

The Buying Behavior and Marketing Practices of Fast Food Market in Metro Manila, Philippines

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摘要

本文將對菲律賓消費者的購買行為和八家速食業所採用的行銷四 P 策略做一辨證和比較。速食業是餐飲業的一支，在大馬尼拉地區已有一萬五千家速食餐廳營運，而其最用的工促銷工具為櫥窗展示、免費外送、收音機及電視和傳單廣告。菲律賓速食業的成功在於標準化的流程、限樣的菜單、和強調價值、速度、服務速度及經銷權。同時速食在大多數城市的發展非常的成功也改變了大多數人的生活習慣，但速食公司往郊區發展的意願卻不高，所以菲律賓的速食市場仍有很大的發展空間。

關鍵字：購買行為、認知、四 P

Abstract

The study is concerned in identifying and comparing the different buying behaviors of Filipino consumers and the marketing practices adopted by the eight selected fast food companies in relation with the four P's of marketing. The fast food industry is a sub-sector of the larger restaurant industry. There are 15,000 fast food restaurants operating in Metro Manila. The most common tools adopted by the fast food companies in Philippines are window displays, free delivery, radio and TV advertising, billboard advertising. The success of fast food industry in the Philippines can be attributed to the factors of standardized procedures, limited menu, pacing emphasis on value, speed and efficient service and franchising. And also the fast food has changed the urban lifestyle because it developed well the most in cities but fast food companies are reluctant to develop market in suburbs. That is, the fast food market in Philippine has still room for expansion to who want to invest.

Keywords: buying behavior, perception, four P's

Filipinos' penchant for fast foods has grown on the upward trend. Trend is manifested by the proliferation of fast food outlets especially in Metro Manila, and now opening outlets in different locations within Metro Manila and other major cities in the Philippines. The growth of fast food chains in the Philippines can be attributed to the increasing growth of population in the country and the changing characteristics of Filipino consumers. The growth of the fast food market can also be attributed to the increasing affluence of the people, their changing life styles, such as preferences for leisure, convenience, and eating out, the changing role of women and the urbanization of families.

The industry is based on two basic needs of individuals and will continue to grow

in terms of total outlets and number of product concepts. Changing food habits among consumers, stimulated by the massive media advertising, and the growing number of working classes, which include women, both single and married, young and old, have created more demand for food services away from home at affordable prices. Thus, fast food chains have expanded to cater to the needs of these working classes and their families.

According to the Fast Food Restaurants Survey, there are about 15,000 fast food restaurants operating in Metro Manila¹. However, in the Consumer Pulse Survey in Metro Manila, it was pointed out that most of the fast food chains have acquired gains in terms of patronage level². This increase can be attributed to the expansion undertaken by most fast food restaurants in terms of branch network. Thus, this indicates that the market has still room for expansion. It is imperative therefore, for the management to determine what effective management practices can be applied for the promotion program of the firms. Many in the business, however, are not aware of the extent to which advertising or other promotional strategies can help to achieve the goals of the program. The strategic decision involved here is how to fit the product, pricing, place, and the promotion strategies into a marketing program³.

The fast food industry is actually a sub-sector of the larger restaurant industry. Here we will review the market trends and the marketing practices of eight selected fast food chains in the Philippines, particularly operating in Metro Manila.

This study is concerned in identifying and comparing the different buying behaviors of Filipino consumers and the marketing practices adopted by the eight selected fast food companies in relation with the four P's of marketing which are the product, price, place and promotion. The eight fast food companies included in the study are: The Tropical Hut Hamburger, Shakey's, Pizza Hut Incorporated, Jollibee Foods Corporation, McDonalds, Wendy's Restaurant, Kentucky Fried Chicken, and Cindy's Hamburger.

Theoretical Framework

This study is anchored on the theories of Hawkins and his associates, that a sound understanding of consumer behavior should provide effective marketing decisions concerning a proposed marketing activity, and provide a usable guide to marketing practice⁴. They also pointed out that consumer lifestyle is the manifestation of one's self-image or self-concept, that is the sum of the past decisions and future plans of individuals. Both individuals and families exhibit a distinct lifestyle⁵.

Maintaining or changing an individual or family lifestyle often requires the consumption of products. It is our contention that thinking about products in terms of their relationship to consumer lifestyle is a very useful approach for managers. Therefore, managers need to understand consumer lifestyle and the different factors that influence them.

Many marketing managers are accustomed to examining the demographic characteristics of their customers. But this information, by itself, is often insufficient. Studying lifestyles can help marketing managers learn what customers are like as flesh

and blood people and why they are buying⁶.

When choosing a restaurant, a husband and wife may want to impress other people who may accompany them. If the other people are relatives from out of town, or special friends, only atmosphere/specialty restaurants will be considered. But if the couple's children are being taken out for meal, then restaurants that specialize in family dining are more likely to be selected⁷.

Figure 1 shows how use situation affect restaurant choices. Use situation is the characteristics of the immediate time and place in which a consumer uses a product or service. Including all the factors that influence its purchase and use other than those inherent in the marketing of the product or service⁸.

Figure 1 Use Situations Affecting Restaurant Choices

Use Situation	Restaurant Types Preferred	Use Situation	Restaurant Types Preferred
"I am taking my wife for our 25th wedding anniversary, and our closest friend will be there."	Atmosphere/specialty restaurants	"My husband's birthday is next week. He likes to try different types of food, I will surprise him by taking him out to eat somewhere they don't serve American food."	Ethnic food restaurants
"We are taking out our kids to eat. I hope they don't act up."	Family-style restaurants	"I have 45 minutes to eat lunch in between appointments with customers. I can't be late."	Fast food restaurants

Because use situation differ, consumers buy different product types within the same class of products. In fact, marketing managers can sometimes segment markets according to the anticipated use situation. Different kinds of restaurants appeal to people in different situations. Similarly, a drink like Gator-Aid, whose promotion emphasizes its thirst quenching qualities, appeals to consumers who are in an active, athletic situation such as coming off the tennis courts, whereas 7 UP can appeal to consumers who want a mixer when at a social gathering where alcoholic beverages are served.

Kolter stated that a complete, effective, and efficient mix of marketing activities is essential in order to sell a product successfully. These activities include the choice of the products and services to offer, price determination, the promotion tools to use and the relationship with the customers.

He further stated that marketing concept holds the key to achieving goals consist in determining the needs and wants of the target market and delivering the desired satisfaction more effectively and efficiently than the competitors do. The marketing system can be made a great system by considering the differences in people's satisfaction as buyer⁹.

Figure 2 illustrates how the selected eight fast food companies may elect to focus on one or more of their marketing practices in building a stronger overall attitude or behavior of their customers toward the product, price, place, and promotional strategies that they will adopt.

The researcher theorizes that competitively matching a company's products to target requirements is the heart of marketing strategy. That the matching process is dynamic because market conditions constantly change.

The study discusses important strategy issues concerning the four P's of marketing mix that may be utilized by the fast food companies to develop brand loyalty and obtain large market shares.

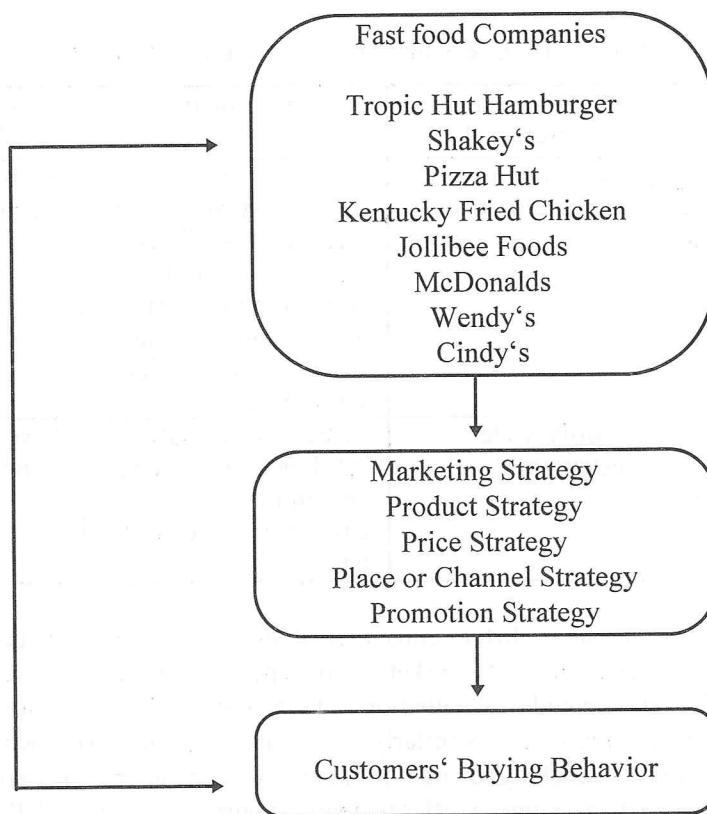


Figure 2 The customer's Buying Behavior Influencing the Practices of Fast Food Companies Relating to the Four P's of Marketing

Review of Related Literature and Studies

From the viewpoint of marketing organization, a marketing strategy is a plan designed to influence exchanges in order to achieve organizational objective. Typically, a marketing strategy is intended to increase the probability or frequency of consumer

behaviors, such as frequenting particular stores or purchasing particular products. This is accomplished by developing and presenting marketing mixes directed at selected targets market. A marketing mix consists of product, promotion, distribution, and pricing elements¹⁰.

Figure 3 shows that understanding consumers is a critical element in developing marketing strategies. There are very few if any strategy decisions that do not involve a consideration of consumer behavior. For example, analysis of the competition requires an understanding of what consumers think and feel about competitive brands, which consumers buy this brand, and why, and in what situations consumers purchase and use competitive products. In sum, the more you learn about consumers, the better your chances for developing successful marketing strategies¹¹.

Figure 3 Examples of Consumer Issues Involved in Developing Marketing Strategy

Strategy Element	Consumer Issues
Segmentation	Which consumers are the prime prospects for our products?
Product	What products do consumers use now? What benefits do consumers want from this product?
Promotion	What promotion appeal would influence consumers to purchase and use our product? What advertising claims would be most effective for our product?
Pricing	How important is price to consumers in various target markets? What effects will a price change have on purchase behavior?
Distribution	Where do consumers buy this product? Would different distribution system change consumers' purchasing behavior?

According to Solomon, product strategies are designed to influence consumers in both the short and the long run. In a short run, new-product strategies are designed to influence consumers to try the product; in the long run, product strategies are design to develop loyalty and obtain large market shares¹².

He further stated that a critical aspect of designing a product strategies involves analyzing consumer/product relationships. This means that consumers product-related affect and cognition's, behaviors, and environments should be carefully considered in introducing new products and should be monitored throughout a product's life cycle.

Tellis and Fornell pointed out that a variety of product characteristics partially account for the success or failure of products and brands. Though not strictly a product characteristics, the quality of marketing strategy employed also has an important bearing on whether or not a product is successful and profitable¹³.

They also argued that at the brand level the image or symbolism a brand carries is often the only relative advantage a firm has to offer. This frequently happens because in many product classes the brands offered are relatively homogenous in their functional utility to the consumer.

In many cases, a favorable image is created through the elements of marketing mix. Promotion is commonly used to create a favorable image for the brand by pairing it with positively evaluated stimuli, such as attractive models. In addition, promotion informs consumers as to what attributes they should be looking for in the product class and emphasizes the superiority of the brand in terms of those attributes. It is well known that few consumers can tell the difference in the taste of various brands of beer and that in fact, many consumers do not initially like the taste of beer. Thus, many commercials try to teach consumers that a particular brand tastes great, or at least as good as more expensive beers.

They also pointed out that price can also create brand images as well as provide a functional relative advantage. In terms of brand images, high prices can connote high quality for some products; and it is often stated that consumers perceive a relationship between price and quality. Price can also be used to position a brand as a good value for the money¹⁴.

Finally, they also stated that a variety of distribution can be used to gain a relative advantage.

According to Ferrel, marketers do not promote simply to inform, educate, and entertain. They communicate to facilitate exchanges. One long purpose of promotion is to influence and encourage buyers to accept or adopt goods, services, or ideas. The ultimate effectiveness of promotion is determined by the degree to which it affects products adoption among potential buyers or increase the frequency of current buyers and purchasers¹⁵.

The most recent study on the marketing practices in the food industry was conducted by Hussain. In his investigation, he revealed that the success of McDonalds and Jollibee Food Chains was bought about by the promotional tools utilized by the two companies¹⁶.

His findings revealed that the most common tools adopted by the two companies were window displays, free delivery, radio and TV advertising billboard advertising, and premium sales promotions. He also revealed that advertising receives heavy emphasis if the market of the product is widespread as.

According to the report of World's Executive Digest (1992), Del Monte Philippines, Inc., is selected as one of the six outstanding marketing organizations in Asia. For more than 60 years, it relied on the bounty of the land, harvesting the product, canning it and putting one the labels. Its products leaned on the strength of the Del Monte Trade Mark¹⁷.

But in the new competitive environment, Del Monte unleashed a comprehensive marketing program, which included:

1. New product development: Instead of transplanting foreign products in the local market, Del Monte talked to housewives and developed new ones tailored to their needs, products which could not be found anywhere else in Del Monte's world map.
2. A "non-commercial approach" to advertising: Instead of pushing the concept of products as hero, it presented the product as an ordinary part of the target users' daily lives. The campaign increased sales by more than 45 percent, and the company won

several awards.

3. "Kitchenomics" a highly successful promotion campaign. Through Kitchenomics, Del Monte gave the consumer budget recipes.

This gave birth to a Kitchenomics Club, which now has 120,000 members, and a direct mail campaign which now reaches 300,000 consumers. The results of all these efforts was almost anticlimactic. In five years, sales grew three-fold surpassing the mark.

Assumptions

The study is base on the following assumptions:

1. That fast food chains generally make use of the four P's of marketing mix strategies relating the four P's of marketing.
2. That the success or failure of fast food chains relies mainly on the needs and desires of the consumers and their buying behavior.

Hypothesis

The following hypotheses were tested for the purpose of this study:

1. There are no significant differences in the perceptions of two groups of respondents on the practices of the selected fast food companies relating to:
 - 1.1 product strategy,
 - 1.2 price strategy,
 - 1.3 place or channel strategy, and
 - 1.4 promotion strategy.
2. Ni significant differences exist in the perceptions of customers and the sales personnel of the fast food restaurants on the services offered by the companies.
3. There is no significant relationship between the customer's profile and the importance they give to the following attributes of fast food restaurants:
 - a. quality of food
 - b. type of service
 - c. polite staff
 - d. cleanliness
 - e. consistency
 - f. menu
 - g. environment
 - h. location
 - i. price

Scope and Delimitation of the Study

This study looked into and determined the present marketing practices of eight selected fast food chains operating in Metro manila. These companies were: The

Tropical Hut Hamburger, Shakey's Pizza Hut, Inc., Jollibee Foods Corporation, McDonalds, Wendy's Restaurant, Kentucky Fried Chicken, and Cindy's.

This study covers SY 1993-1994 and whatever changes will be adopted in the promotional tools and marketing practices made by the respondent companies, are not covered in the framework of this study.

Specifically, the study attempted to analyze the marketing practices used by these eight fast food chains with regards to the products and services offered, price determination, place or location for distribution, and sales promotion.

Since the study appraised the buying behavior of the respondent Filipino consumers in Metro Manila the findings may not be generalized to Filipino consumers belonging to a different locale, income and social status.

The respondents of the study were purposively selected which are composed of 200 customers of the eight food stores and 80 sales personnel belonging to the marketing department of these eight selected fast food chains located in Metro Manila.

Research Methodology

This study mainly utilized the descriptive survey method, where a survey of respondents' opinions was conducted at selected fast food chain which is logical in this study based on the explanation by Sanchez, (1980:84).

Descriptive-survey-status research is directed toward ascertaining the prevailing conditions (the facts that prevail in a group of cases chosen for the study). And this method is essentially a technique of quantitative description of the general characteristics of the group. Thus, the approach to problem-solving seeks to answer questions as to the real facts relating to the existing conditions.

The respondents of this study were classified into two groups, they were selected customers and sales personnel of eight fast food chains, which are the Tropical Hut Hamburger, Shakey's Pizza Hut, Incorporated, Jollibee Food Corporation, McDonalds, Wendy's, Kentucky Fried Chicken, and Cindy's.

Table 1 Distribution of the Respondents

Company	Customer		Personnel		Total	
	No.	%	No.	%	No.	%
1. Tropical Hut Hamburger	26	13	10	12.5	36	12.8
2. Shakey's	24	12	10	12.5	34	12.2
3. Pizza Hut Incorporated	26	13	10	12.5	36	12.8
4. Jollibee Foods Corp.	24	12	10	12.5	34	12.2
3. McDonalds	24	12	10	12.5	34	12.2
6. Wendy's	24	12	10	12.5	34	12.2
7. Kentucky Fried Chicken	26	13	10	12.5	36	12.8
8. Cindy's	26	13	10	12.5	36	12.8
Total	100	100%	100	100%	100	100%

Table 2 Profile of the Respondents

Profile	Customers %	Personnel %
Age		
25 and below	52.0	26.3
26-35 years	40.0	48.8
36 and above	8.0	25.0
Sex		
Male	36.0	70.0
Female	64.0	30.0
Civil Status		
Single	76.0	32.0
Married	24.0	68.0
Educational Attainment		
High school graduate	36.0	23.8
College undergraduate	12.0	-
College graduate	48.0	70.0
Master's degree holder	4.0	6.3
Occupation		
Student	40.0	-
Employee	35.0	-
Housekeeper	15.0	-
Others	10.0	-
Length of Service		
1-2 years	-	48.7
3-4 years	-	42.5
5-6 years	-	8.7

In getting data for analysis, the researcher made use of several instruments described below.

Questionnaire. The researcher made use of two sets of questionnaire, one for the selected customers and the other one for the personnel of the selected fast food chains. The questions are of the closed-type that is, answers are provided for each question and the respondents chose from the possible answers as best they could. While options were provided, the respondents were free to make further explanation to clarify their answers.

The questionnaire were pretested in the nearest outlets of the fast food chains to find out the adequacy of the questions in obtaining the answers to the problems.

After the pretesting, reproduction of the questionnaire was done, followed by the distribution and afterwards a man-to-man follow-up to retrieve the questionnaire was done.

Interview. Unstructured interview questions were used during the interview with the personnel of the fast food chains to further verify concepts and ideas on the

marketing practices and marketing strategies of the company This was repeated during the retrieval with some of those questionnaire with misleading answers.

Observation. The researcher asked the management to allow a time for observation on how the customers select their orders and how the personnel approach the prospective buyers.

Documents. Written articles about the market trends of the fast food chains and the history of their operations channel of distribution were requested from the marketing department of the company.

Statistical Treatment

Percentage distribution: Data were presented in percentage distribution to show the identity of the respondent customers in terms of sex, age, civil status, nationality, educational attainment, and occupation while the respondent companies were identified in terms of capitalization, type of ownership, nationality, number of personnel, and number of years in operations.

Weight Mean: The appraisal as specified in the questionnaire was computed by getting the weighted mean. The computed weighted means were interpreted based on the scale concept of boundary of numerical. The arbitrary scale is shown below:

Mean Value	Weight	Verbal Interpretation
4.51 - 5.00	5	Strongly Agree
3.51 - 4.50	4	Agree
2.51 - 3.50	3	Not Sure
1.51 - 2.50	2	Disagree
1.00 - 1.50	1	Strong Disagree

t-Test: To determine the difference in the perceptions of the two groups of respondents on the marketing practices of the selected fast food chains in relation to the four factors of marketing such as the product, price, place and promotion. The values of the computed t-test were compared with the critical tabular values. If the computed values were higher than the critical tabular values, the null hypothesis was rejected implying that the perceptions among the respondent were significant. But if the computed values were lower than the critical tabular values, the null hypothesis was accepted, implying that the differences in perceptions among respondents were insignificant.

The formula was:

$$t = \frac{X_1 - X_2}{\sqrt{\frac{(N_1 - 1)(S_1)^2 + (N_2 - 1)(S_2)^2}{N_1 + N_2 - 2}}} \sqrt{\frac{1}{N_1} + \frac{1}{N_2}}$$

Where:

X1= mean of the first sample
 X2= mean of the second sample
 N1= number of items of the first sample
 N2= number of items of the second sample
 S1= standard deviation of the first sample
 S2= standard deviation of the second sample

Chi-Square. The gathered data were computed using this formula:

$$X^2 = \sum_{i=1}^k \frac{(fo_i - fe_i)^2}{fe_i}$$

Where: fo_i =the obtained frequency, fe_i =the expected frequency in any cell.
 Analysis and synthesis of the data and information reveal the following findings:

Buying Behavior

On the buying behavior of the customers in terms of:

1. Purchase rate : The customers tend to make purchases in the fast food restaurants only occasionally on holidays and other special occasions, but they do make purchases frequently on weekdays and weekends.
2. Meals purchased : Forty two percent of the respondent customs frequently take their lunch or dinner in fast food restaurants, 67 percent also take their snacks in these restaurants, and 46 percent frequent these restaurants at no particular time of the day.
3. Place of eating : 54 percent of the customers occasionally eat in the restaurant itself while 52 percent take the food home to their families and sixty-six percent do both, that is, they eat in the restaurant and also take home some foods for the family.
4. Companions : Forty-seven percent of the customer respondents indicated that they very frequently visited the fast food restaurants with their friends. They visited theses restaurants with their families or relatives or alone less frequently.
5. Roles in the buying process : Generally, it is the head of the family who suggest or thinks of buying products in the fast food restaurants, but at times it is the spouse or the children who do the suggestions.
6. Choice of fast food restaurants : There were six reasons why the customers go to fast food restaurants foremost of which is "air-conditioned comfort at the restaurant", "the hygienic preparation of food", "speed service," and the last is the "playing facilities for children."
7. Reasons for buying fast foods : Seventy-two percent of the respondents indicated that they visit fast food restaurants when they go outing with the family and friends. Second among their reasons is that they want a change from home prepared food. Third is that fast food provides nutritional value, followed by their desire to give their children a treat, celebration of occasions, and last is the changing role of women.
8. Importance attached to some attributes of fast food : Customers put the highest degree of importance to "cleanliness", followed by the "price", "polite staff", the

"environment" of the restaurants, "location", "quality of food", and "consistency". They do not give so much importance to the menu however.

Marketing Practice

On practices of fast food companies relating to the four P's of marketing

1. Product

- (1) Customers agree that the company sells products which are of high quality; that the products are always available in sufficient supply or in large stocks; that the company provides well-designed packages and creates convenience for the consumers and promotional value for the company.
- (2) Sales personnel agree strongly that the products are always available in sufficient supply or in large stocks; that the company's products are manufactured under license of local and foreign companies; that the company sells products which are of high quality; and that the products have special features that attract customers and provided good nutritional value.

2. Price

- (1) Customers agree that prices are uniform in all distribution outlets; that prices are easily affected by the competitor's prices; that prices are reasonable and fair; that prices are fixed in all products; and that prices are based on the prevailing market rates.
- (2) Sales personnel strongly agree that the price varies according to the target market; that the prices are based on the prevailing market rates; that price changes are done in anticipation of rising cost of inflation; that prices are uniform in all distribution outlets; and that the company offers price cuts in a drive to dominate the market through lower costs.

3. Place

- (1) The items on place to which the customers expressed the greatest agreement are the company has an effective channel of distribution necessary for successful marketing strategies; that the company's location is near the target market; and the company plans and designs the areas of operation.
- (2) What the sales personnel on the other hand agree most to is that it is near the target market; the company has different channels of distribution as its marketing network; and the company has an effective channel of distribution necessary for successful marketing strategies.

4. Promotion

- (1) With respect to promotion customer respondents agree most to that the most suitable media for advertising services are television and radio; and that the advertising programs of the company are effective in making customers aware of the products.
- (2) Sales personnel in their part agree most to that the company uses strong and effective promotional strategies; and that television is the most suitable media for advertising services; that radio and newspapers are also suitable media for advertising services.

Perceptions

1. Significance of difference in the respondents perceptions on the marketing practices of the companies.

Practices on:	Customer	— X Sales Personnel	Difference	t-Value	Critical Value at 0.5	Level of Significance
Product	3.705	4.646	0.941	12.110	2.101	.05
Price	3.179	4.067	0.888	10.189	2.048	.05
Place	3.887	4.614	0.727	8.206	2.164	.05
Promotion	3.949	4.305	0.356	1.917	2.042	.NS

On product, significant differences exist in the perception of customers and sales personnel with respect to product. On price, the perceptions of the two groups of respondents on the practices of the fast food companies are significantly different relating to the price. On place, significant differences are registered in the customer and sales personnel relating to place, with the sales personnel indicating higher perceptions than the customers. On promotion, the customers are very much aware of their practices relating to promotion but are not so well acquainted with the other practices of the companies.

2. Perceptions of respondents on the overall services of the companies.

Services	Customer		Sales Personnel		t-Value
	—	SD	—	SD	
	X		X		
Reliable service	3.57	0.57	4.71	0.48	14.43
Prompt Quotation	3.44	0.61	4.68	0.44	15.47
After sales service	3.29	0.80	4.71	0.48	13.96
Free delivery	3.67	0.61	4.63	0.46	12.42
Overall Mean	3.49		4.68		
Cr.=2.58	Level of Significance=.01				

Majority of the respondent customers agree that the fast food companies offer a reliable delivery service, on the other hand, the sales personnel agree most that the company offers reliable service. Both of them agreed that the company provides a prompt quotation.

Customers gave the lowest mean score on "after sales service", which implies that they do not need this service anymore when eating the food. The sales personnel feel that they still need to provide services after sales to the customers. And the customers agreed that the company offers a free delivery service which account for its good sales performance.

3. Relationship between the customer's personnel profile and the importance customers give to some attributes of fast foods.

The importance given by customers to quality of food is not affected by age, sex, civil status, educational attainment, and occupation. Educational attainment and occupation significantly affect the importance customers attach to type of service, the importance customers attach to polite staff and cleanliness is influenced by age, educational attainment and occupation.

The importance attached by customers to environment and location of the restaurant is affected significantly by civil status, educational attainment and occupation. The importance attached by customers to price is influenced by sex and educational attainment but is not influenced by age, civil status.

Conclusions

In the light of the findings of this study, the following conclusions are made:

1. Demographic alone, useful as they are, simply are not enough to define consumer buying patterns in sufficient detail to compete in today's marketplace. The executives of the selected chain stores have defined their markets by demographics and usage habits, but to make the best decisions, they really need more information about how their potential customers think and feel about their products and services.
2. Customers and sales personnel have a positive outlook on the practices of fast food companies in Metro Manila. They believe that the fast food companies in Metro Manila. They believe that the fast food industry's rational is focus on consumers benefits by providing high quality food products, convenient location, convenient facilities, affordable prices, and efficient services to its customers.
3. Sales personnel generally exhibited higher perceptions than the respondent customers with regard to the marketing practices of the fast food companies with respect to product, price and place. While in promotion, both groups have similar perceptions that advertising and personal selling are the most effective marketing tools utilized by the fast food companies in Metro Manila.
4. Customers and sales personnel both agreed that the success of the fast food industry can also be attributed to number of other factors. These are the standardized procedures, limited menu, pacing emphasis on value, speed and efficient service which served as a catalysts in promoting the fast food concept. They further agreed that the company's selling philosophy is service with a smile, good sales performance, friendly and courteous employees, and speed of service to meet the consumers needs.
5. The success of fast food industry in the Philippines can be significantly attributed to franchising. Similarly, franchising's popularity can be attributed to fast food. Fast food have used franchising as a integral part of their growth strategy.
6. Management of selected fast food companies also believe that there has been rapid growth in specialized food service equipment which bring about more efficient food production methods. For instance, broiled hamburger can be made possible by a custom-designed conveyor belt which cooks each and every pre-portioned patty

identically. Deep fryers now have filters which significantly extend the life of a grease. These are only some of the equipment that provide the types of food that the public is now requesting, foods that contain healthier and increased fibers.

Recommendations

On the basis of the findings, the following recommendations are made:

1. Managers of fast food companies must learn that needs stem from particular use situations. Given their various lifestyles, consumers are in many different use situations. Consequently, finding out which use situations will lead to needs or wants for a particular product may seem overwhelming. However, classifications of use situations can help the managers sort out the types in which their products' or services' benefits are most likely to be wanted by their customers.
2. marketing management of fast food companies must adopt new attitudes, what may be called "a general management orientation," as well as make use of the sophisticated measurements, analytical techniques, and strategic planning approaches that are available to help cope with the new pressures and complexities.

Management must check the effectiveness of their marketing practices from time to time and motivate their customers and sales personnel in the best way to adopt their practices.

3. Marketing managers of fast food companies should develop specific strategies to enhance the probability that consumers will be exposed to their information and products. There are three ways to do this: facilitate intentional exposure, maximize accidental exposure, and maintain exposure. They should try to place their information in environmental settings where the chances of accidental exposure to the appropriate target groups of consumers are maximized. They must carefully select a mix of media such as magazines, billboards, and TV programming that will maximize chances that their target customers will be exposed to their company's ads.
4. More conducive and convenient facilities for consumers must be provided. Services must be improved on the needs and wants of the consumers in order to increase their sales.

Parking lots and other facilities like tune-in music and air-conditioning units will surely increase visibility of consumer awareness.

5. For the firm's advantage, pricing strategies must be set. Quantity and cash discounts must be offered to its customers to increase its sales. The general price level for food products must be decided upon, with consideration given to the desired image of the firm.
6. In the fast food industry, new technology must be transferred to the field very quickly. With the keen competition in this line of business, changes must be made as soon as possible to take advantage of consumer needs before the competitors may respond. Management must adopt a constant change of technology in food preparation, services to its customers, modern equipment for food technology, and a well rounded distribution systems.

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