC, Pizza Place, or Pizza Inn:

	F	%
HAVE BEEN	193	96 %
HAVE NEVER BEEN	7	4 %
	200	100.00%

The reasons why some consumers have never been to any MAJOR fast-food outlet, with numbers and percentages: (more than one answer per respondent possible)

REASONS	F	%
PLACE INCONVENIENCE	2	29 %
PRICE INCONVENIENCE	3	43 %
UNPLEASANT ATMOSPHERE	2	29 %
NO SPECIAL REASON	3	43 %
TOTAL	10	-

The most important criteria according to which consumers would evaluate good-quality fast-food outlets, with numbers and percentages: (2 answers per respondent)

	F	%
MENU	7	4 %
TASTE	134	67 %
SERVICE	51	26 %
DECOR/ATMOSPHERE	55	28 %
ENTERTAINMENT	10	5 %
SANITY/HEALTHINESS	141	71 %
QUEUING	2	1 %
PARKING	0	0 %
TOTAL	400	--

(SEE CHART #2)

The importance of different characteristics of a fast-food outlet according to consumers: (1 is most important)

	FIRST	SECOND	THIRD	TOTAL	%
MENU	2	9	23	34	17 %
TASTE	59	84	31	174	87 %
SERVICE	10	25	57	92	46 %
DECOR/ATM	12	27	34	73	37 %
PRICE	3	14	29	46	23 %
SANITY	110	38	21	169	84 %

The prices of MAJOR fast-food outlets In General as seen by consumers, in numbers and percentages:

PRICES	F	%
VERY EXPENSIVE	5	3 %
EXPENSIVE	72	36 %
REGULAR	121	60 %
UNDECIDED	2	1 %
	200	100 %

The general quality of the various MAJOR fast-food outlets as seen by consumers, in numbers and percentages:

GENERAL QUALITY	F	%
VERY GOOD	18	9 %
GOOD	117	59 %
SATISFACTORY	61	30 %
UNSATISFACTORY	2	1 %
UNDECIDED	2	1 %
	200	100 %

Consumers' suggestions (if any) as to what should be changed in, or added to, the current American-fast-food-market status or conditions, represented by the MAJOR fast-food outlets, in numbers and percentages: (more than one answer possible per each respondent)

SUGGESTIONS	F	%
LOWER PRICES	34	17 %
BETTER TASTE	19	10 %
FASTER SERVICE	12	6 %
QUIETER ATMOSPHERE	18	9 %
MORE ENTERTAINMENT	8	4 %
BETTER SANITY	32	16 %
MORE BRANCHES	9	5 %
BIGGER MENU VARIETY	16	8 %
BIGGER PORTIONS	8	4 %
BETTER SERVICE	23	12 %
OTHER	11	6 %
NO SUGGESTIONS	69	35 %
TOTAL	259	-

The consumers who recall / do not recall any promotion by any MAJOR fast-food outlet(s), in numbers and percentages:

	F	%
RECALL	161	81 %
DO NOT RECALL	39	19 %
	200	100 %

The kinds of promotion that consumers remember most, in numbers and percentages:

	F	%
ADVERTISEMENT	69	35 %
SPECIAL EVENT	57	29 %
SPECIAL OFFER	153	77 %
TOTAL	279	–

(SEE CHART #3)

The kinds of promotion that consumers respond to most, in numbers and percentages:

	F	%
ADVERTISEMENT	34	17 %
SPECIAL EVENT	26	13 %
SPECIAL OFFER	66	33 %
TOTAL	126	–

The consumers who have been / have never been to the U.S or Europe, in numbers and percentages:

	F	%
HAVE BEEN	78	39 %
HAVE NEVER BEEN	122	61 %
	200	100.00%

The consumers who have been / haven't been to a fast-food outlet abroad, in numbers and percentages:

	F	%
HAVE BEEN	68	87 %
HAVE NEVER BEEN	10	13 %
	78	100 %

The general quality or weight attributed to Lebanese fast-food outlets when compared **to** those abroad, in numbers and percentages:

GENERAL QUALITY	F	%
VERY GOOD	5	7 %
GOOD	34	50 %
FAIR	24	35 %
UNSATISFACTORY	4	6 %
UNDECIDED	1	2 %
	68	100 %

The different occupations of consumers, in numbers and percentages:

OCCUPATION	F	%
STUDENT	100	50 %
EMPLOYEE	58	29 %
OWN BUSINESS	34	17 %
OTHER	8	4 %
	200	100 %

Regional distribution of consumers, in numbers and percentages:

	F	%
EAST BEIRUT	110	55 %
WEST BEIRUT	90	45 %
	200	100 %

GROUP-II CONSUMERS

(THOSE WHO DO NOT EAT AMERICAN FAST FOOD OUT)

Group-II consumers constituted 9% of the total sample; below are their characteristics:

The different age groups of consumers who do not eat any American fast food out, in numbers and percentages:

AGE	F	%
25 & UNDER 35	3	15 %
35 & UNDER 45	3	15 %
MORE THAN 45	14	70 %
	20	100 %

The main reasons why Group-II consumers do not eat American fast food out, in numbers and percentages: (maximum 2 answers per respondent)

REASONS	F	%
UNHEALTHY / UNCLEAN	12	60 %
UNPLEASANT ATMOSPHERE	12	60 %
NOT NUTRITIOUS	4	20 %
NOT TASTY	6	30 %
TOTAL	34	–

The numbers and percentages of Group-II consumers who eat/do not eat American fast food at home:

	F	%
EAT	16	80 %
DO NOT EAT	4	20 %
	20	100 %

What would make Group-II consumers who eat American fast food at home willing to eat such food out, in numbers and percentages:

FACTORS	F	%
MORE CLEANLINESS	7	44 %
NOTHING	9	56 %
	16	100 %

The different occupations of Group-II consumers, in numbers and percentages:

OCCUPATION	F	%
EMPLOYEE	6	30 %
OWN BUSINESS	11	55 %
OTHER	3	15 %
	20	100.00%

The regional distribution of Group-II consumers, in numbers and percentages:

	F	%
EAST BEIRUT	10	50 %
WEST BEIRUT	10	50 %
	20	100 %

RESEARCH METHODOLOGY AND ANALYSIS OF FINDINGS

A) RESEARCH METHODOLOGY

I. Research Design:

The survey research method was the basic research design. Respondents included major-outlet managers and consumers. Outlet managers were interviewed at their business locations, and each such interview lasted between 20 and 30 minutes, although this largely depended on the interviewees' degree of positive interaction with the interviewer; whenever possible, discussions were left to flow at the interviewees' convenience thus allowing deeper probing later.

Consumers were interviewed at random places: on the streets, in universities, at their business locations, etc... and each such interview lasted between 5 and 8 minutes. Despite the relative length for such kind of interviews, the topic seemed interesting for most of our respondents, something which greatly facilitated our task.

II. Sample design:

A survey of the managers of seven major American-style fast-food outlets and of 220 consumers provided the database for this study. The seven outlets were carefully chosen to satisfy pre-set conditions or requirements, for them to be as representative as possible of the American-fast-food-market in Lebanon; the details of those conditions or requirements are found in Chapter 3, page 13.

As for the sample of consumers, it was not chosen in a completely random fashion. Individuals were of course randomly selected on the streets, in stores, and in universities; however, the total sample was originally designed to meet the following two criteria:

first, the sample should include reasonably close numbers of individuals from both East and West Beirut. This criteria was important because the study involved the assessment of certain outlets which operated exclusively in one or the other part of the capital; besides, consumers from each region (East or West) were assumed to be more frequent goers (to say the least) to the outlets that operated exclusively in the region where they lived than to those which did not, thus holding widely differing opinions or perceptions of each and the other outlet. (In fact, this assumption proved to be solid-grounded in later stages of the study as the reader can infer from the findings.) Interviewing close numbers of consumers from both regions insured a balanced overall assessment of each and every outlet.

second, the sample should mainly consist of individuals belonging to well-determined age groups, specifically in the ranges of 16 to 23 and 24 to 34, because these age ranges were assumed to constitute the bulk of the American-fast-food market in Lebanon. A small part of the sample (20 out of 220) consisted of more-aged consumers (in their forties and fifties) to test and prove this assumption, something which has been achieved, and also to attempt to highlight the main reasons why American-fast-food did not appeal to these classes of consumers and correspondingly, why did it appeal to the younger classes of consumers.

III. Data Gathering:

Experienced and skilled field-workers conducted the interviews with consumers. Such experience and skill were indeed crucial to raise and retain respondents' interest and attention for more than 5 minutes in a public place, the success of which played the greatest role in the success of the entire study. Moreover, certain behaviors and measures before and during the interviews were necessary to obtain the maximum objective and reliable answers from consumers. For example, potential respondents were approached individually and away from their friends whenever possible to avoid interruptions and resulting biased answers. Besides, whenever researchers encountered groups of people, they only and randomly approached one individual from the entire group in order to avoid similar viewpoints, which friends or peers are usually assumed to share given their possible common outings, and which could erroneously impact the study in a given direction. Moreover, some interviews were automatically discontinued whenever the concerned respondent seemed to lack interest in or seriousness towards the questions; some questionnaires were also excluded from the study whenever rated negatively (regarding respondents' seriousness) by the researchers, a rating which appears at the end of each questionnaire.

As for outlets' managers, they were initially approached through their secretaries to have appointments, which would allow the interviewer to conduct his interview comfortably, with minimum time pressure, and with maximum interviewee's attention and cooperation. In one instance, the interviewer returned twice to the manager's office despite the appointments in each previous visit because the pre-mentioned manager did not seem free and ready to devote some serious time to the interviewer; in fact, the third visit did the job and the respondent's answers appeared reasonably serious. However, failure to conduct an interview with one of the major-outlets' managers has marked one of the biggest and most important limitations of this study; the details will be provided in the section entitled "Limitations".

B) Analysis Of Findings

The data that were gathered about American-style fast-food outlets and American-fast-food consumers and that were presented in Chapters III into convenience tables still carried a wealth of hidden but very meaningful and useful information. In this chapter, the writer tried to manipulate these data in order to bring such meaningful and useful information to light, using mainly two approaches:
first, by establishing relationships between critical variables taken from both sets of questionnaires;

second, by interpreting certain information, previously assorted into tables, in light of the current market conditions. As had been mentioned earlier in the study, additional and different relationships and interpretations could be extracted from the information presented in the preceding chapters, but the writer chose the ones he thought were consistent with the main theme and objectives of this study. Fortunately, the information was so conveniently presented that any interested reader could easily establish his own sets of relationships and interpretations.

RELATIONSHIPS

*** AGE VS. EATING/NOT EATING AMERICAN FAST FOOD OUT**

	EAT		DON'T EAT		T O T A L	
	F	%	F	%	F	%
UNDER 18	16	100 %	0	0 %	16	100 %
18 & UNDER 25	116	100 %	0	0 %	116	100 %
25 & UNDER 35	54	95 %	3	5 %	57	100 %
35 & UNDER 45	14	82 %	3	18 %	17	100 %
45 & MORE	0	0 %	14	100 %	14	100 %
TOTAL	200	-	20	-	220	-

(SEE CHART #4)

This table shows the relationship between Age and the Habit of Eating/Not Eating American fast food out:
what is most striking in this table is that **ALL** consumers under 25 years old eat American fast food out, while ALL consumers 45 years old and over **NEVER** eat American fast food out. The table also shows that 95% of consumers 25 and under 35 years old and 82% of consumers 35 and under 45 years old **DO** eat American fast food out.

Chi-Square Test:
Calculated = 156
Tabulated = 9.488 (with dof=4 and los=.05)
The null hypothesis of dependency at the .05 level of significance is rejected; that is, there is no statistical relationship between Age and the Habit of Eating AFF out.

*** AGE VS. FREQUENCY OF EATING OUT (PER MONTH)**

FREQ.	LESS THAN 4		4 < 8		8 < 12	
AGE	F	%	F	%	F	%
UNDER 18	4	25 %	6	38 %	4	25 %
18 & UNDER 25	32	28 %	52	45 %	22	19 %
25 & UNDER 35	20	37 %	17	31 %	9	17 %
35 & UNDER 45	6	43 %	8	57 %	0	0 %
TOTAL	62	-	83	-	35	-

FREQ.	12 < 16		OVER 16		TOTAL	
AGE	F	%	F	%	F	%
UNDER 18	1	6 %	1	6 %	16	100 %
18 & UNDER 25	7	6 %	3	2 %	116	100 %
25 & UNDER 35	5	9 %	3	6 %	54	100 %
35 & UNDER 45	0	0 %	0	0 %	14	100 %
TOTAL	13	-	7	-	200	-

(SEE CHART #5)

This table shows the relationship between Age and the Frequency of Eating out:
consumers who eat American fast food out the **least often** (less than once per week) are those who fall in the **35-&-under-45-years-old** range (43% of them), and those who eat such food the **most often** (more than 3 times per week) are aged **25-&-under-35 years** (15% of them), who must be, in the majority, working people.
The table also shows that the majority of consumers **under 18 years old** (75% of them) and in the **18-&-under-25-years-old** range (68% of them) and who in the majority are students eat American fast food out **at least once per week.**

*** AGE VS. LOYALTY/UNLOYALTY TO ANY OUTLET**

LOYALTY	LOYAL		NOT LOYAL		T O T A L	
AGE	F	%	F	%	F	%
UNDER 18	9	56 %	7	44 %	16	100 %
18 & UNDER 25	71	61 %	45	39 %	116	100 %
25 & UNDER 35	34	63 %	20	37 %	54	100 %
35 & UNDER 45	8	57 %	6	43 %	14	100 %
TOTAL	122	–	78	–	200	–

(SEE CHART #6)

This table shows the relationship between Age and the degree of Loyalty (to any American-fast-food outlet): although the majority of consumers, regardless of their ages, are loyal to one or more American-fast-food outlet, consumers between **25 and 35 (excluded) years old** seem to be slightly **more loyal** than other age groups.

Chi-Square Test:
Calculated = 0.36
Tabulated = 7.815 (with dof=3 and los=.05)
The null hypothesis of dependency at the .05 level of significance is accepted; that is, there is a statistical relationship between Age and Loyalty.

*** AGE VS. RECALLING/NOT RECALLING PROMOTIONS**

	RECALLED		DIDN'T RECALL		T O T A L	
AGE	F	%	F	%	F	%
UNDER 18	14	88 %	2	12 %	16	100 %
18 & UNDER 25	99	85 %	17	15 %	116	100 %
25 & UNDER 35	39	72 %	15	28 %	54	100 %
35 & UNDER 45	9	64 %	5	36 %	14	100 %
TOTAL	161	–	39	–	200	–

(SEE CHART #7)

This table shows the relationship between Age and the capacity to Recall any promotion by any major fast-food outlet:
what is most eye catching in this table is the direct relationship between the age of consumers and their capacity to recall promotions by American-fast-food outlets; in other words, the capacity of **Recalling decreases as Age increases.** Hence, consumers **under 18** years old **recall most** (88% of them) such promotions, while consumers in the range of **35 and under 45** years old **recall** them **least** (64% of them).

Chi-Square Test:
Calculated = 6.95
Tabulated = 7.815 (with dof=3 and los=.05)
The null hypothesis of dependency at the .05 level of significance is accepted; that is, there is a statistical relationship between Age and the Capacity to Recall promotions.

*** AGE VS. RESPONDING/NOT RESPONDING TO PROMOTIONS**

	RESPONDED		DIDN'T RESPOND		T O T A L	
AGE	F	%	F	%	F	%
UNDER 18	12	54 %	10	46 %	22	100 %
18 & UNDER 25	70	39 %	109	61 %	179	100 %
25 & UNDER 35	35	55 %	29	45 %	64	100 %
35 & UNDER 45	9	64 %	5	36 %	14	100 %
TOTAL	126	--	153	--	279	--

(SEE CHART #8)

This table shows the relationship between Age and the act of Responding to promotions by major fast-food outlets:
surprisingly, those consumers who are aged between **35 and 45 (excluded)** years and who recalled at least one promotion by a major fast-food outlet were the ones who **responded the most** (64%) to such promotions, while consumers between 18 and 25 (excluded) years old responded the least (39%) to these promotions.

Chi-Square Test:
Calculated = 7.91
Tabulated = 7.815 (with dof=3 and los=.05)
The null hypothesis of dependency at the .05 level of significance is rejected; that is, there is no statistical relationship between Age and the Act of Responding to promotions.

* **FREQUENCY OF EATING A.F.F. OUT VS. LOYALTY/UNLOYALTY TO ANY OUTLET**

LOYALTY / FREQUENCY	LOYAL		NOT LOYAL		T O T A L	
	F	%	F	%	F	%
LESS THAN 4	28	45 %	34	55 %	62	100 %
4 =< 8	54	65 %	29	35 %	83	100 %
8 =< 12	24	69 %	11	31 %	35	100 %
12 =< 16	10	77 %	3	23 %	13	100 %
16 AND MORE	6	86 %	1	14 %	7	100 %
TOTAL	122	–	78	–	200	–

(SEE CHART #9)

This table shows the relationship between the Frequency of Eating American fast food out and the degree of Loyalty to any American-fast-food outlet:
there seems to exist a direct and positive relationship between these two variables since they move in the same direction; in fact, **as the frequency of eating out increases, loyalty** to one or more outlet **also increases.**
For example, only **45% of consumers who eat** American fast food out **less than 4 times per month are loyal** to any outlet and 55% of them have no loyalty to any outlet. On the other hand, **as much as 86% of consumers who eat** such food **4 times or more per week have loyalty** to specific outlets.

<u>Chi-Square Test:</u>
Calculated = 11.14
Tabulated = 13.28 (with dof=4 and los=.01)
The null hypothesis of dependency at the .05 level of significance is accepted; that is, there is a statistical relationship between the Frequency of Eating AFF out and Loyalty.

*** FREQUENCY OF EATING A.F.F. OUT VS. PRICE PERCEPTION**

PRICE / FREQUENCY	EXPENSIVE		REGULAR		T O T A L	
	F	%	F	%	F	%
LESS THAN 4	17	28 %	44	72 %	61	100 %
4 =< 8	29	35 %	53	65 %	82	100 %
8 =< 12	18	51 %	17	49 %	35	100 %
12 =< 16	8	61 %	5	39 %	13	100 %
16 AND MORE	5	71 %	2	29 %	7	100 %
TOTAL	77	-	121	-	198	-

(N.B. The total in this table amounts to 198 and not to 200 because two respondents were undecided on this specific question; besides, five respondents considered the general prices to be VERY expensive and they were included with those who considered them to be expensive, thus amounting to 77)

(SEE CHART #10)

This table shows the relationship between the Frequency of Eating American fast food out and Consumers Perception of the prices of major American-fast-food outlets — Expensive or Regular:

what is clear in this table is that consumers' perception in general of the prices of American fast food are directly and positively tied to their frequency of eating such food out; in other words, **as frequency of eating** such food out **increases, the percentage of consumers who consider prices to be expensive increases.** However, the interpretation for this relationship could follow more than one reasoning. The writer's interpretation is that those consumers who do not eat American fast food frequently don't really care for its price as long as fast food is not a commodity for them, so they consider the price to be REGULAR, while those who eat it frequently do care about its price and want to see lower prices.

Chi-Square Test:
Calculated = 11.14
Tabulated = 13.28 (with dof=4 and los=.01)
The null hypothesis of dependency at the .01 level of significance is accepted; that is, there is a statistical relationship between the Frequency of Eating AFF out and Loyalty.

*** FREQUENCY OF EATING A.F.F. OUT VS. LOWER-PRICES SUGGESTIONS**

SUGGESTIONS / FREQUENCY	LOWER PRICES F	LOWER PRICES %	OTHER F	OTHER %	TOTAL F	TOTAL %
LESS THAN 4	9	13 %	62	87 %	71	100 %
4 =< 8	14	19 %	59	81 %	73	100 %
8 =< 12	5	16 %	26	84 %	31	100 %
12 =< 16	5	45 %	6	55 %	11	100 %
16 AND MORE	2	50 %	2	50 %	4	100 %
TOTAL	34	–	156	–	190	–

(N.B. The total in this table amounts to 190 respondents because some respondents didn't give any suggestions while others gave more than one suggestion each, and they were all accounted for)

(SEE CHART #11)

This table shows the relationship between the Frequency of Eating out and Lower-Prices Suggestions of consumers: like the preceding table though somewhat less plainly, those **consumers who eat** American fast food out **less frequently are less interested in prices** and more interested in other factors, and vice versa; that is, **consumers who eat** such food **more frequently are more interested about lower prices** versus other factors. Hence, consumers who eat American fast food less than 3 times per week are more interested in factors like atmosphere and entertainment than in lower prices (from 13% to 19% for lower prices against 81% to 87% for others), while consumers who eat such food 3 times or more per week are much more interested in lower prices than in other factors (from 45% to 50% for lower prices against 50% to 55% for others).

<u>Chi-Square Test:</u>
Calculated = 11.82
Tabulated = 13.28 (with dof=4 and los=.01)
The null hypothesis of dependency at the .01 level of significance is accepted; that is, there is a statistical relationship between the Frequency of Eating AFF out and Loyalty.

*** LOCATION OF OUTLETS VS. CONSUMERS' PLACE OF RESIDENCE (ONLY CONSUMERS WHO HAVE BEEN TO THESE OUTLETS ARE INCLUDED)**

RESIDENCE	EAST BEIRUT		WEST BEIRUT		TOTAL	
OUTLET	F	%	F	%	F	%
AL-DEWAN	28	29 %	70	71 %	98	100 %
KFC	28	33 %	57	67 %	85	100 %
PIZZA HUT	60	47 %	67	53 %	127	100 %
PIZZA INN	19	63 %	11	37 %	30	100 %

(N.B. Three major outlets -- Winners, Showbiz, and Juicy Burger -- have been omitted from the table on purpose because they started their operations many years in the past and hence stand an advantage over all the remaining major outlets which, by the way, started operating in the 1990s)

(SEE CHART #12)

This table shows the relationship between an outlet's Location and the Place of Residence of those consumers who have been at least once to this outlet:
there seems to be a definite relationship between these two variables; in fact, the great majority of consumers (71%) who have visited Al-Dewan (which operates solely in West Beirut and in Sidon) at least once live in the Western part of Beirut. On the other hand, the majority of consumers (63%) who have visited Pizza Inn (which operates solely in East Beirut) at least once live in the Eastern part of Beirut.
As for Pizza Hut which operates in both East and West Beirut, it has received consumers living in both regions and in very close proportions (47% from the East against 53% from the West). KFC is an exception in this table: although like Pizza Hut, it operates in both East and West Beirut, it received much more people living in the West (67%) than people living in the East (33%).
At any rate, the two tables that follow deal consistently with the same issue but from different perspectives.

*** LOCATION OF OUTLETS VS. CONSUMERS' PLACE OF RESIDENCE (ONLY CONSUMERS WHO STILL GO TO THESE OUTLETS ARE INCLUDED)**

RESIDENCE	EAST BEIRUT		WEST BEIRUT		TOTAL	
OUTLET	F	%	F	%	F	%
WINNERS	49	82 %	11	18 %	60	100 %
JUICY BURGER	59	73 %	22	27 %	81	100 %
AL-DEWAN	10	20 %	39	80 %	49	100 %
PIZZA HUT	46	49 %	47	51 %	93	100 %
KFC	17	28 %	43	72 %	60	100 %
PIZZA PLACE	42	56 %	33	44 %	75	100 %
PIZZA INN	17	74 %	6	26 %	23	100 %

(As the reader can notice, the three outlets that were omitted in the preceding table are now included because the nature of the variable has now changed: it is no more the consumers that have been at least once to the outlet that are of interest; rather, it is the consumers who are still going there)

(SEE CHART #13)

This table shows the relationship between the Location of the major American-fast-food outlet and the Place of Residence of consumers who are still going to each of these outlets:
from this table, it becomes obvious that indeed there is a direct relationship between these two variables.
Starting with **Al-Dewan which,** as we said previously, **operates exclusively in West Beirut** and Sidon: **80%** of those consumers that still went to Al-Dewan **live in West Beirut, while only 20%** of these same consumers **live in East Beirut.**
As for the outlets **operating exclusively in East Beirut,** we can observe the following:
82% of the consumers that still went to Winners live in the East, while only 18% of them live in the West;
73% of the consumers that still went to Juicy Burger also live in the East, while only 27% of them live in the West;
similarly, **74% of the consumers that still went to Pizza Inn live in the East, with only 26% of them living in the West.**
Coming to the outlets which operate in both East and West Beirut, we also notice the following:
those consumers who still go to Pizza Hut and Showbiz Pizza Place are approximately evenly divided between East and West Beirut, with 49%(E)-51%(W) for Pizza Hut and 56%(E)-44%(W) for Showbiz Pizza Place.

Finally, what was observed for KFC in the preceding table can be re-observed in this table: although this outlet operates in both parts of Beirut, only 28% of the consumers that still went there live in the East with as much as 72% of them living in the West; the most valid explanation seems to be that the East-Beirut branch for KFC is not working as well as that of West Beirut.

*** LOCATION OF OUTLETS VS. CONSUMERS' PLACE OF RESIDENCE (ONLY CONSUMERS WHO STOPPED GOING TO THESE OUTLETS BECAUSE THEY THOUGHT THEY WERE TOO FAR ARE INCLUDED)**

RESIDENCE	EAST BEIRUT		WEST BEIRUT		T O T A L	
OUTLET	F	%	F	%	F	%
WINNERS	7	22 %	25	78 %	32	100 %
JUICY BURGER	3	25 %	9	75 %	12	100 %
AL-DEWAN	9	100 %	0	0 %	9	100 %
PIZZA HUT	1	50 %	1	50 %	2	100 %
KFC	5	100 %	0	0 %	5	100 %
PIZZA PLACE	6	28 %	15	72 %	21	100 %
PIZZA INN	0	0 %	2	100 %	2	100 %

(SEE CHART #14)

This table shows the relationship between the Location of the American-fast-food outlets and the Place of Residence of those consumers who stopped going to each of these outlets because they thought it was too far:
the facts and assumptions drawn from the analysis of the two preceding tables still hold true given the figures in the present table; hence, the consumers that stopped going to those outlets that operated exclusively in East Beirut because they thought they were too far, those consumers in their majority live in West Beirut, and vice versa.
That is, the majority of consumers that stopped going to the outlets operating exclusively in West Beirut because they thought they were too far live in East Beirut.
To illustrate, **78%** of the consumers **who stopped going to Winners, and 75%** of the consumers **who stopped going to Juicy** Burger, **and 100%** (two consumers out of two) of those **who stopped going to Pizza Inn because they thought they were too far live in West Beirut**; in contrast, **100%** of those consumers **who stopped going to Al-Dewan** because they thought it was too far **live in East Beirut.**

On the other hand, the results about the three major American-style fast-food outlets that operated in both regions of Beirut have reinforced the results obtained from the preceding tables. To illustrate:
consumers who stopped going to Pizza Hut because it was too far were evenly divided (50-50) as to their place of residence **between the East and the West.**
As for Showbiz Pizza Place, the difference between the percentages of "Eastern" and "Western" consumers who still went there (56-44) and that was observed in the preceding table widened in this table; hence, only 28% of consumers who stopped going to Showbiz because it was too far live in the East, while as much as 72% of them living in the West.
A possible and valid explanation for such a result is that Showbiz Pizza Place operates 3 branches in the East and only 1 in the West.
Finally, 5 out of 5 consumers (100%) who stopped going to KFC because it was too far live in the East, which could be explained by the fact that the Eastern branch of KFC is somewhat far from the city coast (in Broumana), while the Western branch lies in the heart of the city coast (in Raoucheh).

INTERPRETATIONS

* IMPORTANCE OF PRICE VS. QUALITY TO THE CONSUMER

	FIRST	SECOND	THIRD	TOTAL	%
PRICE	3	14	29	46	23 %
QUALITY	110	38	21	169	84 %

(N.B. These percentages are calculated given the total number of consumers that have responded to this question, which amounts to 200; the total is not equal to 200 or 400, first because each respondent had two choose the most important two criteria, and second because there were factors other than just Price and Quality being weighted)

(SEE CHART #15)

This table measures the numbers and percentages of consumers who have ranked either or both Price-Quality factors among the three most important variables:
The reader can clearly observe how much **more weight is given to Quality than to Price**; in fact, **84% of consumers ranked Quality among the three most important variables**, with as

much as 55% (110/200) giving this variable the first position. **As for the Price variable, only 23% of all 200 consumers ranked it among the first three,** with a mere 2% giving it the first position.

*** MOST IMPORTANT CHARACTERISTICS OF AMERICAN-FAST-FOOD OUTLETS ACCORDING TO CONSUMERS**

TABLE A: The Criteria That Count Most For Consumers When Evaluating American-Fast-Food Outlets

CRITERIA	F	%
MENU	7	4 %
TASTE	134	67 %
SERVICE	51	26 %
DECOR/ATMOSPHERE	55	28 %
ENTERTAINMENT	10	5 %
SANITY/HEALTHINESS	141	71 %
QUEUING	2	1 %
PARKING	0	0 %
TOTAL	400	-

(N.B. The total in table A amounts to 400 because each respondent was asked to give two answers)

(SEE CHART #2)

This table shows how many points (or votes) each criteria got. Before interpreting the results, it is worth to mention that none of the respondents were shown which criteria were included in the interviewer's questionnaire draft; rather, respondents were left to reflect on their own to provide unbiased criteria they thought were most important to them, and all answers in fact were fit in the pre-set criteria options in the questionnaire drafts:
Quality/Healthiness and Taste both got the biggest chunks of consumers' preferences in American-fast-food restaurants, with 71% and 67% respectively. Decor/Atmosphere and Service came third and fourth with 28% and 26% respectively.

TABLE B: The Main Reasons Why Consumers Go To Certain Outlets More Than Any Others

REASONS	F	%
PLACE CONVENIENCE	46	23 %
QUALITY/CLEANLINESS	15	8 %
OFFER/PACKAGE	2	1 %
PRICE CONVENIENCE	5	2 %
ATMOSPHERE	38	19 %
USED TO/HABIT	6	3 %
TASTE	106	53 %
OTHER	8	4 %
TOTAL	226	-

(N.B. The total in this table amounts to 226 because some consumers were loyal to more than one American-fast-food outlet while others were loyal to none)

(SEE CHART #16)

This table shows the most important criteria that made consumers go to certain outlets more than to others; this was achieved through allowing each respondent to only one answer per outlet, the one he/she thought was most important: **53% of consumers were loyal to one or more outlets because of the taste of its (their) food,** while only 8% were so because of the general quality of the outlet(s); this is maybe because people who are loyal to one or more outlets take its quality (food quality, sanity and healthiness) for granted. On the other hand, **23% of consumers said Place Convenience was the main reason** why they went more frequently to certain outlets than to others, and **19% said Atmosphere was the main reason. Price was most important to only 2% of consumers.**

TABLE C: The Criteria That Consumers Would Like To See Changed Or Added

SUGGESTIONS	F	%
LOWER PRICES	34	17 %
BETTER TASTE	19	10 %
QUICKER SERVICE	12	6 %
QUIETER ATMOSPHERE	18	9 %
MORE ENTERTAINMENT	8	4 %
BETTER SANITY	32	16 %
MORE BRANCHES	9	5 %
BIGGER MENU VARIETY	16	8 %
BIGGER PORTIONS	8	4 %
BETTER SERVICE	23	12 %
TOTAL	179	-

(N.B. The total in Table C doesn't amount to 200 because some consumers gave more than one suggestion while others gave none)

This table shows consumers' suggestions as to what criteria they would like to see changed in or added to the current status-quo of American-fast-food outlets. Before interpreting the results, one should be careful to the real significance of such suggestions; that is, if criteria A appears more frequently than criteria B among the suggestions this doesn't have to mean that criteria A is important to more consumers than criteria B is. It may be that criteria B is more satisfactorily present in the current status-quo than criteria A is:
17% of consumers said they would like to see **Lower Prices**, **16%** said **More/Better Sanity** was necessary, **12%** said there should be **Better Service**, and **10%** said they wanted **Better Taste** of American fast food.

* KINDS OF PROMOTIONS CONSUMERS RECALL AND RESPOND TO MOST

TABLE A: The Kinds Of Promotions Consumers Recall Most

PROMOTION	F	%
ADVERTISEMENT	69	35 %
SPECIAL EVENT	57	29 %
SPECIAL OFFER	153	77 %
TOTAL	279	—

(N.B. The total in this table doesn't amount to 200 because some consumers recalled more than one promotion while others didn't recall any)

(SEE CHART #3)

This table shows the Kinds of Promotions by major American-fast-food outlets that people Recall Most:
The great majority of consumers (77%) recall Special Offers more than any other kind of promotion; Advertisements are far behind with only 35% and Special Events third with 29% only.

TABLE B: The Kinds Of Promotions Consumers Respond To Most

PROMOTION	F	%
ADVERTISEMENT	34	17 %
SPECIAL EVENT	26	13 %
SPECIAL OFFER	66	33 %
TOTAL	122	—

(N.B. The total in this table doesn't amount to 200 because of the same reason cited in Table A)

(SEE CHART #3)

This table shows the Kinds of Promotion by major American-fast-food outlets that consumers Respond To Most:
33% of consumers **respond to Special Offers** by major American-fast-food outlets, **17% respond to Advertisements, and 13% respond to Special Events.** However, put in another way, only 43% of those consumers who recalled one or more Special Offers by one or more outlets actually responded to these offers, while about half of those consumers who recalled Advertisements actually responded to them, and 46% of consumers responded to Special Events that they did recall.

* REASONS WHY SOME CONSUMERS HAVE NEVER BEEN TO ANY MAJOR AMERICAN-FAST-FOOD OUTLET

REASONS	F	%
PLACE INCONVENIENCE	2	29 %
PRICE INCONVENIENCE	3	43 %
UNPLEASANT ATMOSPHERE	2	29 %
NO SPECIAL REASON	3	43 %
TOTAL	10	-

(N.B. The total in this table doesn't amount to 7, i.e. the number of consumers who have never been to any major outlet, because some of these consumers gave more than one answer)

This table shows why some consumers have never been to any major American-fast-food outlet though they eat American fast food out:
Price Inconvenience was the major reason for not going to major American-fast-food outlets **to 43% of consumers,** while **Place Inconvenience and Unpleasant Atmosphere were the main reasons for 29% (each)** of consumers. 43% of consumers who never went to any major outlet said there were no special reason for this behavior.

* MOST SUCCESSFUL MAJOR AMERICAN-FAST-FOOD OUTLETS ACCORDING TO CONSUMERS

TABLE A: CONSUMERS WHO STILL WENT TO THE MAJOR OUTLETS

	F	%
WINNERS	60	30 %
JUICY BURGER	81	41 %
AL-DEWAN	49	25 %
PIZZA HUT	93	47 %
KENTUCKY F. CH.	60	30 %
SHOWBIZ PIZZA PLACE	75	38 %
PIZZA INN	23	12 %
TOTAL	441	-

(N.B. The total in this table doesn't amount to 200 because some consumers still go to more than one outlet while others stopped going to any)

(SEE CHART #17)

Table A shows the percentage of consumers that still go to each major outlet; the reader should however be careful about the interpretation because this table tells nothing about the frequency of each consumer's visits to one or the other outlet:

Pizza Hut is the most frequented of all other major outlets, with 47% of consumers still visiting it; **Juicy Burger comes second with 41%** . Worth to bear in mind that each of Pizza Hut and Juicy Burger operate 5 branches.

Showbiz Pizza Place which operates 4 branches **comes third with 38%** of consumers still visiting it.

Each of **Winners** (3 branches) **and Kentucky Fried Chicken** (2 branches) still receives **30%** of consumers and **share the fourth position.**

Al-Dewan (3 branches) **occupies the fifth position with 25%** of consumers still going there, and **Pizza Inn** (1 branch) **comes last with** only **12%** .

REMARK: **Pizza Hut and Pizza Inn have been the most recent entrants** and started operations in January 94 and June 94 respectively, while **Winners and Juicy Burger were the earliest entrants** and started operations in the years 81 and 84 respectively.

TABLE B: CONSUMERS WHO CONSIDERED THE MAJOR OUTLETS' GENERAL QUALITY TO BE SATISFACTORY

	F	%
WINNERS	109	55 %
JUICY BURGER	131	66 %
AL-DEWAN	76	38 %
PIZZA HUT	140	70 %
KENTUCKY F. CH.	44	22 %
SHOWBIZ PIZZA PLACE	140	70 %
PIZZA INN	61	31 %
TOTAL	701	-

(N.B. The total in Table B doesn't amount to 1400 (200*7) because consumers' answers were distributed among 3 possible answers: Satisfactory, Unsatisfactory, and Undecided)

(SEE CHART #17)

This table shows the percentage of consumers that rated each outlet's General Quality as Satisfactory; these include consumers who have never been to some or all of the outlets but who hold any perception of their general quality:
Pizza Hut (again) **and Showbiz Pizza Place share the first place with** (each) **70%** of consumers holding that their General Quality is satisfactory; **Juicy Burger comes second with 66% , Winners third with 55% , Al-Dewan fourth with 38% , Pizza Inn fifth with 31% , and KFC last with 22% .**

TABLE C: CONSUMERS WHO SAID THEY WOULD VISIT THE MAJOR OUTLETS SOMETIME IN THE NEAR FUTURE

	F	%
WINNERS	102	51 %
JUICY BURGER	127	64 %
AL-DEWAN	148	74 %
PIZZA HUT	162	81 %
KENTUCKY F. CH.	137	69 %
SHOWBIZ PIZZA PLACE	144	72 %
PIZZA INN	168	84 %
TOTAL	988	–

(N.B. The total in Table C doesn't amount to 1400 (200*7) because consumers' answers were distributed among 3 possible answers: Yes (would go), No (wouldn't go), and Undecided)

(SEE CHART #17)

This table shows the percentage of consumers who said they would go to the major American-fast-food outlets sometime in the near future:
Pizza Inn comes in the first position with 84% of consumers saying they would visit it sometime soon; Pizza Hut is not far behind with 81% , Al-Dewan third with 74% , Pizza Place fourth with 72% , followed by KFC with 69% , Juicy Burger with 64% , and Winners with 51% .

TABLE D: THE PROMOTIONS BY MAJOR OUTLETS THAT WERE REMEMBERED MOST BY CONSUMERS

	F	%
WINNERS	25	9 %
JUICY BURGER	34	12 %
AL-DEWAN	49	17 %
PIZZA HUT	61	22 %
KENTUCKY F. CH.	0	0 %
SHOWBIZ PIZZA PLACE	110	40 %
PIZZA INN	0	0 %
TOTAL	279	100 %

(N.B. The total in this table doesn't amount to 200 because some consumers recalled more than one promotion while others didn't recall any)

(SEE CHART #18)

Table D shows the percentage of promotions by the major American-fast-food outlets which were remembered by consumers :
promotions launched **by Showbiz Pizza Place were the most remembered of all,** constituting around **40%** of the total promotions remembered by all consumers.
the promotions launched by **Pizza Hut came second** and constituted **22%** of the total, followed by **Al-Dewan's with 17%** of the total, **Juicy Burger's with 12%** , and **Winners' with only 9%** . No consumer recalled any promotion by any of KFC or Pizza Inn.

TABLE E: THE PROMOTIONS BY MAJOR OUTLETS THAT WERE RESPONDED TO MOST BY CONSUMERS

	F	%
WINNERS	14	11 %
JUICY BURGER	23	18 %
AL-DEWAN	23	18 %
PIZZA HUT	31	25 %
SHOWBIZ PIZZA PLACE	34	28 %
TOTAL	125	100 %

(N.B. The total in this table doesn't amount to 200 because of the same reason cited in Table D)

(SEE CHART #18)

Table E shows the percentage of promotions by the major American-fast-food outlets which were responded to by consumers :
Showbiz Pizza Place is still in the first position with its promotions constituting **28%** of the total promotions that consumers responded to; **Pizza Hut** also occupies its position after Showbiz **with 25%** of the total; **Al-Dewan and Juicy Burger share the third position with 18%** of the total each, and **Winners follow with 11%** of the total.

GENERAL OVERVIEW AND CONCLUSION

The relationships and interpretations in Chapter IV constitute the heart of the whole study because they highlight many seemingly simple details, especially about consumers' perceptions and purchasing habits, but which in reality can successfully shape the Management and Marketing activities of American-fast-food chains if decision makers and executives in such businesses know how to incorporate them into their plans and strategies. Before concluding this research work, the researcher will attempt to give a brief and general overview of the most critical results in a way to make them easily applicable in potential future strategies.

One of the most direct results was to classify American-fast-food consumers into age groups and define or describe important features of their decision-making and purchasing habits: consumers 45 years and older in general said they didn't eat any American-fast-food out, mainly because they contended it was not healthy or nutritious and because they said they didn't enjoy the atmosphere of the restaurants which served such food.

Most consumers under 45 years of age said they ate American fast food, but in varying degrees of frequency. Consumers in the range of 25 and under 35, and who for the majority should be working people, constituted the group which ate American fast food most frequently and were usually the most loyal to one or more fast-food outlets of all other age groups.

Younger consumers, specifically under 25 years old (and of course over 15) seemed to be more volatile, always searching for novelties and giving much attention to factors like atmosphere, decor, and entertainment, but still constituted a lucrative market and ate American fast food at least once per week.

Another direct result was that the majority of consumers, regardless of their ages, gave more weight to factors like Quality of Food, Sanity, and Taste than to Price, although the interest in Price seemed to grow with the frequency of eating out; hence, tactical tools like special offers and bigger portions should be targeted especially towards the frequent "eaters", but continuous efforts should be made to give an image of consistency in quality and taste. Besides, Service also seemed to have an important standing in consumers' decision-making mechanisms; however, very few consumers spoke about FAST service while the majority spoke about "More Smiling Faces"... In addition, complaints about the Childish Atmosphere of several major outlets and requests for a nicer atmosphere with "Some Music" were also heard many times over during the interviews.

Place Convenience also emerged as an important factor; in fact, it was one of the two most important reasons (beside taste) why consumers ate American fast food at certain places more than others. Besides, a strong and direct relationship was revealed between the outlets' locations (especially those that operated exclusively in the East or the West of Beirut) and the place of residence of consumers; hence, a POSITIVE direct relationship appeared to exist between the West-Beirut-located outlets (like Al-Dewan) and consumers living in West Beirut and STILL GOING there, and also between the East-Beirut-located outlets (like Winners and Juicy Burger) and consumers living in East Beirut and still GOING THERE. In contrast, a NEGATIVE direct relationship existed between those outlets operating solely in West Beirut and those consumers who lived in East Beirut and who STOPPED GOING there, and also between those outlets operating solely in East Beirut and those consumers who lived in West Beirut and who STOPPED GOING there. On the other hand, those consumers who still went or stopped going to outlets operating in both East and West Beirut were usually evenly divided between the two regions, except few exceptions. Like was said before, then, outlets operating in one region and not the other should be careful in their future plans if they wanted to remain competitive and retain or increase their market shares; these outlets should balance their performance against the performance of outlets operating in both regions to get an idea of the situation.

In parallel, and regardless of the areas of operations, those outlets operating few branches (say less than 4) should also balance their performance against that of those outlets operating 4 or more branches, because Place Convenience and More Branches are 2 closely related concepts.

As for promotions, it was revealed that the kind of promotion

In conclusion, the American-fast-food trend in Lebanon is a very promising one, and the big American chains are aware of that, it seems. The local ones, however, do not seem to appreciate the seriousness of the future developments that their industry will potentially witness, and the effects these developments will have on their operations, not to say on their survival. The threats that large new entrants could present, along with their huge financial capabilities and their international reputation and know-how , cannot be overestimated. In fact, the phenomenal and wide-spread growth that Pizza Hut has achieved in little time is but a simple indicator of the way things could run in the near future. That is not to say that the approach Pizza Hut is currently pursuing is the right one on the long run; rather, it means that internationally-reputable and financially-strong chains like McDonalds, Wendy's, and Round Table Pizza (to mention just a few) could at any time enter the Lebanese fast food market "mercilessly" and expand their operations quickly at the expense of the local, poorly-run chains whose executives are still thinking small and on within-district basis. What this study has suggested is that, despite the great importance of a chain's financial standing, this factor does not stand for the "name of the game" as much as customer service and satisfaction do. Factors like taste, sanity, atmosphere, ... etc. can constitute cheap though very powerful weapons through which local outlets could create some barriers to entry, or at least, could build up a niche for themselves whereby their market shares would not be hurt as badly as the case maybe in the complete absence of any strategic management that takes into account all the possibilities (and they are many) and that builds contingency plans and strategies for each. What the researcher has said at the beginning of this research work he says it again: the intelligent readers (especially fast-food operators) would make use of this research's findings to enhance their understanding of the Lebanese American-fast-food consumer -- his attitudes, perceptions, preferences, and decision-making and purchasing habits -- and eventually, to improve their front-end offerings for this very valuable consumer whose opinions and behaviors determine to a large extent the success and survival of players in the fast food domain.

APPENDIX

I. QUESTIONNAIRE DRAFTS

A) Preliminary Questionnaire Draft: Consumers

(below is the preliminary draft of the questionnaire which was pre-tested on five consumers. This helped formulate the final questionnaire draft which better served our objectives.)

QUESTIONNAIRE TO CONSUMERS

Do you eat any American fast food at fast-food outlets?

( ) YES ( ) NO

If YES, go to **Group I** questions
If NO, go to **Group II** questions

GROUP I QUESTIONS

1. How many times do you eat at fast-food outlets?

   Per week ( ) 1-4 ( ) 5-9 ( ) 10 & more
   Per month ( ) <1 ( ) 1-4 ( ) 5-9 ( ) 10 & more

2. What type of fast food do you usually eat?
   ( ) Hamburger ( ) Pizza ( ) Chicken ( ) Mixed

2i. **If mixed,** how often do you eat each?
(Rank by order of importance)

   ( ) Hamburger ( ) Pizza ( ) Chicken

3. Do you eat at one (or more) fast-food outlet(s) more than any other(s)?
   ( ) YES ( ) NO

3i. **If YES,** which one(s)?

1. .... 4. ....

2. .... 5. ....

3. .... 6. ....

3ii. Why?

( ) Place convenience ( ) Price convenience
( ) Quality (clean) ( ) Atmosphere
( ) Offer / Package ( ) Used to / Habit
( ) Other ....

4. Have you ever been to one (or more) MAJOR fast-food outlets? (List them: Winners, Juicy Burger, Al-Dewan, Pizza Hut, KFC, Showbiz/Pizza Place, Pizza Inn)

( ) YES ( ) NO

4i. **If NO,** Why not? ....

4ii a. **If YES,** Which ones?
1. .... 4. ....

2. .... 5. ....

3. .... 6. ....

b. Did you return there often?
1. ( ) YES ( ) NO 4. ( ) YES ( ) NO
2. ( ) YES ( ) NO 5. ( ) YES ( ) NO
3. ( ) YES ( ) NO 6. ( ) YES ( ) NO

c. **If NO,** why not?
1. .... 4. ....

2. .... 5. ....

3. .... 6. ....

5. How would you evaluate good-quality fast-food outlets?
( ) Menu ( ) Decor / Atmosphere ( ) Queuing
( ) Taste ( ) Entertainment ( ) Parking
( ) Service ( ) Sanity / Healthiness

6. Rank the following characteristics of a fast-food outlet by order of importance to you:
( ) Menu ( ) Decor / Atmosphere
( ) Taste ( ) Price
( ) Service ( ) Quality / Sanity

7. How do you see In General the prices of MAJOR fast-food outlets?
( ) Very Expensive ( ) Expensive ( ) Regular
( ) Undecided

8. How do you rank In General the various MAJOR fast-food outlets?
( ) Very Good ( ) Good ( ) Satisfactory
( ) Unsatisfactory ( ) Undecided

9. What would you like, if anything, to be changed?

1. ....

2. ....

3. ....

4. ....

10. Do you recall any promotion by any Major fast-food outlet?
( ) YES ( ) NO

10i. **If YES,** what was it ?

( ) Advertisement ( ) Special Event ( ) Special offer

10ii. Did you respond to it? ( ) YES ( ) NO

11. How do you evaluate the following fast-food outlets?

	P R I C E			Q U A L I T Y			WOULD YOU GO?		
	EXP.	REG.	UND.	SAT.	UNSAT.	UND.	YES	NO	UND.
WINNERS									
JUICY B.									
AL-DEWAN									
PIZ.PLACE									
PIZZA HUT									
PIZZA INN									
KFC									

12. Have you ever been abroad (U.S or Europe)?

( ) YES ( ) NO

12i. **If YES,** have you ever been to a fast-food outlet abroad (U.S or Europe)?

( ) YES ( ) NO

12ii. **If YES,** how would you compare Lebanese fast-food outlets to those abroad?

( ) Very Good ( ) Good ( ) Fair ( ) Bad

GROUP II QUESTIONS

1. Why not?

( ) Expensive ( ) Unhealthy ( ) Not nutritious

( ) Not tasty ( ) Unpleasant Atmosphere

2. Do you eat any fast food at home?

( ) YES ( ) NO

2i. **If YES,** What would make you eat at fast-food outlets?

....

2ii. **If NO,** Why not?

1..

2..

3..

NAME : ....

AGE : ( ) 15-23 ( ) 24-34 ( ) 35-49 ( ) 50 & More

OCCUPATION : ....

AREA : ....

(end of questionnaire)

B) Final Questionnaire Draft: Consumers

QUESTIONNAIRE TO CONSUMERS

Do you eat any American fast food at fast-food outlets?

( ) YES ( ) NO

If YES, go to **Group I** questions
If NO, go to **Group II** questions

GROUP I QUESTIONS

1. How many times do you eat at fast-food outlets?

   Per week ( ) 1-4 ( ) 5-9 ( ) 10 & more
   Per month ( ) <1 ( ) 1-4 ( ) 5-9 ( ) 10 & more

2. What type of fast food do you usually eat?
   ( ) Hamburger ( ) Pizza ( ) Chicken ( ) Mixed

2i. **If mixed,** how often do you eat each?
(Rank by order of occurrence; 1 is most often, 3 is least often)

( ) Hamburger ( ) Pizza ( ) Chicken

3. Do you eat at one (or more) fast-food outlet(s) more than any other(s)?
   ( ) YES ( ) NO

3i. **If YES,** which one(s)?

1. .... 4. ....
2. .... 5. ....
3. .... 6. ....

3ii. Why? (Choose only one answer)

(; ;) Place convenience (; ;) Price convenience
(; ;) Quality (clean) (; ;) Atmosphere
(; ;) Offer / Package (; ;) Used to / Habit
(; ;) Other .... (; ;) Taste

4. Have you ever been to one (or more) MAJOR fast food outlets? (List them: Winners, Juicy Burger, Al-Dewan, Pizza Hut, KFC, Pizza Place, Pizza Inn)

   ( ) YES ( ) NO

4i. **If NO,** Why not? ....

4ii a. **If YES,** Which ones?

1. .... 4. ....

2. .... 5. ....

3. .... 6. ....

b. Do you still go there often?

1. ( ) YES ( ) NO 4. ( ) YES ( ) NO
2. ( ) YES ( ) NO 5. ( ) YES ( ) NO
3. ( ) YES ( ) NO 6. ( ) YES ( ) NO

c. **If NO,** why not?

1. .... 4. ....

2. .... 5. ....

3. .... 6. ....

5. According to which criteria would you evaluate good-quality fast-food outlets? (Maximum 2 answers)
( ) Menu ( ) Decor / Atmosphere ( ) Queuing
( ) Taste ( ) Entertainment ( ) Parking
( ) Service ( ) Sanity / Healthiness

6. Rank the following characteristics of a fast-food outlet by order of importance to you: (1 is most important)
( ) Menu ( ) Decor / Atmosphere
( ) Taste ( ) Price
( ) Service ( ) Quality / Sanity

7. How do you see <u>In General</u> the prices of <u>MAJOR</u> fast-food outlets?
( ) Very Expensive ( ) Expensive ( ) Regular
( ) Undecided

8. How do you rank <u>In General</u> the various <u>MAJOR</u> fast-food outlets?
( ) Very Good ( ) Good ( ) Satisfactory
( ) Unsatisfactory ( ) Undecided

9. What would you like, if anything, to be changed?

1. ....

2. ....

3. ....

4. ....

10. Do you recall any promotion by any <u>Major</u> fast-food outlets?
( ) YES ( ) NO

10i. **If YES**, what was it (were they)?

(a) Advertisement (b) Special Event (c) Special offer

( ) .... ( )........................

( ) .... ( )........................

10ii. Did/would you respond to it? (a) YES (b) NO

( ) .... ( )........................

( ) .... ( )........................

11. How do you evaluate the following fast-food outlets?

	PRICE			QUALITY			WOULD YOU GO?		
	EXP.	REG.	UND.	SAT.	UNSAT.	UND.	YES	NO	UND.
WINNERS									
JUICY B.									
AL-DEWAN									
PIZ.PLACE									
PIZZA HUT									
PIZZA INN									
KFC									

12. Have you ever been abroad (U.S or Europe)?

( ) YES ( ) NO

12i. **If YES**, have you ever been to a fast-food outlet abroad (U.S or Europe)?

( ) YES ( ) NO

12ii. **If YES**, how would you compare Lebanese fast-food outlets to those abroad?
( ) Very Good ( ) Good ( ) Fair ( ) Bad
( ) Undecided

GROUP II QUESTIONS

1. Why not? (Choose maximum 2 answers)

   ( ) Expensive ( ) Unhealthy ( ) Not nutritious

   ( ) Not tasty ( ) Unpleasant Atmosphere

2. Do you eat any fast food at home?

   ( ) YES ( ) NO

2i. **If YES,** What would make you eat at fast-food outlets?

   ....

2ii. **If NO,** Why not?

   1...

   2...

   3...

NAME : ....

AGE : ( ) 15-23 ( ) 24-34 ( ) 35-49 ( ) 50 & More

OCCUPATION : ....

AREA : ....

DEGREE OF SERIOUSNESS: ( ) O.K ( ) NOT O.K

(end of questionnaire)

C) Questionnaire Draft: Managers

QUESTIONNAIRE TO MANAGERS

What do you think of the trend of American fast-food market in Lebanon?

Growing ....

Integrated culturally ....

....

1. Are you

( ) A local outlet ( ) Franchisees
( ) Agents ( ) Other

2. What product segments do you serve?

( ) Ham ( ) Pizza ( ) Chicken ( ) Mixed

3. How many employees do you have?

( ) 5-15 ( ) 16-25 ( ) 26-50 ( ) 50 & More

4. What is your monthly sales volume?

( ) Less than $10,000 ( ) $10,000 - $19,000
( ) $20,000 - $29,000 ( ) $30,000 - $39,000
( ) $40,000 - $49,000 ( ) $50,000 & More

5. How did sales grow over the years?

....

....

6. Do you have any branches?

( ) YES ( ) NO

6i. **If YES,** how many? ....

where? ....

6ii. How do they operate?
( ) Franchisees ( ) Same ownership
( ) Other ....

6iii. Are the operations between (or among) them standardized?

( ) Menu ( ) Decor ( ) Service ( ) Price
( ) All ( ) None

7. Who are your major competitors?

....

....

8. Do they constitute any major threat for you?

( ) YES ( ) NO

8i. **If YES,** What are these threats and what do you do about it?

....

....

9. Do you monitor the moves of existing or new competitors in a formal &/or regular basis (using marketing research or marketing intelligence, for example)?

( ) YES ( ) NO

10. Did you come to know about any potential new entrant recently?

( ) YES ( ) NO

10i. **If YES,** who? ....

10ii. Did you establish any formal plans to meet such an entry?

( ) YES ( ) NO

11. Do you usually establish any formal plans?

( ) YES ( ) NO

11i. **If YES,** what is the time range for such plans?

( ) 0-6 months ( ) 6-12 months ( ) 12-30 months
( ) Above 30 months

11ii. Who prepares them?

....

12. Do you have any formal organizational chart?

( ) YES ( ) NO

13. Do you do any kind of promotions?

( ) YES ( ) NO

13i. **If YES,** What do they include?

( ) Special offer ( ) Advertisements ( ) Special events

13ii. Do you have any formal promotional plans?

( ) YES ( ) NO

13iii. **If YES,** what is the time range?

( ) 0-6 months ( ) 6-12 months

13iv. Who prepares and executes promotional plans?

( ) Marketing Department ( ) Advertising Agency
( ) Other ....

13v. What percentage of the budget goes to promotion?

....

(end of questionnaire)

II. TABULATION (CONSUMERS)

TOTAL NUMBER OF CONSUMERS INTERVIEWED IS EQUAL TO 220.

0) Do you eat any American fast food at fast-food outlets?

	F	%
YES	200	91 %
NO	20	9 %
	220	100 %

If YES, go to Group I questions
If NO, go to Group II questions

GROUP-I QUESTIONS

(FOR CONSUMERS WHO EAT AMERICAN FAST FOOD OUT)

1) How many times do you eat at fast-food outlets?

PER MONTH	F	%
LESS THAN 4	62	31 %
4 AND LESS THAN 8	83	42 %
8 AND LESS THAN 12	35	17 %
12 AND LESS THAN 16	13	6 %
16 AND MORE	7	4 %
	200	100 %

2) What type of fast food do you usually eat?

TYPE	F	%
HAMBURGER	11	6 %
PIZZA	6	3 %
BROASTED CHICKEN	0	0 %
MIXED	183	91 %
	200	100 %

(SEE CHART #1)

2i) If mixed, how often do you eat each?

TYPE	F	%
HAMBURGER	80	44 %
PIZZA	78	43 %
BROASTED CHICKEN	25	13 %
	183	100 %

3) Do you eat at one (or more) fast-food outlet(s) more than any other(s)?

	F	%
YES	122	61 %
NO	78	39 %
	200	100 %

3ii) **Why? (choose only one answer)**

REASONS	F	%
PLACE CONVENIENCE	46	23 %
QUALITY/CLEANLINESS	15	8 %
OFFER/PACKAGE	2	1 %
PRICE CONVENIENCE	5	3 %
ATMOSPHERE	38	19 %
USED TO/HABIT	6	3 %
TASTE	106	53 %
OTHER	8	4 %

4) Have you ever been to one (or more) MAJOR fast-food outlet(s) (Winners, Juicy Burger, Al-Dewan, Pizza Hut, KFC, Pizza Place, or Pizza Inn)?

	F	%
YES	193	96 %
NO	7	4 %
	200	100 %

4i) If no, why not?

REASONS	F	%
PLACE INCONVENIENCE	2	29 %
PRICE INCONVENIENCE	3	43 %
UNPLEASANT ATMOSPHERE	2	29 %
NO SPECIAL REASON	3	43 %

4iia) If yes, which ones? (more than one answer possible)

	F	%
WINNERS	158	82 %
JUICY BURGER	148	77 %
AL-DEWAN	98	51 %
PIZZA HUT	127	66 %
KFC	85	44 %
PIZZA PLACE	139	72 %
PIZZA INN	30	16 %

b) Do you still go there often?

	YES		NO	
	F	%	F	%
WINNERS	60	38 %	98	62 %
JUICY BURGER	81	55 %	67	45 %
AL-DEWAN	49	50 %	49	50 %
PIZZA HUT	93	73 %	34	27 %
KFC	60	71 %	25	29 %
PIZZA PLACE	75	54 %	64	46 %
PIZZA INN	23	77 %	7	23 %

c) If no, why not? (more than one answer per respondent possible)

WINNERS	F	%
EXPENSIVE	7	7 %
NOT TASTY	25	26 %
SMALL PORTIONS	16	16 %
UNPLEASANT ATMOSPHERE	9	9 %
FAR AWAY	32	33 %
NO SPECIAL REASON	13	13 %
NOT CLEAN	8	8 %
OTHER	8	8 %

JUICY BURGER	F	%
EXPENSIVE	6	9 %
NOT TASTY	14	21 %
SMALL PORTIONS	10	15 %
UNPLEASANT ATMOSPHERE	9	13 %
FAR AWAY	12	18 %
NO SPECIAL REASON	18	27 %
OTHER	13	19 %

AL-DEWAN	F	%
EXPENSIVE	5	10 %
NOT TASTY	18	37 %
SMALL PORTIONS	3	6 %
UNPLEASANT ATMOSPHERE	16	33 %
FAR AWAY	9	18 %
NO SPECIAL REASON	6	12 %
OTHER	3	6 %

PIZZA HUT	F	%
EXPENSIVE	4	12 %
NOT TASTY	20	52 %
TOO CROWDY	6	18 %
FAR AWAY	2	6 %
NO SPECIAL REASON	6	18 %
OTHER (UNHEALTHY FOOD)	1	3 %

KFC	F	%
EXPENSIVE	1	4 %
NOT TASTY	8	32 %
SMALL PORTIONS	1	4 %
UNPLEASANT ATMOSPHERE	1	4 %
FAR AWAY	5	20 %
NO SPECIAL REASON	2	8 %
UNHEALTHY FOOD	6	24 %
OTHER (NO MENU VARIETY)	1	4 %

SHOWBIZ PIZZA PLACE	F	%
EXPENSIVE	8	13 %
NOT TASTY	19	30 %
BAD SERVICE	3	5 %
UNPLEASANT ATMOSPHERE	8	13 %
FAR AWAY	21	33 %
NO SPECIAL REASON	14	22 %
OTHER	2	3 %

PIZZA INN	F	%
NOT TASTY	1	14 %
FAR AWAY	2	29 %
UNPLEASANT ATMOSPHERE	1	14 %
NO SPECIAL REASON	3	43 %

5) According to which criteria would you evaluate good-quality fast-food outlets? (2 answers per respondent)

	F	%
MENU	7	4 %
TASTE	134	67 %
SERVICE	51	26 %
DECOR/ATMOSPHERE	55	28 %
ENTERTAINMENT	10	5 %
SANITY/HEALTHINESS	141	71 %
QUEUING	2	1 %
PARKING	0	0 %

6) Rank the following characteristics of a fast-food outlet by order of importance to you: (1 is most important)

	FIRST	SECOND	THIRD	TOTAL	%
MENU	2	9	23	34	17 %
TASTE	59	84	31	174	87 %
SERVICE	10	25	57	92	46 %
DECOR/ATM	12	27	34	73	37 %
PRICE	3	14	29	46	23 %
SANITY	110	38	21	169	84 %

7) How do you see In General the prices of MAJOR fast-food outlets?

PRICES	F	%
VERY EXPENSIVE	5	3 %
EXPENSIVE	72	36 %
REGULAR	121	60 %
UNDECIDED	2	1 %
	200	100 %

8) How do you rank In General the various MAJOR fast-food outlets?

GENERAL QUALITY	F	%
VERY GOOD	18	9 %
GOOD	117	58 %
SATISFACTORY	61	31 %
UNSATISFACTORY	2	1 %
UNDECIDED	2	1 %
	200	100 %

9) What would you like, if anything, to be changed?

	F	%
LOWER PRICES	34	17 %
BETTER TASTE	19	9 %
QUICKER SERVICE	12	6 %
QUIETER ATMOSPHERE	18	9 %
MORE ENTERTAINMENT	8	4 %
BETTER SANITY	32	16 %
MORE BRANCHES	9	5 %
BIGGER MENU VARIETY	16	8 %
BIGGER PORTIONS	8	4 %
BETTER SERVICE	23	11 %
OTHER	11	6 %
NO SUGGESTIONS	69	35 %

10) Do you recall any promotion by any MAJOR fast-food outlet(s)?

	F	%
YES	161	80 %
NO	39	20 %
	200	100 %

10i) **If Yes**, what was it (were they)? (more than one answer possible)

	F	%
ADVERTISEMENT	69	35 %
SPECIAL EVENT	57	29 %
SPECIAL OFFER	153	77 %

10ii) Did/Would you respond to it?

		F	%
ADVER-TISE-MENT	YES	34	50 %
	NO	35	50 %
SPECI-AL EVENT	YES	26	46 %
	NO	31	54 %
SPECI-AL OFFER	YES	66	43 %
	NO	87	57 %

11) How do you evaluate the following fast-food outlets?

WINNERS		F	%
PRICE	EXPENSIVE	64	32 %
	REGULAR	111	55 %
	UNDECIDED	25	13 %
QUALITY	SATISFACTORY	109	54 %
	UNSATISFACTORY	76	38 %
	UNDECIDED	15	8 %
WOULD YOU GO?	YES	102	51 %
	NO	94	47 %
	UNDECIDED	4	2 %

JUICY BURGER		F	%
PRICE	EXPENSIVE	58	29 %
	REGULAR	119	59 %
	UNDECIDED	23	12 %
QUALITY	SATISFACTORY	131	65 %
	UNSATISFACTORY	48	24 %
	UNDECIDED	21	11 %
WOULD YOU GO?	YES	127	63 %
	NO	71	36 %
	UNDECIDED	2	1 %

AL-DEWAN		F	%
PRICE	EXPENSIVE	54	27 %
	REGULAR	49	25 %
	UNDECIDED	97	48 %
QUALITY	SATISFACTORY	76	38 %
	UNSATISFACTORY	26	13 %
	UNDECIDED	98	49 %
WOULD YOU GO?	YES	148	74 %
	NO	37	18 %
	UNDECIDED	15	8 %

PIZZA HUT		F	%
PRICE	EXPENSIVE	94	47 %
	REGULAR	67	34 %
	UNDECIDED	39	19 %
QUALITY	SATISFACTORY	140	70 %
	UNSATISFACTORY	29	15 %
	UNDECIDED	31	15 %
WOULD YOU GO?	YES	162	81 %
	NO	34	17 %
	UNDECIDED	4	2 %

KFC		F	%
PRICE	EXPENSIVE	22	11 %
	REGULAR	36	18 %
	UNDECIDED	142	71 %
QUALITY	SATISFACTORY	44	22 %
	UNSATISFACTORY	14	7 %
	UNDECIDED	142	71 %
WOULD YOU GO?	YES	137	68 %
	NO	41	21 %
	UNDECIDED	22	11 %

PIZZA PLACE		F	%
PRICE	EXPENSIVE	86	43 %
	REGULAR	77	38 %
	UNDECIDED	37	19 %
QUALITY	SATISFACTORY	140	70 %
	UNSATISFACTORY	34	17 %
	UNDECIDED	26	13 %
WOULD YOU GO?	YES	144	72 %
	NO	56	28 %

PIZZA INN		F	%
PRICE	EXPENSIVE	29	15 %
	REGULAR	33	16 %
	UNDECIDED	138	69 %
QUALITY	SATISFACTORY	61	30 %
	UNSATISFACTORY	1	1 %
	UNDECIDED	138	69 %
WOULD YOU GO?	YES	168	84 %
	NO	26	13 %
	UNDECIDED	6	3 %

12) **Have you** ever been abroad (U.S or Europe)?

	F	%
YES	78	39 %
NO	122	61 %
	200	100 %

12i) If yes, have you ever been to a fast-food outlet there?

	F	%
YES	68	87 %
NO	10	13 %
	78	100 %

12ii) If yes, how would you compare Lebanese fast-food outlets to those abroad?

GENERAL QUALITY	F	%
VERY GOOD	5	7 %
GOOD	34	50 %
FAIR	24	35 %
UNSATISFACTORY	4	6 %
UNDECIDED	1	2 %
	68	100 %

AGE	F	%
UNDER 18	16	8 %
18 & UNDER 25	116	58 %
25 & UNDER 35	54	27 %
35 & UNDER 45	14	7 %
	200	100 %

OCCUPATION	F	%
STUDENT	100	50 %
EMPLOYEE	58	29 %
OWN BUSINESS	34	17 %
OTHER	8	4 %
	200	100 %

RESIDENCE	F	%
EAST BEIRUT	110	55 %
WEST BEIRUT	90	45 %
	200	100 %

GROUP-II QUESTIONS

(FOR CONSUMERS WHO DO NOT EAT AMERICAN FAST FOOD OUT)

1) Why not? (Choose maximum 2 answers)

REASONS	F	%
UNHEALTHY / UNCLEAN	12	35 %
UNPLEASANT ATMOSPHERE	12	35 %
NOT NUTRITIOUS	4	12 %
NOT TASTY	6	18 %
	34	100 %

2) Do you eat any fast food at home?

	F	%
YES	16	80 %
NO	4	20 %
	20	100 %

2i) If Yes, what would make you eat at fast-food outlets?

FACTORS	F	%
MORE CLEANLINESS	9	45 %
NOTHING	11	55 %
	20	100 %

2ii) If No, why not?

....

AGE	F	%
25 & UNDER 35	3	15 %
35 & UNDER 45	3	15 %
OVER 45	14	70 %
	20	100 %

OCCUPATION	F	%
EMPLOYEE	6	30 %
OWN BUSINESS	11	55 %
OTHER	3	15 %
	20	100 %

RESIDENCE	F	%
EAST BEIRUT	10	50 %
WEST BEIRUT	10	50 %
	20	100 %.

AMERICAN FAST FOOD
MOST CONSUMED

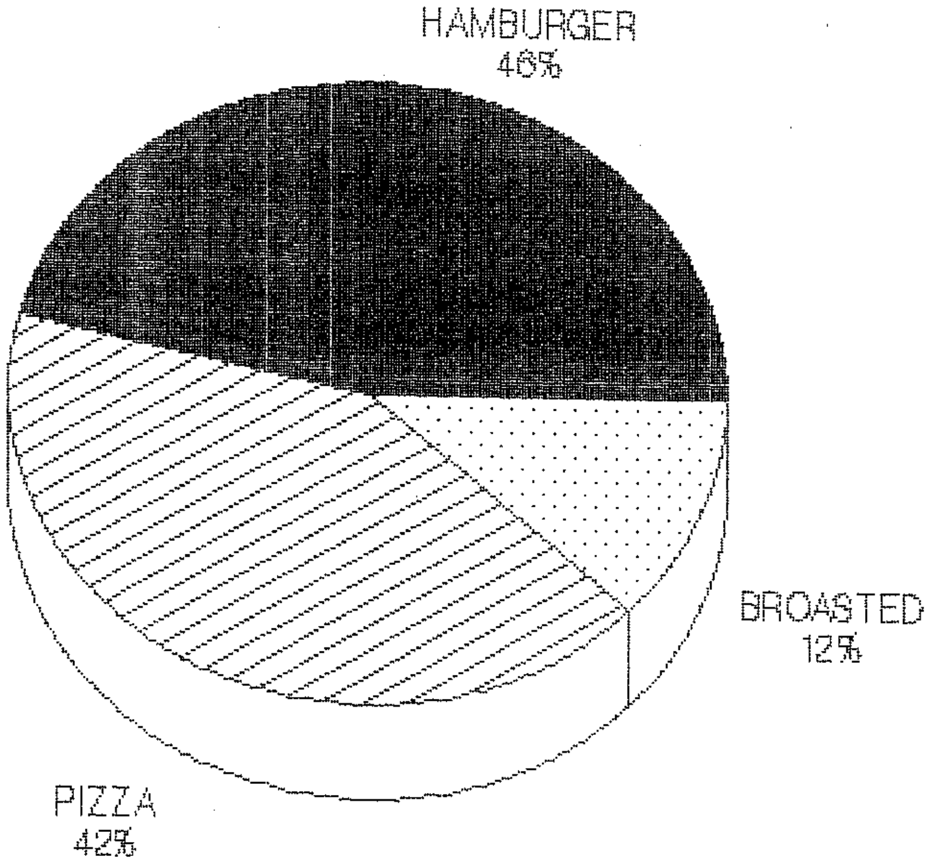


CHART #1

MOST IMPORTANT CRITERIA ACCORDING TO CONSUMERS

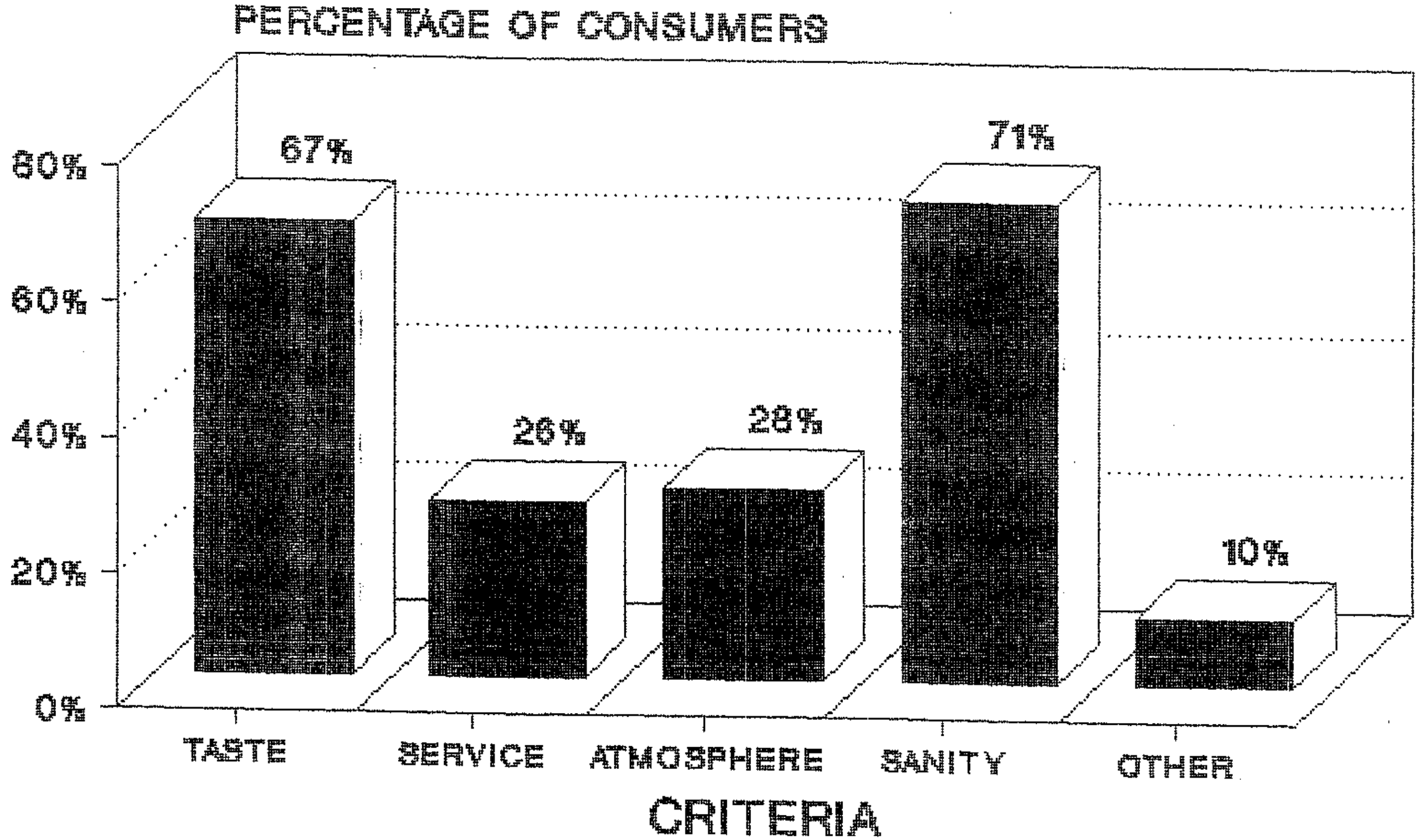
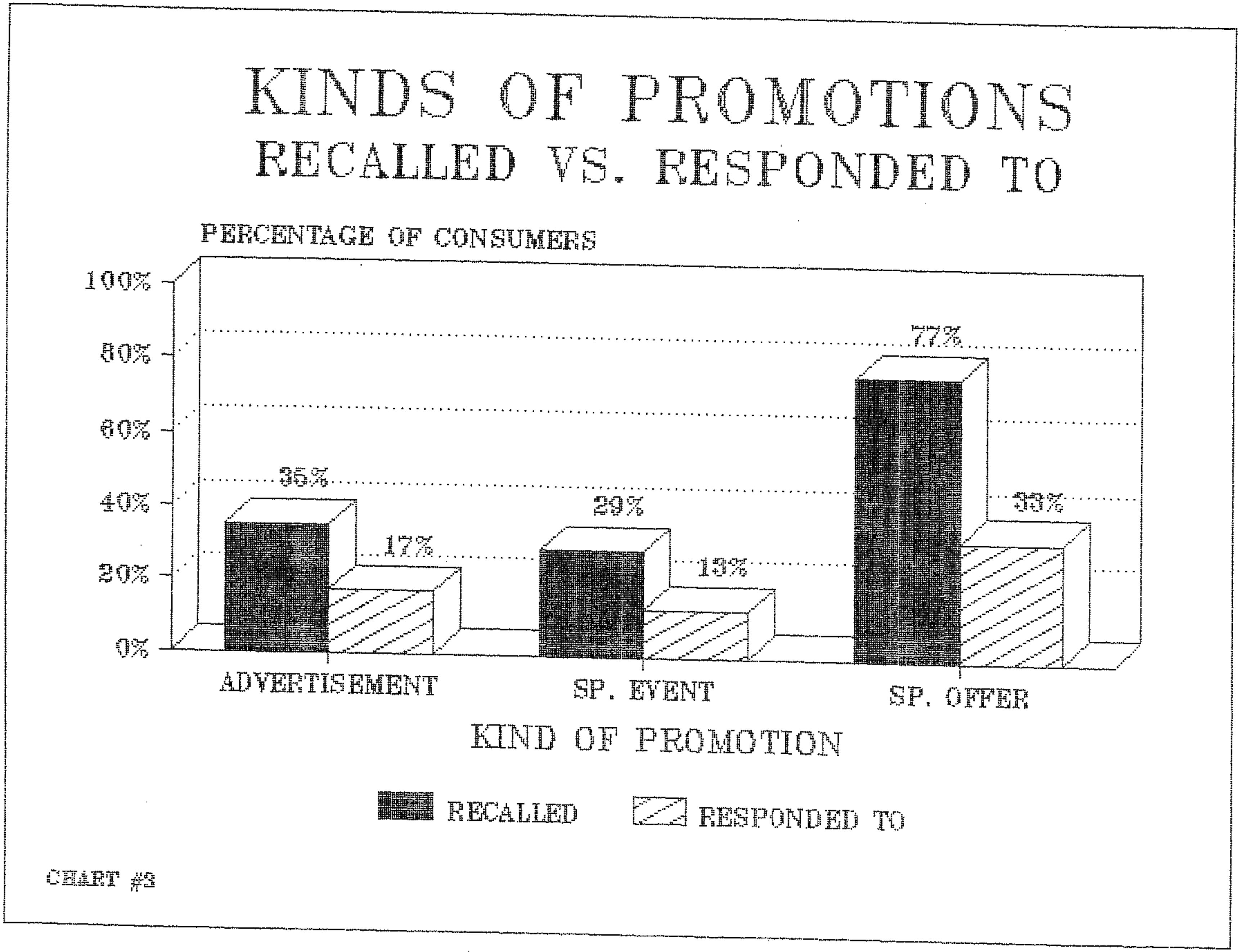


CHART #2


KINDS OF PROMOTIONS
RECALLED VS. RESPONDED TO
PERCENTAGE OF CONSUMERS
100%
80%
60%
40%
20%
0%
35%
17%
29%
13%
77%
33%
ADVERTISEMENT
SP. EVENT
SP. OFFER
KIND OF PROMOTION
RECALLED
RESPONDED TO
CHART #3

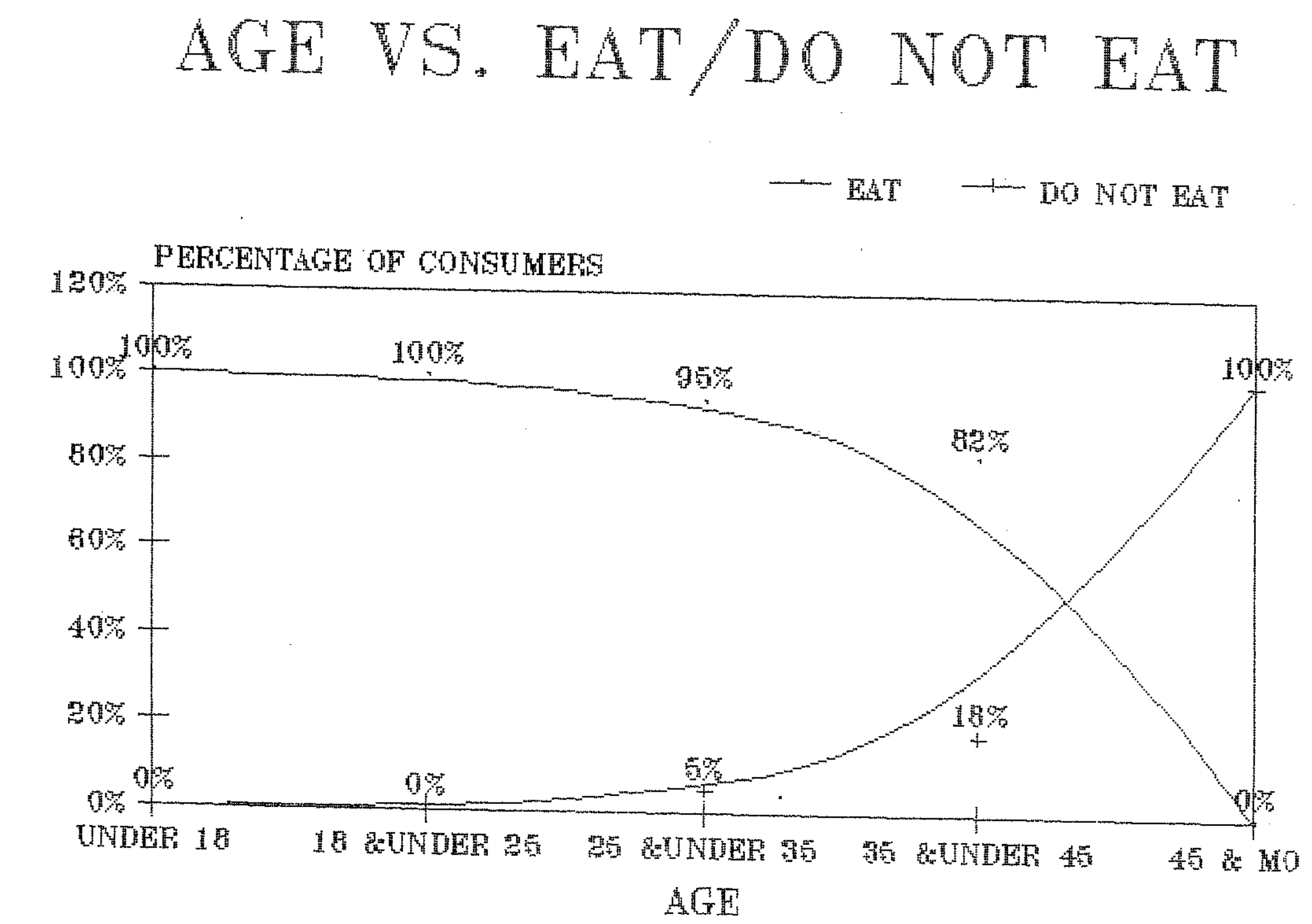

AGE VS. EAT/DO NOT EAT
EAT
DO NOT EAT
PERCENTAGE OF CONSUMERS
120%
100%
80%
60%
40%
20%
0%
100%
100%
95%
82%
100%
0%
0%
5%
18%
0%
UNDER 18
18 &UNDER 25
25 &UNDER 35
35 &UNDER 45
45 & MO
AGE

CHART #4

AGE VS. FREQUENCY OF EATING
(PER MONTH)

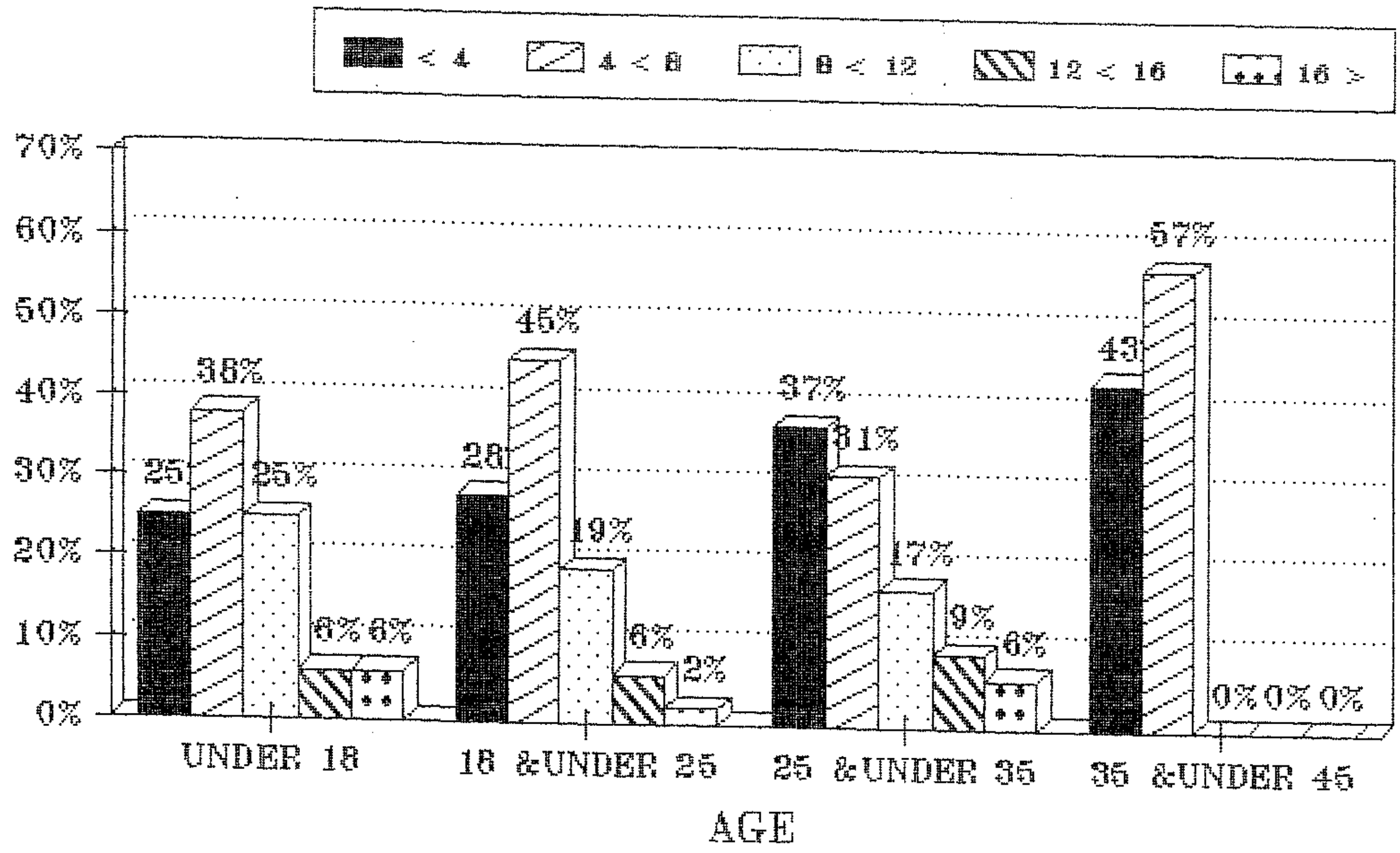


CHART #5

AGE VS. LOYALTY/UNLOYALTY OF CONSUMERS

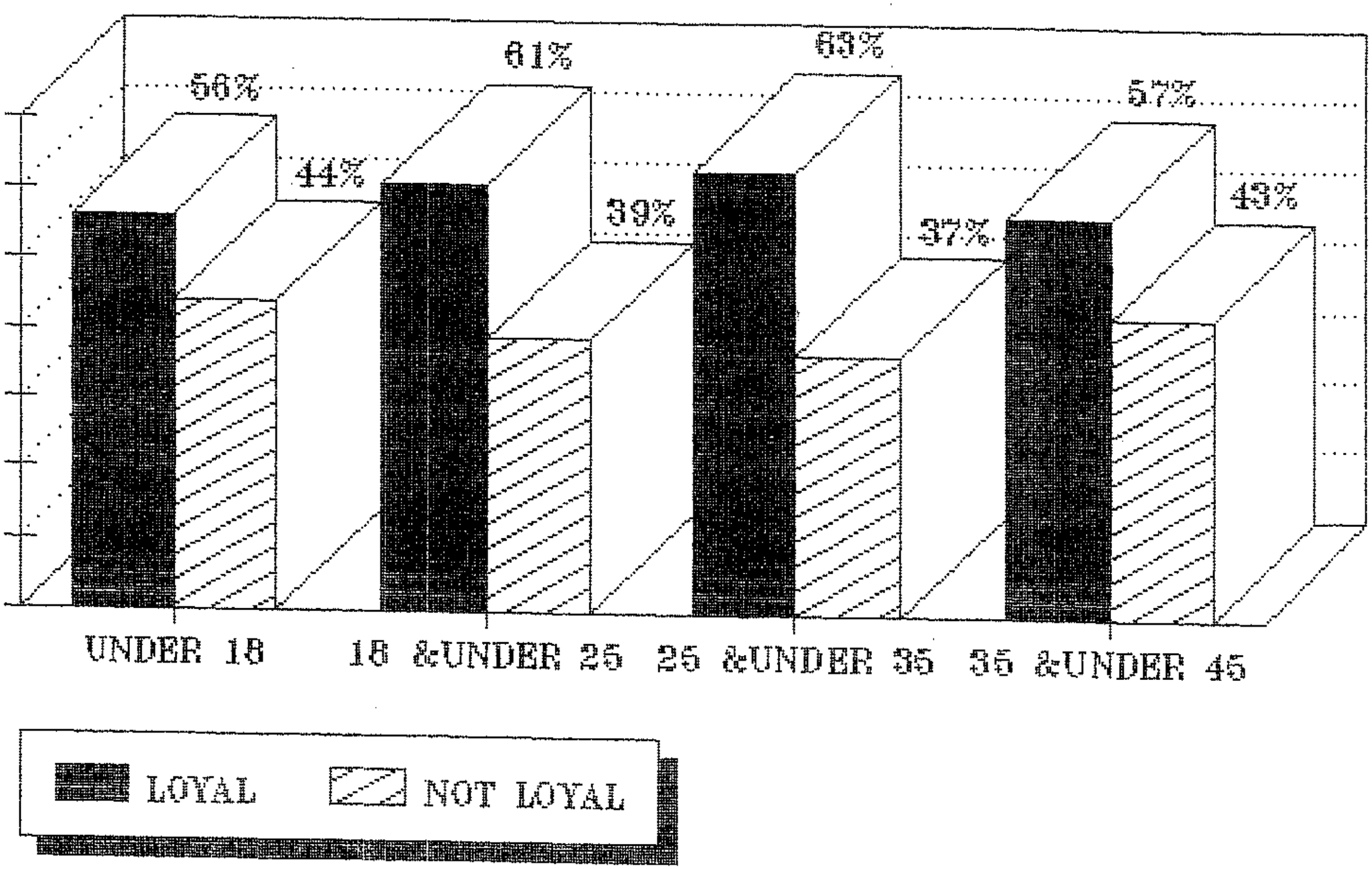


CHART #6

AGE VS. RECALL / DO NOT RECALL PROMOTIONS

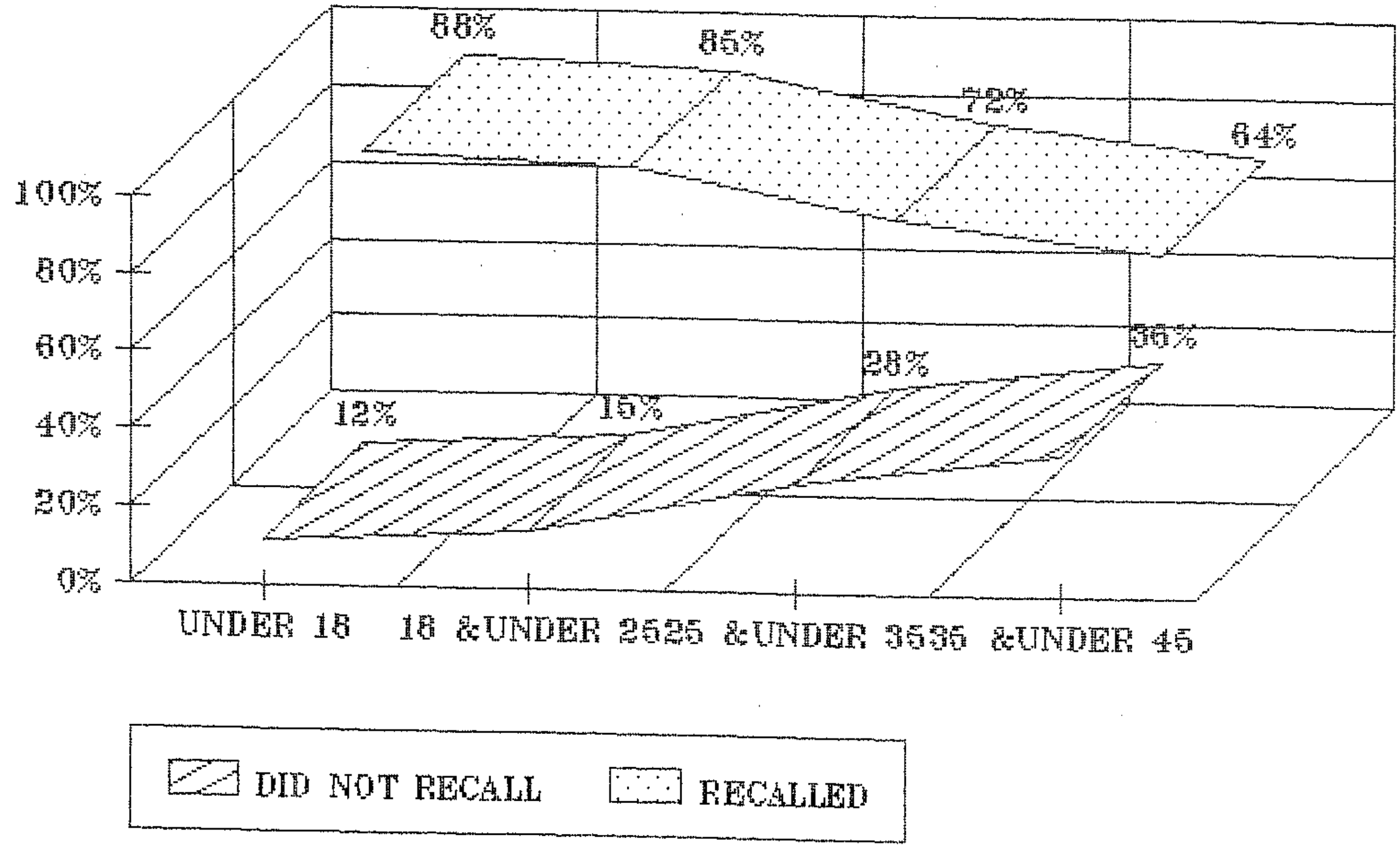


CHART #7

AGE VS. RESPOND/DO NOT RESPOND TO PROMOTIONS

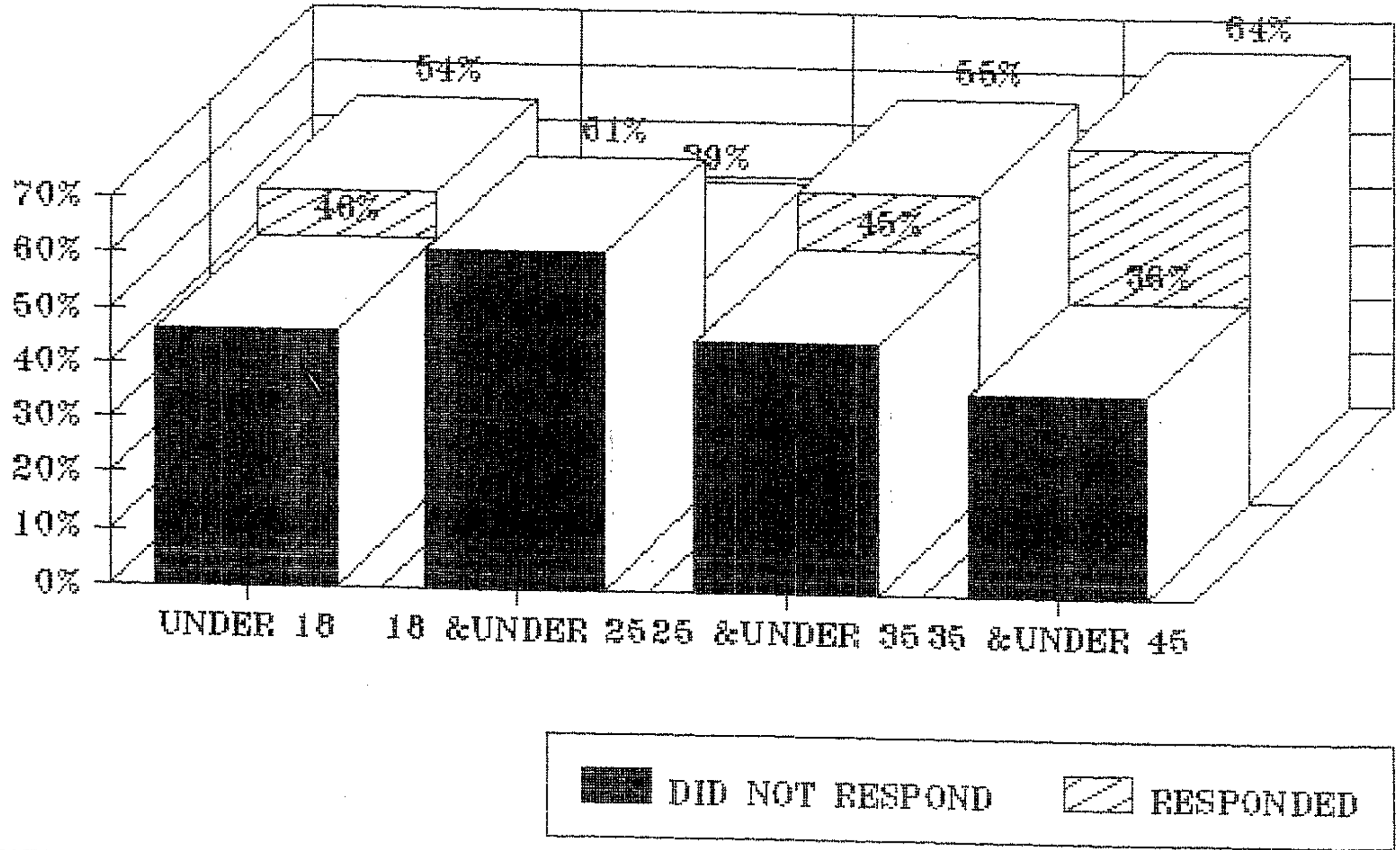


CHART #8

FREQUENCY OF EATING VS. LOYALTY TO ANY OUTLET

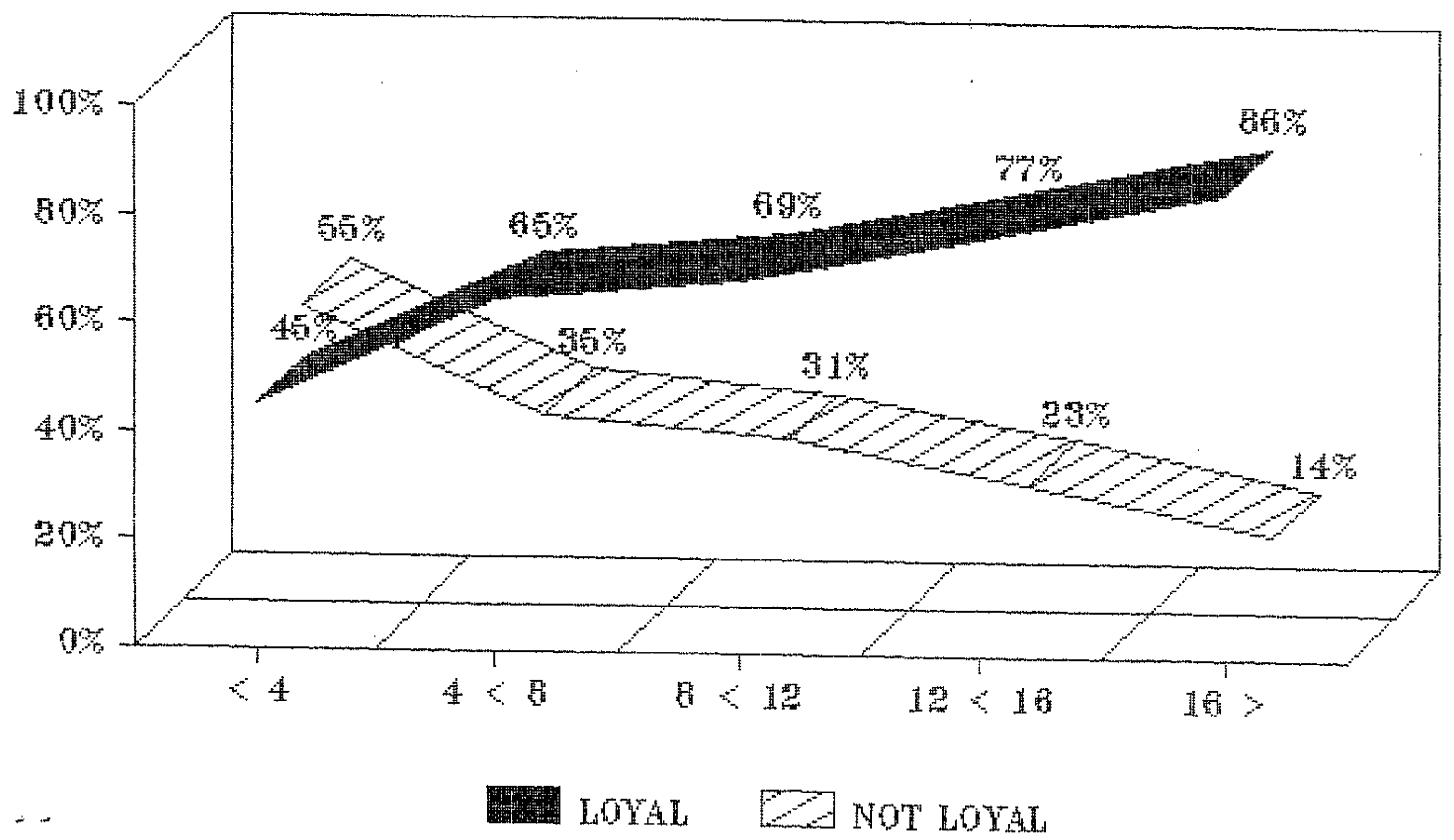


CHART #9

FREQUENCY OF EATING VS. PRICE PERCEPTION BY CONSUMERS

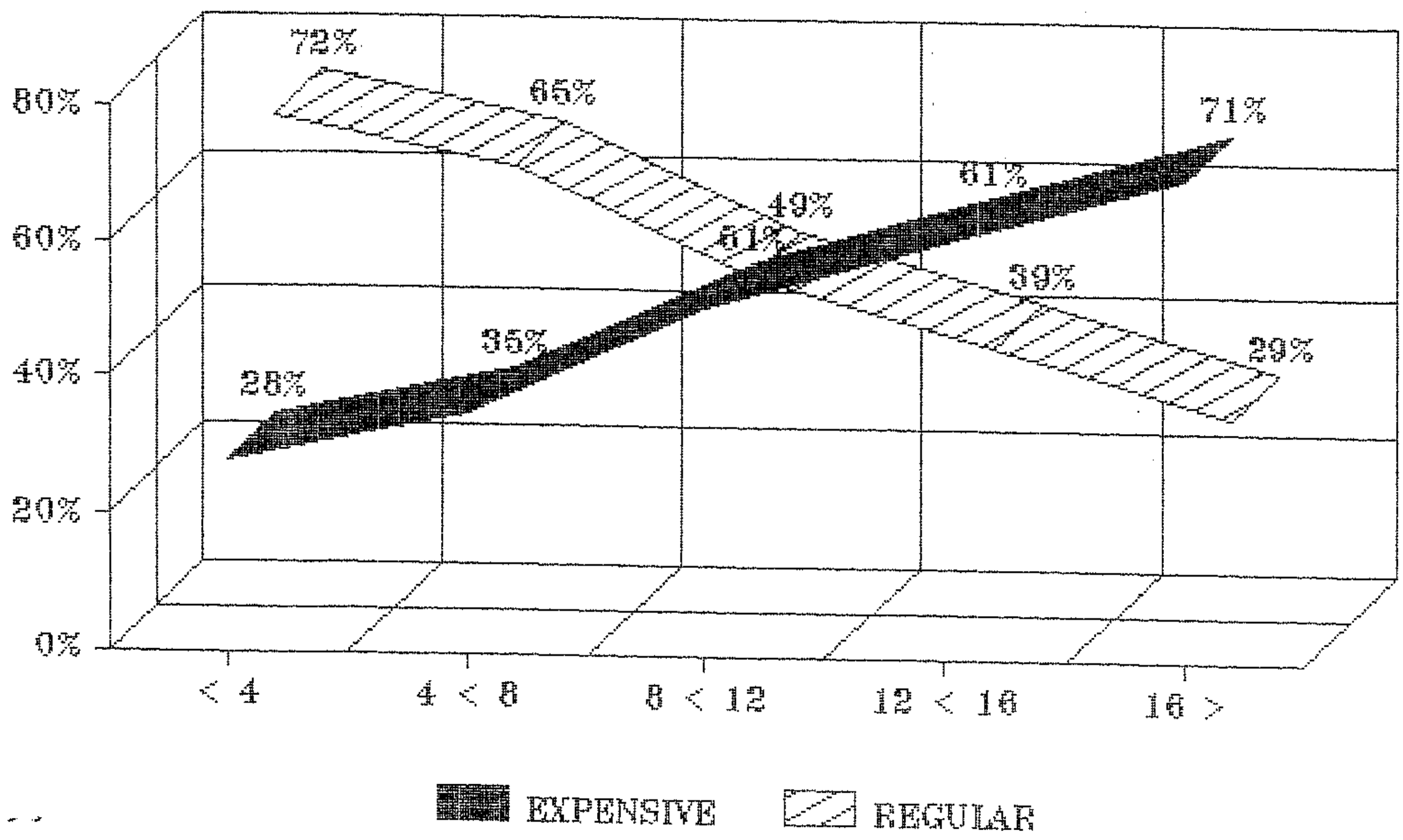


CHART #10

FREQUENCY OF EATING
VS. LOWER-PRICES/OTHER SUGGESTIONS

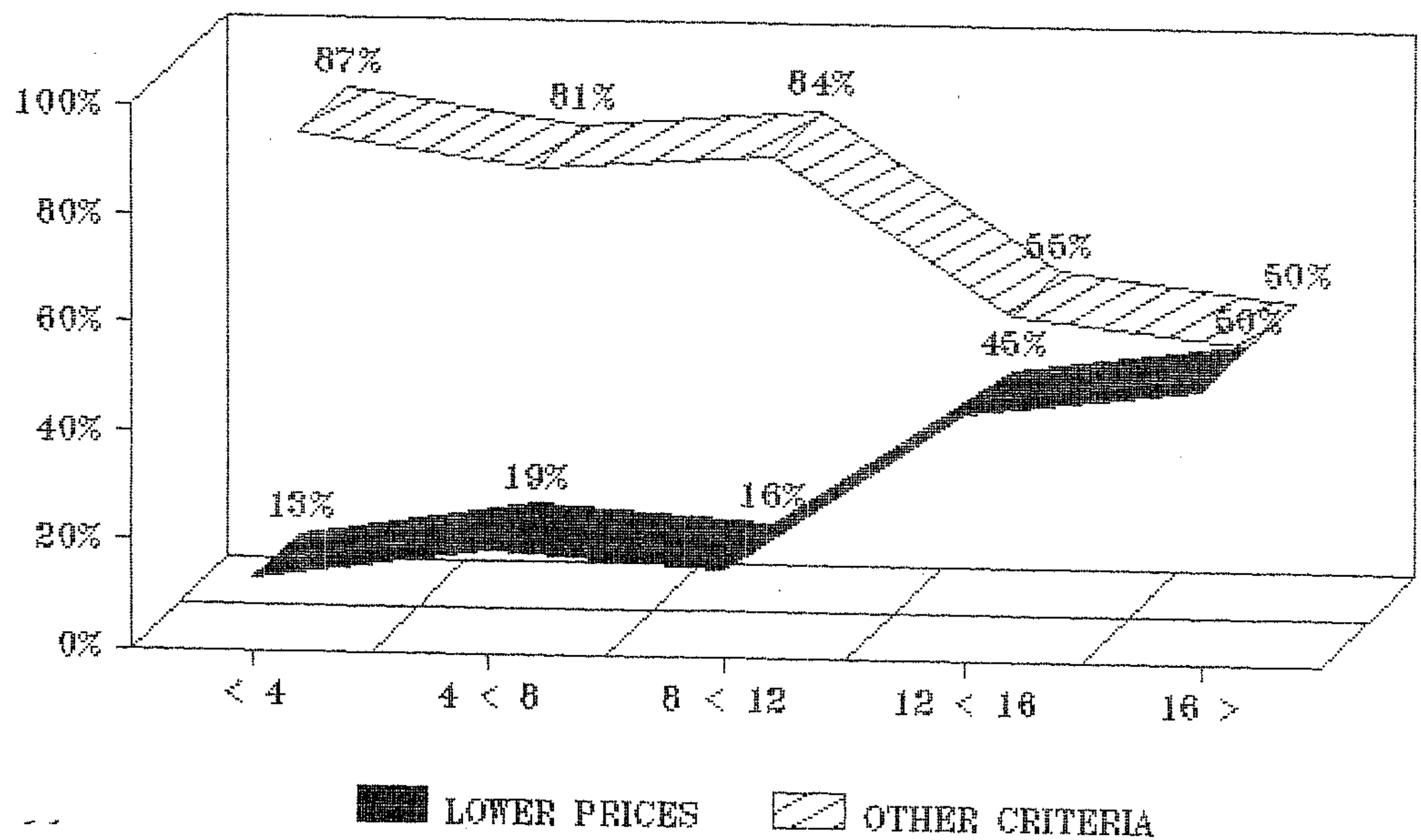
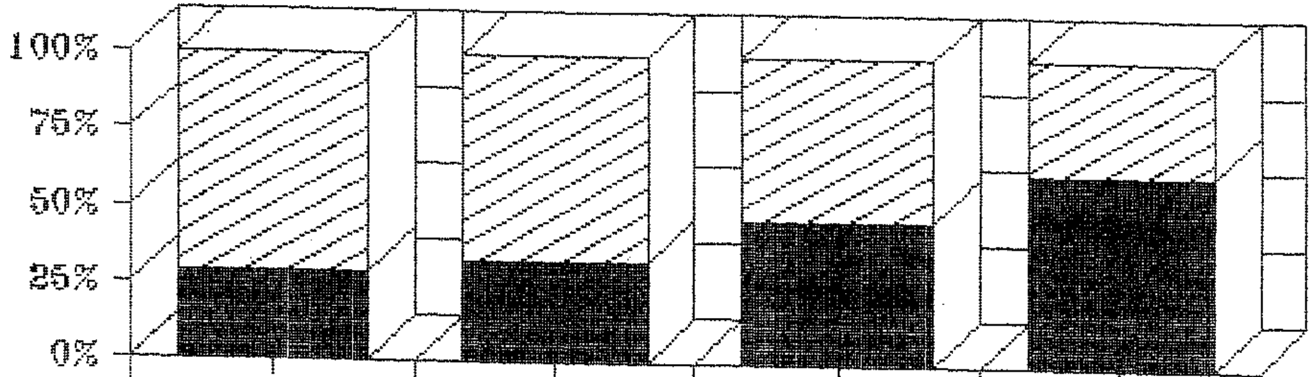


CHART #11

LOCATION OF OUTLETS
VS. CONSUMERS' PLACE OF RESIDENCE



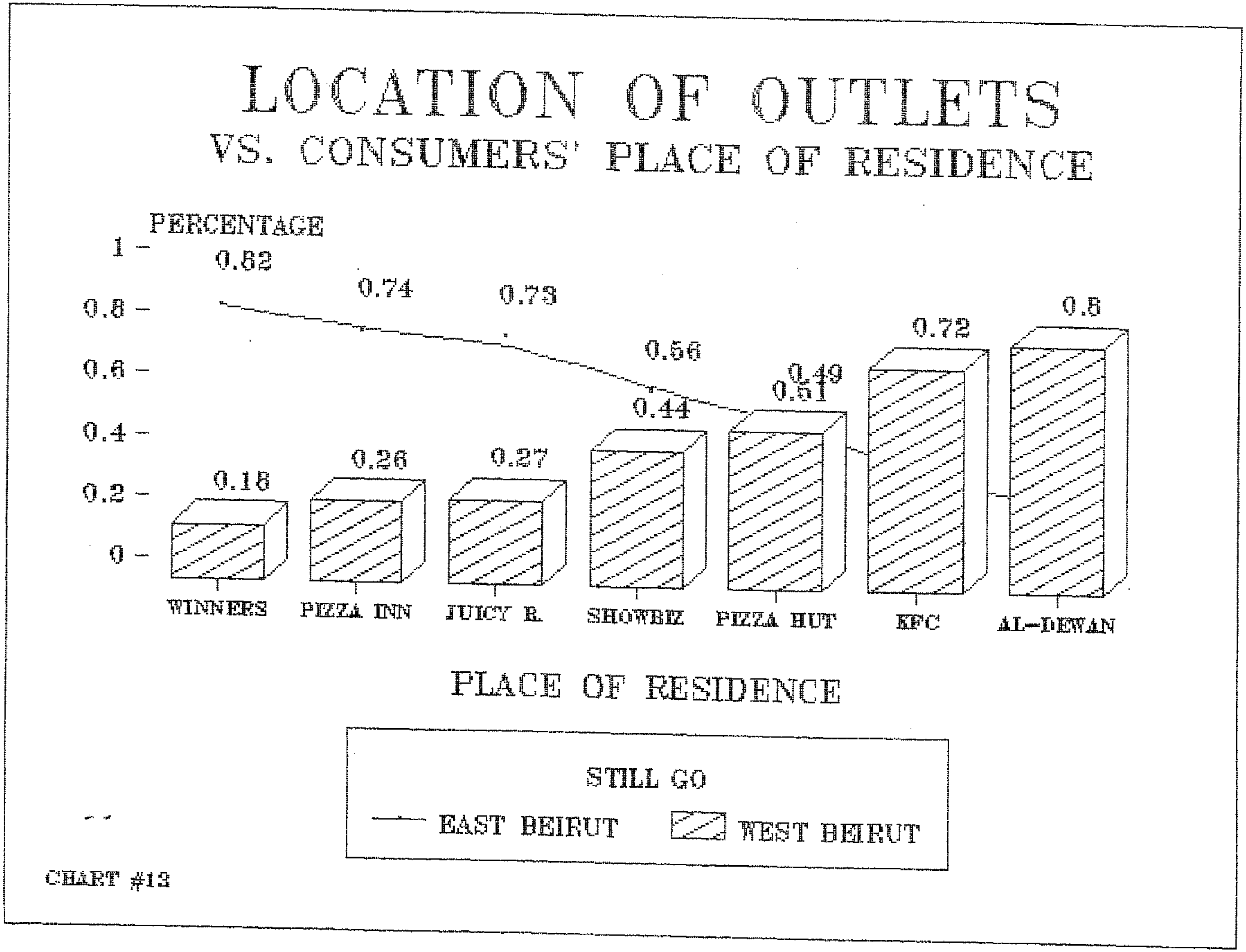
	AL-DEWAN	KFC	PIZZA HUT	PIZZA INN
WEST BEIRUT	0.71	0.67	0.53	0.37
EAST BEIRUT	0.29	0.33	0.47	0.63

PLACE OF RESIDENCE

HAVE BEEN

EAST BEIRUT   WEST BEIRUT

CHART #12


LOCATION OF OUTLETS
VS. CONSUMERS' PLACE OF RESIDENCE
PERCENTAGE
1
0.8
0.6
0.4
0.2
0
0.82
0.74
0.73
0.56
0.49
0.51
0.44
0.18
0.26
0.27
0.72
0.8
WINNERS
PIZZA INN
JUICY R.
SHOWBIZ
PIZZA HUT
KFC
AL-DEWAN
PLACE OF RESIDENCE
STILL GO
EAST BEIRUT
WEST BEIRUT
CHART #13

LOCATION OF OUTLETS
VS. CONSUMERS' PLACE OF RESIDENCE

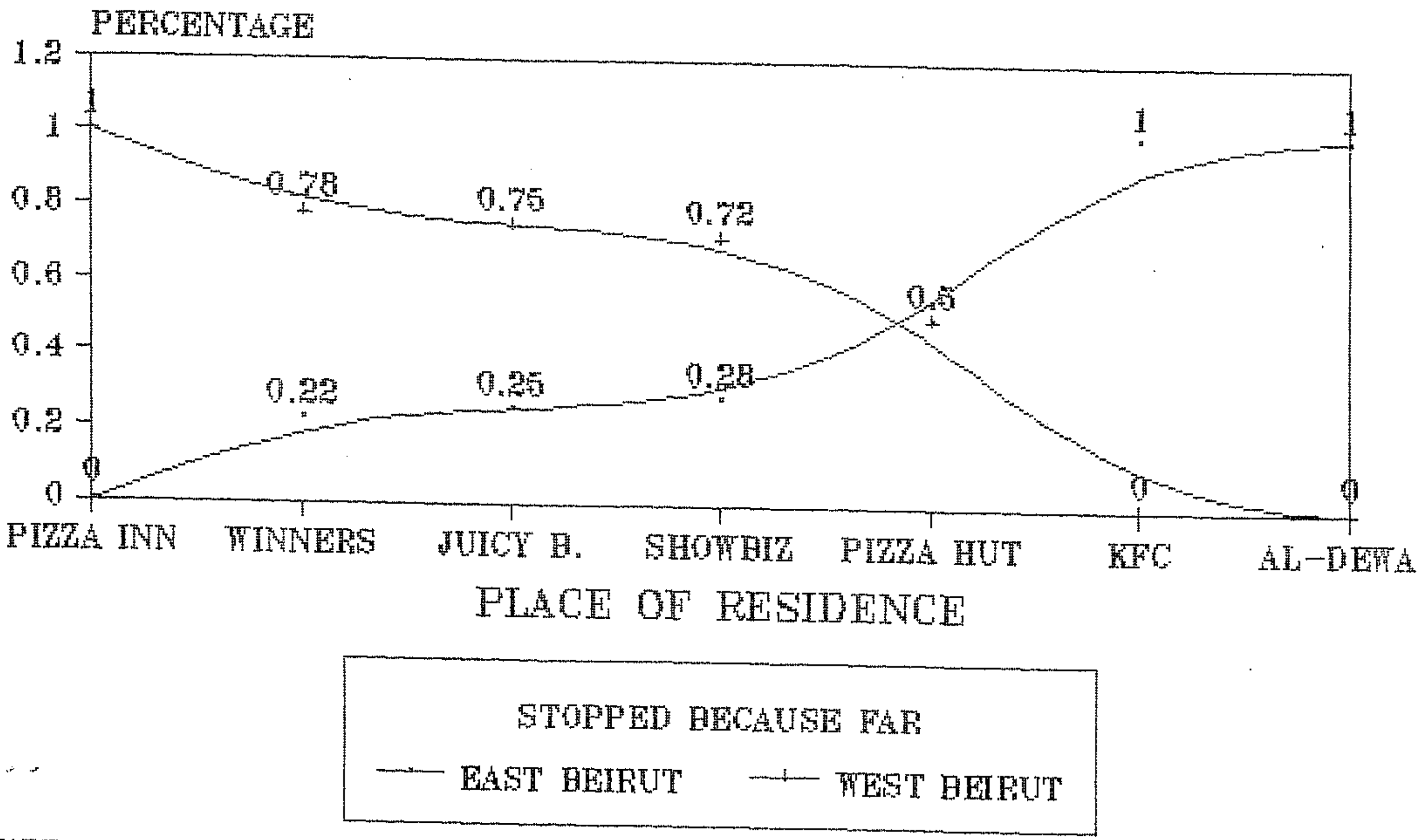


CHART #14

PRICE VS. QUALITY
TO CONSUMERS

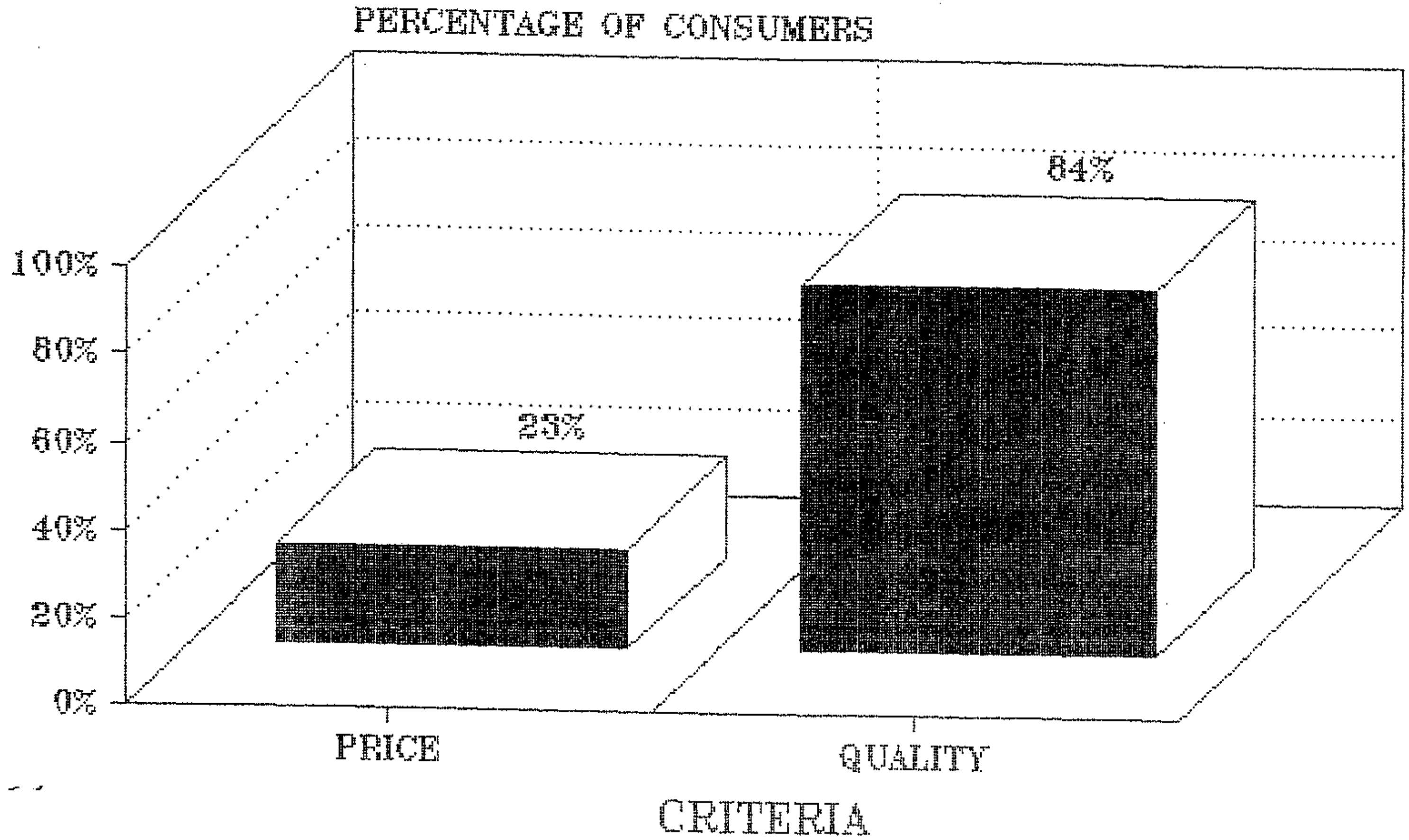


CHART #15

REASONS FOR LOYALTY
OF CONSUMERS

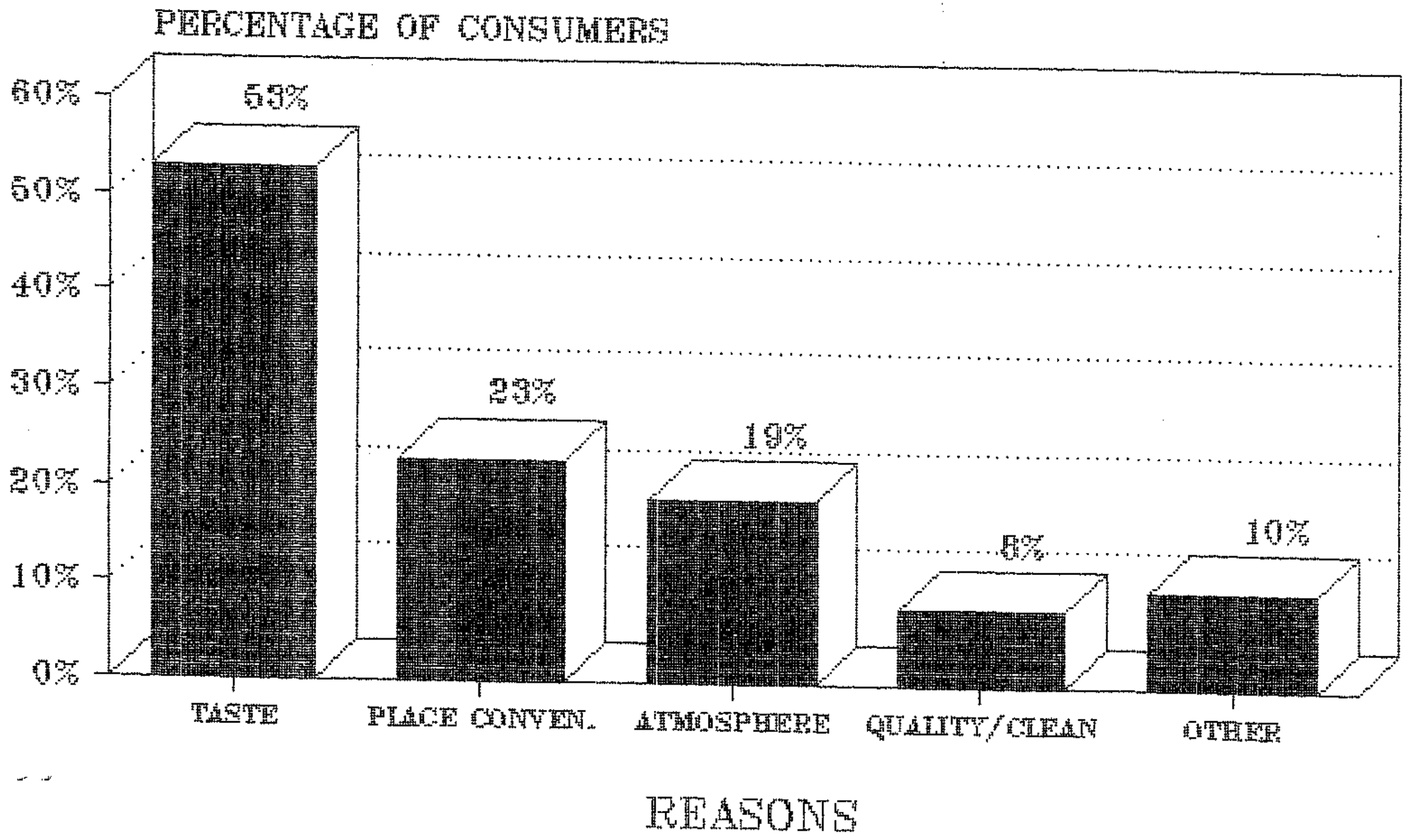


CHART #16

ACTION VS. INTENTION
OF CONSUMERS
VIS-A-VIS OUTLETS

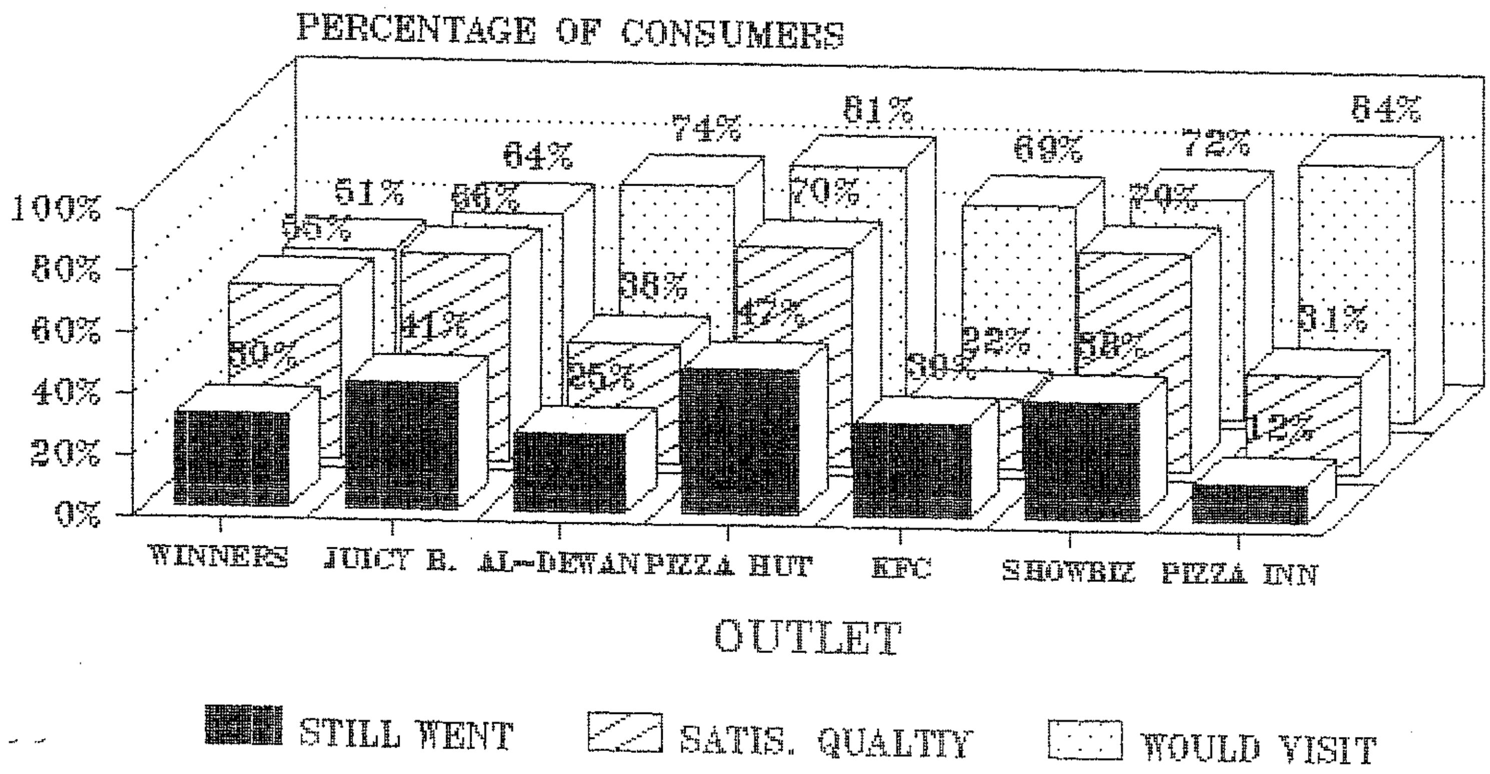


CHART #17

PROMOTIONS BY OUTLETS

RECALLED VS. RESPONDED TO BY CONSUMERS

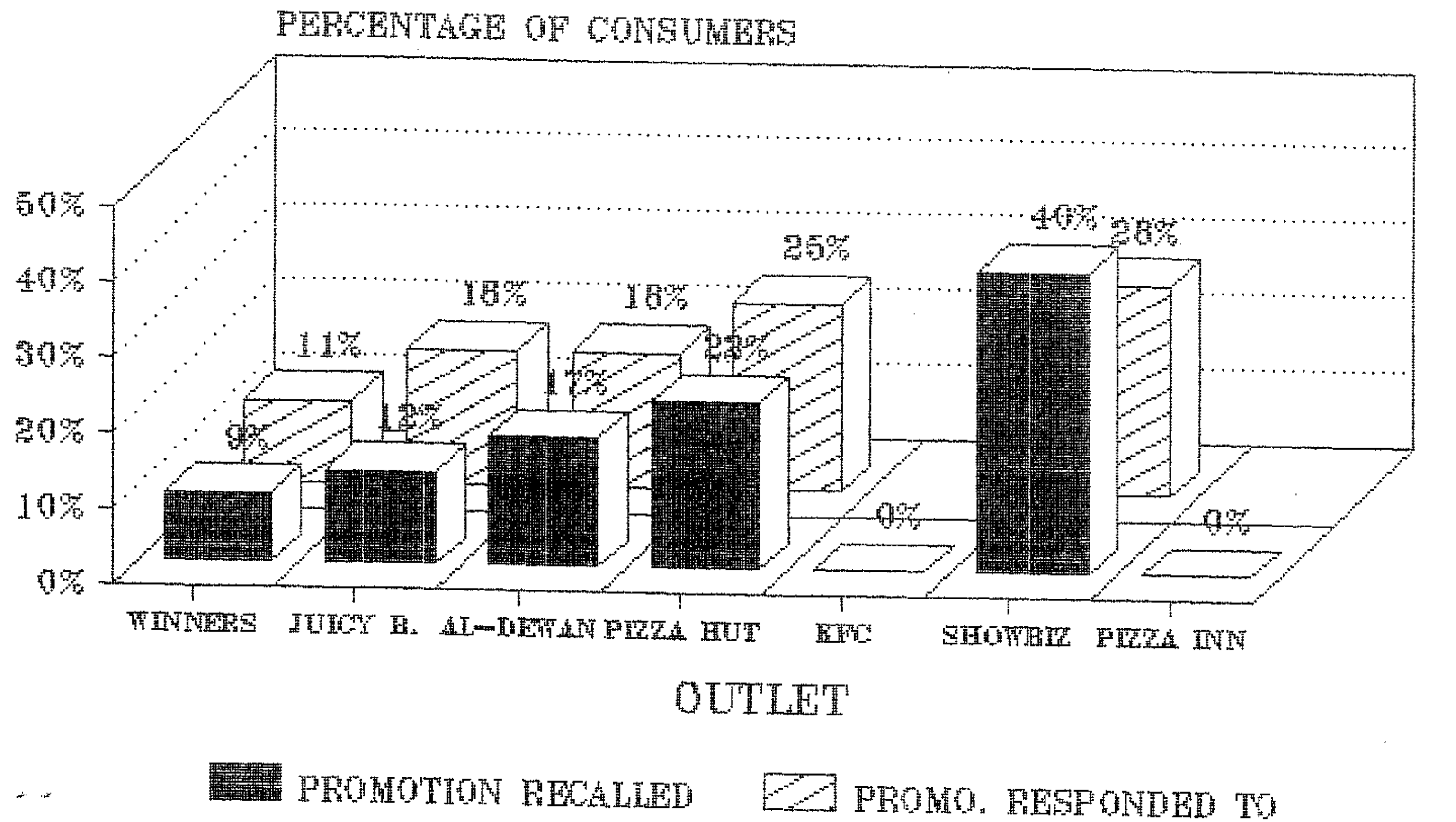


CHART #18

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