

**An Empirical Investigation of Three-city  
Chinese Fast-Food Brand Selection**

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Master of Science in Administration Program

(Marketing Option)

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# Abstract

## An Empirical Investigation of Three-city Chinese Fast-food Brand Selection

Tao Chen

The empirical study examines the Brisoux-Laroche Brand Categorization Model in the context of the brand choice in China fast-food market in Changsha, Chengdu, and Wuhan three cities and explore the nature of the *consideration*, *hold*, *reject* and *foggy sets*, in relation to making the brand selection process. It also provides some insights with respect to Chinese consumers' fast-food choice patterns, perceptions of their favourite restaurants, and the potential segments in the fast-food market.

The results generally support the Brisoux-Laroche Brand Categorization Model by confirming the existence of four sets of brands, namely the *consideration*, *reject*, *foggy*, and *hold sets*, and the hypothesized profiles of the four sets in terms of four parameters (attitude toward brands, intention to purchase, amount of information used to evaluate brands, and the confidence of judging) on both aggregate and city level.

In addition, by using factor analysis and cluster analysis, attributes influencing consumers' brand selection are discussed, four latent factors are identified, and five potential segments of fast-food consumers are suggested. Competition positions of main fast-food brands in each city are also illustrated in this report.

The findings suggest that western-style fast-food establishments and domestic traditional Chinese fast-food chains are greatly differentiated from each other. To successfully compete, marketing managers in this sector need to understand and target different segments of customers and use appropriate strategies.

Finally, suggestion for future research and the limitation of the present study are provided.

## Acknowledgements

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# **I. Introduction**

## **I.1 Fast Food Context in China**

Eating out has become a big business in China. According to a Global Consultant's Report on China Fast-food Industry (2004), the nation-wide fast food sale had soared from nearly 40 billion RMB (CDN\$ 6.2 billion, 1 CDN\$ = 6.5 RMB) in 1996, to 75 billion RMB (CDN\$ 11.5 billion) in 1999, and to 180 billion RMB (CDN\$27.7 billion) in 2003. Such a huge market size and rapid economic growth make Chinese fast food market a target for multinational expansion.

Fast food is not indigenous to Chinese. In Mao's dynasty from 1950s to 1970s, a restaurant was perceived as the symbol of capitalism. Therefore, the number of restaurants was restricted, and only few state-owned restaurants were designed for mass consumption. Meanwhile, eating out was unaffordable to most of ordinary people because of their low disposable monthly incomes and high prices charged by the restaurants. After the reform of Chinese economic system and the opening of China's gate to foreign countries in 1980s, various domestic restaurants including fast-food establishments providing traditional Chinese foods emerged. In almost the same period, western-style fast foods, along with western capital, music, movies and novels, flooded China market. Basically, the development of Chinese fast food industry is a history of the competition between western-style and traditional fast food restaurants. The development

of Chinese fast food industry can be regarded as the history of the competition between the western-style and traditional fast food restaurants.

The early “invasion” of western-style fast-food chains boosted the development of the Chinese fast-food industry in late 1980s and early 1990s. Kentucky Fried Chicken (October 6, 1987), also known as KFC, opened its first outlet, which seats more than 500 customers and was the largest KFC restaurant in the world at the time. On the day of the grand opening, hundreds of customers stood in line outside the restaurant, waiting to taste the world-famous American food. A few years later, the first McDonald’s having 700 seats and 29 cash registers served more than 40,000 customers on its grand opening day (April 23, 1992).

After the initial success of KFC and McDonald’s, so-called “war of fried chickens” was declared. “Following the model of KFC, nearly hundreds of local fast food shops featuring more than a dozen kinds of fried chicken appeared in the end of 1990s. All of the local fried chicken variations were simple imitations of the KFC food. However, the copying strategy did not work well. KFC and McDonald’s won out in that first wave of competition: only a small proportion of the local fried chicken shops managed to survive, while KFC and McDonald became more and more popular.” (Yan, 2000, p201-225)

In the recent years, realizing that simply imitating Western fast food was a dead end, the existing and newly emerging local fast food industry turned to exploring resources within Chinese cuisine. For example, the domestic fast food restaurants, such as Ma Lan Hand-pulled Noodle, Gui Lin Ren, and De Yuan Steamed Bun, tried to transform some

traditional Chinese foods such as rice, Bao Zi (steamed bun with stuffing), noodle, Chao Shou (similar to ravioli), soybean milk, and dumpling, into fast foods.

Therefore, it is of interest to researchers to identify Chinese consumers attitudes toward western-style and transformed traditional Chinese fast food restaurants, and how these attitudes influence their selections amongst different brands. One of the research focuses of this study was placed on the Chinese consumers' perception of these two distinct groups of fast food restaurants.

Most of previous research with respect to Chinese fast food industry mainly focused on Beijing market (Yan, 2000; Laroche et al, 2005) or other first-tier cities such as Shanghai or Guangzhou. No one has previously tested the model in a Chinese multi-city or secondary city context. Considering China is such a huge country, there must be considerable differences among different tiers of areas, especially those secondary cities with lower populations (e.g., with population from two to five million) and levels of economic development (e.g., lower GDPs and disposable incomes) in comparison with metropolises, and among different parts of China.

Thus, considering a multi-city study enables us to examine Brisoux-Laroche Model at aggregate and city levels, the research was designed to extend previous research with respect to the brand categorization paradigm of Brisoux and Laroche (1980) in the context of China fast-food industry at different secondary cities in terms of city effects.

## I.2 Theoretical Frameworks on Brand Categorization

As a result of globalization and fierce market competition, consumers are loaded with much more information and have more alternatives than in the past. For example, when you stand before the shelf of oral care product, you can find different brands (e.g., Crest, Colgate, Aquafresh, Oral B, G.U.M., Arm & Hammer, Rembrandt, etc.) with a great number of varieties such as anti-cavity, whitening, herbal, total effects, anti-tartar, gum protection, stain removal, anti-sensitivity, and so forth.

Due to cognitive capacity and information-processing limitation, consumers are unlikely to consider all brands and varieties equally. Evidence for the limitations exists in the research of Miller (1956), Wallace (1961), and Bettman (1979). Therefore, for marketing practitioners, one of the most importance tasks is to understand how consumers process the massive amount of information and make the brand choices among many similar brands, in such kinds of commercial and social environments. Many studies have provided some understanding on consumers' brand selection process. For example, Howard proposed the concept of *evoked set* to answer the question "How sets of alternatives appear to be defined." (Howard, 1963: 83).

By incorporating some essential elements of Howard's classification as well as Narayana and Markin's (1975) conceptualization, Brisoux and Laroche in 1980 formally conceptualized the Brisoux-Laroche Brand Categorization Model with respect to consumer's brand recognition, categorization, and selection processes. According to the

model, when faced with a large number of brands and a great amount of information, consumers will simply classify all aware brands available in the market into two sets, namely the *foggy* and *processed sets*. Because of the limited information processing capacities, they will only evaluate brands in terms of the relevant or most salient evaluative criteria of the product class without specific brand comprehension aside. The *processed set* can be further split into three categories: the *consideration*, *reject*, and *hold sets*. Consumers have varied attitudes toward brands, intentions to buy, quantity of information, and confidence in judging across the three subsets, and only the brands in the *consideration set* will be finally selected in their purchases.

Although Brisoux-Laroche's (1980) brand categorization paradigm has been tested and supported across a variety of product class (see Laroche et al. 1983, 1984, 1999, 2005; Rosenblatt, 1985), little attention has been received in overseas market. Seeing the trend of globalization of world's economy, it may be necessary to examine the validity of the Brisoux-Laroche brand categorization model in other countries and cultures across a variety of industries.

Because of its huge population and rapid economic growth in the last decades, China has received considerable research attention. Most of studies with respect to Chinese fast food industry mainly focused on Beijing market (Yan, 2000; Laroche al., 2005) or other first-tier cities such as Shanghai or Guangzhou. In fact, however, the fast food market in these main cities now is close to the point of saturation. For example, according to one survey conducted in Beijing in 2002, KFC and McDonald's, as well as few main brands

such as Gou Bu Li, Yong He Soybean Milk, Ma Lan Hand-pulled Noodle achieved almost 100% brand awareness among fast food consumers. In addition, little prime real estate would be left for new outlets. As a solution to the looming saturation of the markets in main cities, fast food chains need to exploit the new opportunities in other cities, especially in those secondary cities, within which most are regional centres or provincial capitals. Although those secondary cities with relatively smaller populations and lower levels of economic development in comparison with metropolises like Beijing, Shanghai, and Guangzhou, the market potential in these secondary cities cannot be underestimated because the investment required to open a new outlet is relatively lower, the costs of labour is comparatively lower, and the competition is less intensive than those aspects in the main cities.

China is such a large country that there must be many differences among different ties of cities, even from city to city. Therefore, marketing practitioners cannot simply copy their marketing strategies that were successfully applied in main cities to secondary cities. Since no one has previously tested this western model in a Chinese multi-city context, it is necessary to find out that whether the model can be used to explore Chinese consumers' brand selection processes and their perceptions with respect to various fast food brands in varied second-tie cities.

Considering that the effectiveness of Brisoux-Laroche model in dozens of Chinese secondary cities is still unknown and that samples collected in only one city are unlikely to represent the total population in dozens of secondary cities in China, we extended



previous research with respect to the brand categorization paradigm of Brisoux and Laroche (1980) in the context of China fast-food industry at different secondary cities.

### **I.3 Objectives**

The objectives of this research are as follows:

- (1) To test the effectiveness of Brisoux and Laroche's (1980) brand categorization paradigm in the interest of China fast food industry at both aggregate level and city level;
- (2) To further explore the nature of the *consideration, hold, reject and foggy sets*, in relation to how consumers living in secondary cities of China making the brand selection process of Chinese fast food.

In addition above two theoretical objectives, there were also three managerial objectives:

- (3) To investigate Chinese consumers' fast-food choice patterns, such as the most salient attributes in the selection of fast food restaurants and consumers' preference toward different brands;
- (4) To identify consumers' perceptions of their favourite fast-food restaurants, and further explore the relationship between the brand perceptions and the brand selection process;

- (5) To explore the potential segments in the fast food market mentioned previously.

Both theoretical and managerial implications will come back in conclusion and discussion sections.

## **II. Literature Review and Hypotheses**

### **II.1 Theoretical Development**

Because of human's cognitive capacity and information-processing limitation, consumers cannot process all brands and varieties equally when making brand selection. Therefore, it is crucial to understand how consumers process the massive amount of information and make the brand choices among brands. Howard's (1963), Narayana and Markin's (1975), and Brisoux and Laroche's (1980) research contributed to better understanding on consumers' brand selection process.

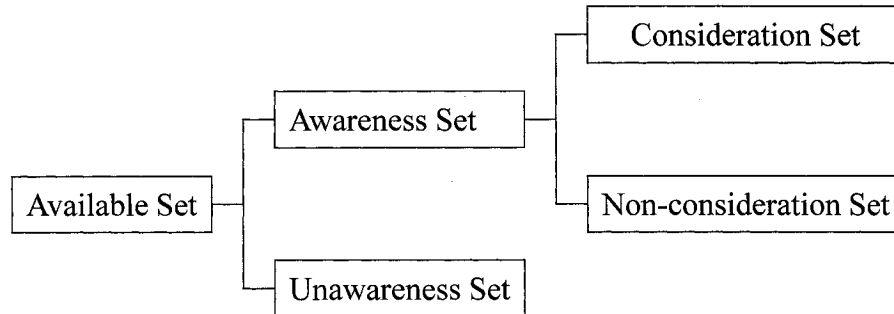
#### **II.1.1 Howard's Development of the Evoked Set**

Purchasing behaviour has been a research interest in marketing management. In order to predict buyer behaviour more correctly, it is necessary to recognize and to understand a sequence of events in the process of decision-making.

In 1950's, given the fact that consumers were faced with increasing numbers of alternatives and a great amount of information, researchers began to realize that the information overload and the number of alternative brands might be influential to those events in consumers' purchase making process. Some scholars turned to focus on the effect of brand categorization on buying decision-making. For example, March and Simon (1958) brought out the notion of the *evoked set*, which refers to "part of memory

that is influencing behaviour at a particular time”.

**Figure 2.1: Howard’s Classification**



In 1963, Howard suggested that making choice among alternative brands within a product category involves a psychological process of discrimination-generalization, in which discrimination refers to the specificity of the cue-response and the latter refers to the tendency that consumers buy the closely similar alternative if the first choice is not available. The author was the first who dichotomously divided all brands into two groups: awareness group (a list of brands that come to a buyer’s mind) and unawareness group (including brands which have been forgotten or the buyer never knew). Howard and Sheth (1969) expanded the concept of the *evoked set* further and incorporated the classification into the theory of buyer behaviour. They asserted that consumer would not consider all of the alternatives that are available in the market, but only a small number of brands. The authors borrowed the concept of the *evoked set* to divide all known alternatives objectively available in the market into two brand categories: the ones that become alternatives to a buyer’s choice decision (*consideration set*) and those not

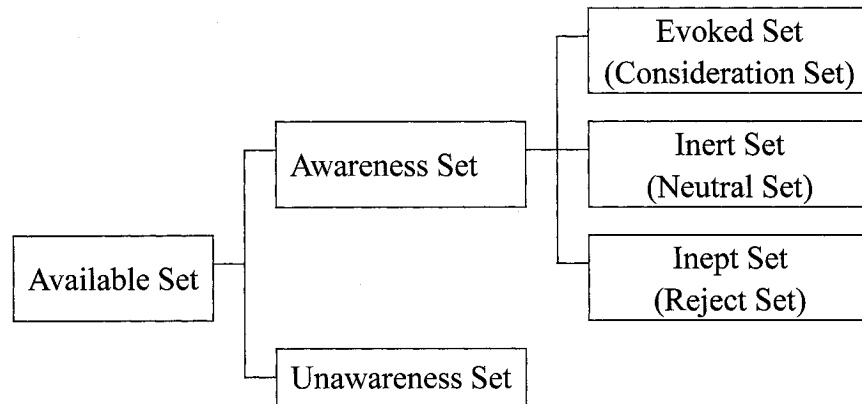
considered (*non-consideration set*) (refer to Figure 2.1). Howard (1977) expanded the term *evoked (consideration) set* to a more precise definition stating “the subset of brands that a consumer considers buying out of the set of brands that he or she is aware of in a given product class.” In order to distinguish the set of brand considered by consumers with March and Simon’s notion of *evoked set*, we use the *consideration set* instead of the *evoked set* in the present study.

Howard’s classification may have oversimplified the brand categorization process. In fact, the process of making purchase decision is more complicated and has more steps than his proposed model. For example, ensuring consumer’s awareness of a brand’s existence does not necessarily result in real purchase. Therefore, Howard’s model was open to further clarification.

### **II.1.2 Narayana and Markin’s the Inert Set and the Inept Set**

Based on Howard’s framework, Narayana and Markin (1975) believed that there are more subsets rather than the *considered* and the *unconsidered set* in the *awareness set*. By expanding Howard’s classification, they substituted the *non-consideration set* in Howard’s classification with two subsets, namely the *inert* and the *inept sets* from the purchase decision-making perspective. The former subset refers to a cluster of brands, for which consumers have neutral evaluation (neither positive nor negative); and the latter includes all brands perceived to be unacceptable (see Figure 2.2).

**Figure 2.2: Narayana and Markin's Paradigm of Categorization**



According to Narayana and Markin's conceptualization, brands in one consumer's *inert set* are excluded in his/her purchase list for one of the two reasons: either the consumer does not have enough information to evaluate them; or the consumer has sufficient information on the perception of the brands, but he/she may think that the brands are not good enough to be taken into his/her buying list (e.g., too expensive, poor quality, etc.). The *inept set* consists of the brands that a consumer has rejected from his purchase consideration.

Furthermore, Narayana and Markin suggested that the categorizing process is dynamic in nature and will change over time because the brand availability and input of information are different at different time periods.

However, the classification may be less helpful to marketing practitioners since it includes two distinct groups of brands in the *inert set*: brands having not been evaluated because of lack of information and brands having been evaluated but perceived not good enough. Obviously, a marketing manager needs to distinguish these two groups of brands

so that he/she can use appropriate strategies to move his/her brand to the *evoked set*. For example, if his/her product has not been evaluated by a large proportion of buyers, he/she may adopt a promotional strategy such as comparative advertising or providing free samples; if the product has been evaluated but perceived not good enough, he/she may need to adjust the price, package or other features.

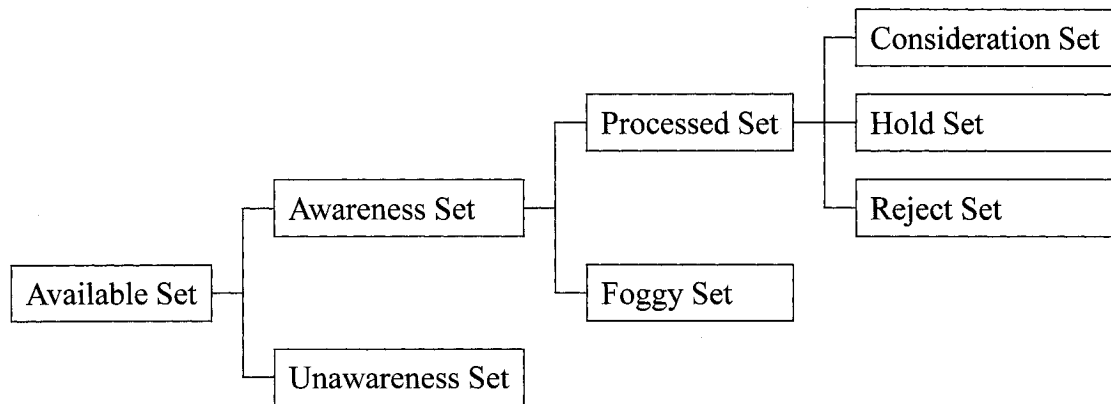
### **II.1.3 Brisoux & Laroche's Model of Brand Categorization**

Brisoux and Laroche (1980) expanded Howard's (1969) and Narayana & Markin's (1975) models. Although all of them are coherent in terms of the classifications of the *awareness set* and the *unawareness set* in a certain product category. Brisoux and Laroche assumed that because of the limited cognitive capacity of individuals and the fact that a great number of brands exist in various product categories, the entire *awareness set* of brands cannot be completely processed before making the buying decision. Therefore, the *awareness set* can be firstly divided into two categories: the *unprocessed set* (namely, the *foggy set*) and the *processed set* of brands. Consumers are able to completely evaluate brands in the *processed set* using relevant decision criteria and able to judge whether the brands meet their needs.

Moreover, Brisoux and Laroche (1980) suggested that the *processed set* can be further split into the *evoked set* (or the *consideration set*), the *reject set* and the *hold set* (see Figure 2.3) in terms of attitudes toward brands, intention to buy, confidence in brand

evaluation, and quantity of information processed.

**Figure 2.3: Brisoux-Laroche's Model of Brand Categorization**



In general, the main contribution of Brisoux and Laroche's conceptualization is that their notion of the *awareness set*, in which the brands that are completely processed belong to the *processed set*, while the others comprise the *foggy set*. The framework also covers different steps in the consumer's whole decision-making process, from information processing, to brand evaluating, to making purchase choice. According to the model, the consumer faced with overload information makes multiple brand choices and will firstly split the aware brands into four sets, namely the *consideration*, *reject*, *foggy* and *hold sets*, based on the information on hand and previous experience. Then, he/she makes purchase decisions among the brands in their *consideration set*.

Because of the advantages of Brisoux and Laroche's framework, we incorporated it into our present study to examine Chinese fast-food brand selection behaviours.



## **II.2 Hypotheses**

It is obvious that all Chinese do not share the same mental framework, nor do they always agree on what constitutes appropriate or correct behaviour. It may be interested to investigate whether there is difference between cities located in different areas in China in terms of consumer's brand categorization patterns. As mentioned previously, the validity of Brisoux-Laroche Model has so far been examined in few metropolises such as Beijing, no research has been made in secondary cities. Since no research effort has previously been made in a Chinese multi-city context, it is worthwhile to find out that whether the model can be used to explore Chinese consumers' brand selection processes and their perceptions with respect in different second-tier cities. Therefore, the present study tried to examine the Brisoux-Laroche's brand categorization model on both aggregate and city levels.

### **II.2.1 Hypotheses on Aggregate Level**

Based on Brisoux-Laroche's brand categorization paradigm, the hypothesized profiles of all four sets of brands on aggregate level are explained below.

The *consideration set*, which is analogous to the Howard and Narayana & Markin's models, consists of brands consumers would consider in a purchase decision. The consumers have sufficient information to process, have completely evaluated all the

brands in this set, and treat these brands as their primary choice if they intent to buy something in that product category. Therefore, it was hypothesized that attitudes, intentions, confidence and information would all be the highest for brands in this set in comparison to the three others (it was formulated as H1a).

The *reject set*, which is parallel to the *inept set* in Narayana & Markin paradigm, simply consists of brands that consumers think unacceptable and that possibly be excluded in a purchase decision. Accordingly, we assumed that consumer's attitude toward the brands in this group is negative and expected that the average attitude and intention for this set could be the lowest among four sets. Confidence and information were expected to be lower for brands in this set when compared to brands in the *consideration* and *hold sets*, but higher than those in the *foggy set* (H1b).

For the brands in the *foggy set*, considering brands in this set are aware but with no specific brand comprehension. Brisoux and Laroche (1980) gave the following explanation why a brand may be included in the *foggy set*: the consumer may have "... not seen any advertisement about them or does not remember seeing any, or if he/she does, it was not informative enough to allow him/her to judge the brand; he/she has not tried some of these brands, or if he/she had the personal experience it was inconclusive; he/she does not remember whether anybody has mentioned it, consumed it or ordered it." Since these brands have no significance for the consumer and have not been judged on most salient attributes of the product category, the attitude scores will be lower than those in the *hold* and *consideration sets*, but higher than those in the *reject set*. For the same

reason, confidence and amount of information were expected to be at the lowest level. Intentions to purchase were anticipated to be very low relative to the *consideration* and *hold sets*, but possibly higher than for the brands in the *reject set* (H1c).

The last set, the *hold set*, consists of brands that consumers may have positive, negative or neutral opinions about after their evaluations, but are not considered as acceptable purchase alternatives. This point distinguishes the *hold set* from the *foggy set* because the *foggy set* brands are aware, but they have not been evaluated on any attributes. This is in contrast to the *inert set* in Narayana and Markin's paradigm, in which consumers were assumed to have neutral opinions associated with them. Therefore, we expected that mean scores of attitude, intention, information and confidence with respect to the evaluation of these brands could be at least as high, or higher than the scores of the *reject* and *foggy sets*, and lower than that of the *consideration set* (H1d). The first hypothesis was summarized in Table 2.1.

**Table 2.1: Summary of Hypotheses on Aggregate Level**

<b>Indicator</b>	<b>Consideration Set (H1a)</b>	<b>Reject Set (H1b)</b>	<b>Foggy Set (H1c)</b>	<b>Hold Set (H1d)</b>
Information	Highest	Average	Lowest	Average to low
Attitude	Highest	Lowest	Lower than average	Average
Confidence	Highest	Average	Lowest	Average to low
Intention	Highest	Lowest	Low	Average to low

## II.2.2 Hypotheses on City Level

Considering the fact that China has dozens of secondary cities and it is very hard to test the model in all these secondary cities. As a compromise between fieldwork feasibility and sample representativeness, three Chinese secondary cities, namely Changsha (the provincial capital of Hunan Province), Chengdu (the provincial capital of Sichuan Province), and Wuhan (the provincial capital of Hubei Province), were selected in our study because they had been widely used to represent of the main subcultures of inner part of China mainland in previous studies. The profiles of the three cities are shown in Table 2.2 below.

**Table 2.2: Profiles of the Three Cities**

	<b>Changsha</b>	<b>Chengdu</b>	<b>Wuhan</b>
<b>Location</b>	Mid-south China	Southwest China	Middle China
<b>Function</b>	Provincial capital	Provincial capital and regional centre of southwest area	Provincial capital and regional centre of mid-south area
<b>Population (2004)</b>	2.417 million	4.535 million	4.699 million
<b>Annually personal income (2004)</b>	RMB 7,965	RMB 8,087	RMB 7,936
<b>GDP (2004)</b>	RMB 84 billion	RMB 212 billion	RMB 159 billion

These three cities are either provincial capitals or regional centres. The average annual disposable personal incomes (2004) of the cities are equivalent. Nevertheless, the populations and GDP (2004) of Chengdu and Wuhan are significant higher than those of Changsha.

Since Brisoux-Laroche’s model has been tested to be valid in different industries across different countries and areas and all three cities involved in the study are provincial capitals in the inner part of China mainland, we assumed that the same patterns with respect to Brisoux-Laroche model appear the same across these cities.

Relevant hypotheses for each of the three cities, namely H2, H3, and H4, are summarized in Table 2.3 to 2.5. The hypotheses delineate the different levels of cognition, attitude, confidence, and intention in each of the four sets of awareness across three cities in present study.

**Table 2.3: Summary of Hypotheses on City Level -- Changsha**

<b>Indicator</b>	<b>Consideration Set (H2a)</b>	<b>Reject Set (H2b)</b>	<b>Foggy Set (H2c)</b>	<b>Hold Set (H2d)</b>
Information	Highest	Average	Lowest	Average to low
Attitude	Highest	Lowest	Lower than average	Average
Confidence	Highest	Average	Lowest	Average to low
Intention	Highest	Lowest	Low	Average to low

**Table 2.4: Summary of Hypotheses on City Level -- Chengdu**

<b>Indicator</b>	<b>Consideration Set (H3a)</b>	<b>Reject Set (H3b)</b>	<b>Foggy Set (H3c)</b>	<b>Hold Set (H3d)</b>
Information	Highest	Average	Lowest	Average to low
Attitude	Highest	Lowest	Lower than average	Average
Confidence	Highest	Average	Lowest	Average to low
Intention	Highest	Lowest	Low	Average to low

**Table 2.5: Summary of Hypotheses on City Level -- Wuhan**

<b>Indicator</b>	<b>Consideration Set (H4a)</b>	<b>Reject Set (H4b)</b>	<b>Foggy Set (H4c)</b>	<b>Hold Set (H4d)</b>
Information	Highest	Average	Lowest	Average to low
Attitude	Highest	Lowest	Lower than average	Average
Confidence	Highest	Average	Lowest	Average to low
Intention	Highest	Lowest	Low	Average to low

### III. Methodology

#### III.1 Fast-food Brands

Based on the recommendations of local fieldwork agents in three cities, 19 prominent fast-food chains, within which nine were national brands and ten were local brands, were included in the questionnaire.

The outlets of three international fast-food titans, namely KFC McDonald's and Pizza Hut, offer similar food varieties as the outlets in Canada. The main menus and the price ranges of a meal (e.g., lunch or dinner) of other fast-food chains in the cities are summarized in Table 3.1.

**Table 3.1: Foods Offered and Price Ranges of Some Chains**

<b>Brand</b>	<b>Main menu</b>	<b>Price range of a meal (RMB)</b>
<b>Changsha</b>		
Yong He Soybean Milk	Varied rices	10 or higher
Ma Lan Hand-pulled Noodles	Hand-pulled noodles	Around 18
Gui Lin Ren	Varied rices	Around 10
Yang Yu Xing	Noodles	Around 5
Hua Nan	Varied rices	Around 8
De Yuan	Steamed buns	2

**Table 3.1: Foods Offered and Price Ranges of Some Chains (Cont'd)**

<b>Brand</b>	<b>Main menu</b>	<b>Price range of a meal (RMB)</b>
<b><u>Chengdu</u></b>		
Long Yan Steamed Buns	Steamed buns, noodles, fried rice, Chao Shou, dumplings, and other snacks	Around 10
Long Chao Shou	Chao Shou, dumplings, steamed buns, Tang Yuan, noodles, fried rice, and other snacks	15-20
Liu He Soybean Milk	Soybean milk, Chao Shou, dumplings, and fried rice	5 or higher
Zhong Dumplings	Tang Yuan, steamed buns, Chao Shou, dumplings, and fried rice	15-20
Yong He Soybean Milk	Soybean milk, Chao Shou, dumplings, Noodles, and fried rice	5 or higher
Dicos	Hamburgers, fired chicken, fries, and varied rices	Around 20
<b><u>Wuhan</u></b>		
Jin Tong Zi	Beef noodles and chicken wings	Around 10
Long Men Congees	Varied congees and soups	Around 15
Wei Tian Doodles	Varied noodles, dumplings, steamed buns, and pan cakes	Around 15
OK100	Hamburgers, fired chicken, and fries	15 or higher
Yong He King	Soybean milk and varied rices	Around 15
Yong He Soybean Milk	Soybean milk and varied rices	Around 15

Further examination on the table above suggests that these brands are split into two main categories: international brands (e.g., McDonald's, KFC, and other western-style outlets such as Dicos and OK100) and domestic brands selling traditional Chinese foods such as stuffed steamed buns, assorted rices, noodles, Chao Shou, and (e.g., Yong He Soybean Milk, Yong He King, Yang Yu Xing, Jin Tong Zi, etc.).



## III.2 The Questionnaire

Different measurements were designed to test the model and to investigate consumers' attitude toward various fast-food brands.

The questionnaire included the following measurements: (1) the *consideration set* (first choice); (2) the *consideration set* (other choices), (3) the *reject*, (4) the *foggy set*, and (5) the *hold set* (See Appendix III for operational definitions).

In the questionnaire, each aware brand was rated on fifteen measures representing attitude toward brands, purchase intention, confidence of brand evaluation, and quantity of information processed. Furthermore, additional importance ratings of twenty-five attributes were separately measured on a seven-point bi-polar scale. These attributes were chosen based on informal interviews with consumers who had visited fast food restaurants and results of previous fast food studies (e.g., Laroche et al, 1988).

All aware brands were also ranked with respect to their preference over the brands.

## III.3 Pretests

Two rounds of pretests were conducted before the fieldwork started. In the first round, three Concordia students were requested to complete the draft questionnaire. Local fieldwork agents in three cities completed two to three pretests in the second round. Necessary revisions based on the results and feedback of pretests had been made before the fieldwork began.

### **III.4 Samples**

Samples were collected from three Chinese secondary cities: Changsha, Chengdu, and Wuhan, which had been widely used to represent of the main subcultures of inner part of China mainland. A total of 331 samples were split into three cities (110 samples each in Changsha and Chengdu, and 111 in Wuhan).

### **III.5 Data Collection**

Central location interview was employed to collect data. Street intercepts and screenings were made at least two locations in each city. Only those residences that had visited fast-food restaurants within the past two weeks were included in the research. Respondents were requested to answer a series of questions manipulated by trained interviewers, who were hired to pose questions, show respective stimuli, and record respondents' answers by following the standardized interview instruction.

The backgrounds of respondents are basically equivalent in terms of gender, marital status, with/without child or children, family size, and monthly family income across three cities ( $p < .05$ ).

However, with respect to age, respondents in Changsha and Wuhan look younger than their counterparts in Chengdu: Changsha and Wuhan have more respondents with ages under 29 and Chengdu has remarkably more respondents aged over 50 ( $p < .05$ ).

Similarly, respondents in Changsha and Wuhan have higher education levels than their counterparts in Chengdu: Changsha and Wuhan have much more subjects own university or higher degrees and Chengdu has considerably more respondents barely completed middle school or even primary school educations ( $p < .05$ ).

## IV. Data Transformation and Analysis

### IV.1 Data Transformation

Before data analysis and hypothesis testing, several steps of data transformation were made.

- The responses of brand selection were coded as a series of dummy variables (with “1” referring one particular brand was mentioned in a specific set and “0” meaning it was not). These dummy variables were used to breakdown the original data into the four sets.
- In total, fifteen items were included in the study to explore respondents’ usage and attitude toward various brands. The responses of the questions were fitted into five measures, namely information, cognition, intention, confidence and attitude. The compositions of each measure are shown in Table 4.1:

**Table 4.1: Compositions of Five Indicators**

<b>Measure</b>	<b>Item(s)</b>
Information	Information
Attitude	Liking of foods and overall satisfaction
Confidence	Confidence of evaluation and certainty of evaluation
Intention	Strength of consideration and strength of intention

- One sample was eliminated from the importance rating of attributes because of the low creditability (all of its ratings were “7”s at a seven-point scale).
- Brands with awareness lower than 10% in each city were eliminated from the data set of brand ranking for that particular city, which was used to run Non-metric Multidimensional Scaling, to ensure clear presentations of brand positions.

## **IV.2 Reliability Analysis**

In general, the reliabilities of those brands on four measures, such as attitude, confidence, intention, and cognition, are quite satisfactory (it's unnecessary to check the reliability of measure “information” since it has only one item) (Table 4.2). Only Ma Lan (.502) and Liu He (.583) had relatively low *Alpha* values on the measure of “Attitude”. Other *Alphas* range from 0.699 to 0.963.

**Table 4.2: Reliabilities of Measures for Brands (Alpha coefficients)**

Brands	Attitude (Two measures)	Confidence (Two measures)	Intention (Two measures)
KFC (Kentucky Fried Chicken)	0.831	0.795	0.932
Pizza Hut	0.795	0.761	0.924
Ma Lan Hand-pulled Noodles	0.502	0.842	0.850
Yong He Soybean Milk	0.699	0.814	0.828
McDonald's	0.765	0.833	0.922
Dicos	0.796	0.864	0.906
Yong He King	0.710	0.851	0.880
Gui Lin Ren	0.797	0.930	0.879
OK100	0.839	0.882	0.839
Yang Yu Xing	0.829	0.748	0.831
Hua Nan Xiao Chi	0.746	0.726	0.940
De Yuan	0.743	0.858	0.883
Zhong Dumplings	0.735	0.813	0.846
Liu He Soybean Milk	0.583	0.733	0.805
Long Chao Shou	0.742	0.827	0.870
Long Yan Steamed Buns	0.743	0.785	0.932
Jin Tong Zi	0.805	0.781	0.931
Long Men Conjees	0.850	0.954	0.963
Wei Tian Noodles	0.941	0.902	0.887

## **V. Results**

### **V.1 Data Analysis Methods**

ANOVAs were conducted to examine the differences in five measures (e.g., information, cognition, intention, confidence and attitude) across the four sets. Moreover, Scheffe and Paired-tests were employed to check the differences of means and percentages between cities and sub-groups.

### **V.2 Hypotheses Testing**

#### **V.2.1 Testing the Model on Aggregate Level**

The mean set size (the mean of the number of brands in each of the four categories) and four indicators for each of the four sets along with the standard errors in parentheses are summarized in Table 5.1.

Overall, the difference in set size across the four sets is significant ( $F=369.676$ ,  $p<.001$ ), the existence of four awareness sets proposed by Brisoux and Laroche (1980) is confirmed.

**Table 5.1: Mean Set Size and Four Indicators  
across the Four Sets**

<b>Indicator</b>	<b>Average</b>	<b>F value</b>	<b>Sig.</b>	<b>Consideration Set (a)</b>	<b>Reject Set (b)</b>	<b>Foggy Set (c)</b>	<b>Hold Set (d)</b>
<b>Set size</b>	1.869 (.034)	369.676	.000	3.937 bcd (.094)	.921 (.056)	1.28 b (.063)	1.335 b (.071)
<b>Information</b>	4.622 (.053)	164.9.6	.000	5.311 bcd (.055)	3.387 (.113)	3.051 (.088)	4.179 bc (.090)
<b>Attitude</b>	5.025 (.041)	103.963	.000	5.480 bcd (.043)	4.003 (.088)	4.342 b (.068)	4.696 bc (.069)
<b>Confidence</b>	5.554 (.051)	33.725	.000	5.854 bcd (.046)	5.007 (.100)	4.974 (.086)	5.354 bc (.078)
<b>Intention</b>	4.786 (.047)	163.095	.000	5.471 bcd (.047)	3.212 (.103)	3.866 b (.086)	4.226 bc (.085)
<b>H1</b>	--	--	--	<b>Supported</b>	<b>Supported</b>	<b>Supported</b>	<b>Supported</b>

-- a/ b/ c/ d – The value is significantly higher than that in column a/ b/ c/ d ( $p < .05$ ).

-- Numbers in parentheses are standard deviation values.

Over all samples, the mean scores for the *consideration set* are consistently higher than average ( $p < .05$ ) and show smaller dispersions around the means than do the scores for the other sets. Take attitude score for example, the mean value for the *consideration set* is as high as 5.480 (SD=0.043), which is much greater than those of the *reject set* (Mean=4.003, SD=0.069), the *foggy set* (Mean=4.342, SD=0.068), and the *hold set* (Mean=4.696, SD=0.088). By examining the results of ANOVA and Scheffe multiple comparison tests, we found H1a, in which it was hypothesized that attitudes, intentions, confidence and information would all be the highest for brands in this set in comparison to the three others, is strongly supported because respondents consistently hold more positive attitudes and intentions, and had more information and confidence toward brands



in the *considerations set* than brands in other sets ( $p < 0.01$ ).

By contrast, the brands in the *reject set* have the smallest average set size (.921), the lowest attitude, intention and confidence mean scores. The information score is lower than average (Mean=3.387 and SD= 0.113 vs. Mean=4.622 and SD=0.053,  $p < .01$ ) but slightly higher than that of the *foggy set* (Mean=3.051, SD=0.088) ( $p < .07$ ); the confidence score (Mean=5.007, SD=0.100) of the *reject set* is lower than average (Mean=5.554, SD=0.051) ( $p < .05$ ). These two aspects seem contradicted with the hypothesis H1b, in which it was hypothesized that consumer's attitude toward the brands in this group is negative, the attitude and intention for this set could be the lowest among four sets, and confidence and information were expected to be lower for brands in this set when compared to brands in the *consideration* and *hold sets*, but higher than those in the *foggy set*. However, considering all cities included in the study are secondary cities in China, the characteristics and consuming behaviours of the people living in the cities are prone to be more conservative than those of their counterparts living in main cities such as Beijing, Shanghai and Guangzhou. Furthermore, normally, the average monthly disposable incomes of secondary cities are lower than those of major cities. Being conservative in selecting fast-food restaurants and relatively limited purchasing power may lead consumers in secondary cities more likely to reject brands with lower level of information and show lower level of confidence. It helps to explain why there is no significant difference ( $p < .05$ ) between the *reject set* and the *foggy set* on indicator information and confidence. Therefore, H1b is basically supported.

The profile of the *foggy set* is consistent with that in our hypothesis H1c. As expected, respondents have the least information toward the *foggy set* (Mean=3.051, SD=0.088) ( $p<.01$ ). Their attitudes towards brands in the *foggy set* are lower than average ( $p<.05$ ) and significantly different from the others ( $p<.05$ ). Moreover, their confidence score is among the lowest ones. Finally, the average intention to purchase for brands in the *foggy set* is relatively low (Mean=3.866 and SD=0.086, higher than that of the *reject set* but lower than those of other two sets) and significantly different from the others ( $p<.05$ ). Thus, the evidence supports H1c.

Regarding the *hold set*, all four parameters are significantly different from those of other sets ( $p<.05$ ). According to H1d, we expected that mean scores of attitude, intention, information and confidence with respect to the evaluation of these brands could be at least as high, or higher than the scores of the *reject* and *foggy sets*, and lower than that of the *consideration set*. In the present study, we found that subjects held average to low level of information and had low purchase intention, which are consistent with our expectation. Moreover, as expected, the mean confidence score is average to low. Mean attitude score toward brands in the *hold set* is lower than average (Mean=4.696 vs. Mean=5.025,  $p<.05$ ). As suggested by Laroche (2002), attitude and confidence should be combined together when we do analysis. In this case, if two scores are combined; the new value will be very close to the average one. Therefore, H1d is supported.

In general, there is evidence that strongly supports the hypothesized profiles of Brisoux-Laroche's (1980) Brand Categorization Model at the aggregate level.

## V.2.2 Testing the Model on City Level

In general, no city-effect was found in terms of hypotheses testing. Results in three cities basically supported the Brisoux-Laroche model, although the profiles for four awareness sets slightly varied across the cities.

The set sizes and four indicators across the four sets in Changsha city are summarized in Table 5.2. Although the difference in set sizes across the four sets is significant ( $F=122.585$ ,  $p<.001$ ) and the set size of the *consideration set* significantly overwhelms those of other three sets, no significant difference was found between the remaining three sets in terms of set size ( $p<.05$ ). Therefore, the pattern of four brand categorization sets is not so clear in Changsha.

**Table 5.2: Mean Set Size and Four Indicators across the Four Sets -- Changsha**

Indicator	Average	F-value	Sig.	Consideration Set (a)	Reject Set (b)	Foggy Set (c)	Hold Set (d)
Set size	1.814 (.058)	122.585	.000	4.036 bcd (.186)	.727 (.092)	1.245 (.124)	1.245 (.123)
Information	4.732 (.109)	31.220	.000	5.328 bcd (.117)	3.665 (.259)	3.351 (.191)	3.965 (.172)
Attitude	4.975 (.076)	22.111	.000	5.358 bcd (.080)	3.974 (.207)	4.467 (.132)	4.640 b (.122)
Confidence	5.797 (.093)	4.822	.003	6.016 cd (.084)	5.658 (.198)	5.418 (.159)	5.451 (.155)
Intention	4.728 (.081)	38.969	.000	5.336 bcd (.087)	3.300 (.238)	4.030 b (.139)	4.169 b (.144)
H2	--	--	--	Partially supported	Partially supported	Supported	Supported

-- a/ b/ c/ d – The value is significantly higher than that in column a/ b/ c/ d ( $p<.05$ ).

-- Numbers in parentheses are standard deviation values.

In the consideration set, we expect the highest ratings on all four indicators compared with those of the other three sets. Except for the confidence score, which is the highest but not significantly over that of the reject set ( $p < .05$ ), the values of remaining three indicators (e.g., information, attitude and intention) are the highest ( $p < .01$ ). Profiles of the foggy and hold sets are consistent with the anticipated profiles in our hypotheses H2c and H2d. As for the reject set, three out of four parameters meet our expectations, excluding the amount of information with a mean scores (3.665) lower than average (4.732). As mentioned previously, the conservative traits may cause the relatively low value. Therefore, the second hypothesis is partially supported.

In Chengdu city, the pattern of four sets is clearer than that in Changsha (refer to Table 5.3). The set size of the *consideration set* is greater than other three sets and the set size of the *hold set* is greater than that of the *reject* and the *foggy sets*, while there is no significant difference between the *reject* and the *foggy sets* ( $p < .05$ ).

Looking at the four parameters, the consideration set again has the highest mean scores, which significantly differ from those of the other sets. The ranges of scores in the foggy set and the hold set are consistent with the hypotheses. The values of four indicators in the hold set significantly differ from the others ( $p < .05$ ). In the reject set, people are with negative attitude (4.064) and low level of confidence (4.788); their intention to purchase is also the lowest (3.305). Although average level is anticipated, respondents' level of information toward brands in the reject set is somewhat low. Thus, evidence only basically supports the third hypothesis.

**Table 5.3: Mean Set Size and Four Indicators across the Four Sets -- Chengdu**

Indicator	Average	F-value	Sig.	Consideration Set (a)	Reject Set (b)	Foggy Set (c)	Hold Set (d)
Set size	2.000 (.061)	111.916	.000	4.073 bcd (.176)	1.018 (.108)	1.291 (.088)	1.618 b (.141)
Information	4.690 (.071)	84.235	.000	5.394 bcd (.079)	3.703 c (.168)	2.987 (.119)	4.587 bc (.128)
Attitude	5.077 (.059)	50.300	.000	5.539 bcd (.065)	4.064 (.125)	4.291 (.099)	4.843 bc (.106)
Confidence	5.353 (.075)	18.772	.000	5.695 bcd (.073)	4.788 (.141)	4.750 (.119)	5.305 bc (.113)
Intention	4.885 (.073)	63.583	.000	5.548 bcd (.071)	3.305 (.148)	3.951 b (.150)	4.463 bc (.128)
<b>H3</b>	--	--	--	<b>Supported</b>	<b>Partially supported</b>	<b>Supported</b>	<b>Supported</b>

-- a/ b/ c/ d – The value is significantly higher than that in column a/ b/ c/ d ( $p < .05$ ).

-- Numbers in parentheses are standard deviation values.

Like the pattern shown in Changsha, the formation of four sets is blurred in Wuhan.

The size of the *consideration set* is significantly greater than those of other three sets, and no significant difference was found between the remaining three sets in terms of set size ( $p < .05$ , see Table 5.4).

Respondents consistently held more positive attitudes and intentions, and had more information and confidence towards brands in the *consideration set* in contrast to those non-consideration brands. The attitude, confidence and the amount of information and purchase intention that respondents have for brands in the *foggy set* and the *hold set* are coherent with what we hypothesized. Although we predict an average level of information, the actual level of information that respondents held for brands in the *reject set* is low. Hence, the last hypothesis is partly supported.

**Table 5.4: Mean Set Size and Four Indicators across the Four Sets -- Wuhan**

Indicator	Average	F-value	Sig.	Consideration Set (a)	Reject Set (b)	Foggy Set (c)	Hold Set (d)
Set size	1.793 (.057)	150.558	.000	3.703 bcd (.117)	1.018 (.086)	1.306 (.111)	1.144 (.100)
Information	4.445 (.089)	71.534	.000	5.212 bcd (.087)	2.921 (.166)	2.867 (.145)	3.955 bc (.161)
Attitude	5.022 (.075)	37.745	.000	5.542 bcd (.076)	3.967 (.142)	4.288 (.124)	4.598 b (.130)
Confidence	5.511 (.091)	15.257	.000	5.851 bcd (.079)	4.779 (.168)	4.825 (.155)	5.319 (.142)
Intention	4.744 (.088)	63.061	.000	5.528 bcd (.082)	3.069 (.165)	3.651 b (.152)	4.038 b (.162)
<b>H4</b>	--	--	--	<b>Supported</b>	<b>Partially supported</b>	<b>Supported</b>	<b>Supported</b>

-- a/ b/ c/ d – The value is significantly higher than that in column a/ b/ c/ d ( $p < .05$ ).

-- Numbers in parentheses are standard deviation values.

In summary of hypotheses testing, the statistics of mean set size and four indicators across different sets for total samples and three cities separately confirm the effectiveness of Brisoux-Laroche Brand Categorization Model and the presence of four awareness sets to some degree. Furthermore, the results provide us some insightful information of the model at both aggregate level and city level. Subjects hold most positive attitudes and purchase intentions, and had the highest levels of information and confidence toward those brands in their *consideration sets*. To those brands in their *hold sets*, they tend to rate the indicators lower than the brands in *the consideration sets*. Because subjects do not treat the brands in the *reject sets* as potential alternatives, attitudes and intentions toward those brands are the lowest for brands in the *reject sets*. Since respondents do not

have much experience with the brands in the *foggy sets* and are not so sure regarding the brands, information and confidence used to judging the brands in the *foggy sets* are the lowest among all four awareness sets.

The testing results for three cities indicate a common thread: Respondents do not have much information towards the brands they put in the *reject set* (refer to Table 5.6). The information levels of the *reject sets* in three cities are somewhat lower than average (see Table 5.5 and Table 5.6), contradicting the “average” level postulated at city dimension. Since such a pattern has not been found in other studies (e.g., Laroche et al, 2005), it may be because of the selection of the secondary cities included in the study. The conservative traits and consuming behaviours of residences in secondary cities along with their relatively low disposable income exert influence to some degree on the fast-food selection.

**Table 5.5: Mean Set Size and Four Indicators across Three Cities (Average)**

<b>Indicator</b>	<b>F value</b>	<b>Sig.</b>	<b>Changsha (a)</b>	<b>Chengdu (b)</b>	<b>Wuhan (c)</b>
<b>Set size</b>	3.752	.024	1.814 (.058)	2.000 c (.061)	1.793 (.057)
<b>Information</b>	2.931	.055	4.732 (.109)	4.690 (.071)	4.445 (.089)
<b>Attitude</b>	.513	.599	4.975 (.076)	5.077 (.059)	5.022 (.075)
<b>Confidence</b>	6.686	.001	5.797 b (.093)	5.353 (.075)	5.511 (.091)
<b>Intention</b>	1.120	.327	4.728 (.081)	4.885 (.073)	4.744 (.088)

-- a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

-- Numbers in parentheses are standard deviation values.

**Table 5.6: Mean Set Size and Four Indicators across Three Cities (Reject set)**

<b>Indicator</b>	<b>F value</b>	<b>Sig.</b>	<b>Changsha (a)</b>	<b>Chengdu (b)</b>	<b>Wuhan (c)</b>
<b>Set size</b>	3.071	.048	.727 (.092)	1.018 (.108)	1.018 (.086)
<b>Information</b>	5.763	.004	3.665 c (.259)	3.703 c (.168)	2.921 (.166)
<b>Attitude</b>	.131	.878	3.974 (.207)	4.064 (.125)	3.967 (.142)
<b>Confidence</b>	7.784	.001	5.658 bc (.198)	4.788 (.141)	4.779 (.168)
<b>Intention</b>	.614	.542	3.300 (.238)	3.305 (.148)	3.069 (.165)

-- a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

-- Numbers in parentheses are standard deviation values.

Finally, although evidence at both aggregate and by-city levels support the Brisoux-Laroche Model, the results were less satisfactory at the by-city level than at the aggregate level. One possible explanation is the difference between sample sizes on aggregate level and city level. On city level, N=110 or N=111 samples in each city may not provide strong enough statistical power to validate the model and result in unsatisfactory validity and reliability as some text books suggest that in each cell, the number of sample should be no less than 260 to conduct similar analysis.



## V.3 Attributes Influencing Brand Selection

### V.3.1 Attribute Importance

#### Aggregate level:

For the importance of twenty-five attributes at the aggregate level, Tables 5.7 and 5.8 shows the five most important and five least important attributes while respondents make their brand choices.

**Table 5.7: Top Five Important Attributes (Most important)**

Attribute	Mean	Std. Deviation
Reliable brand	6.46	.810
Pleasing ambience	6.36	.974
Consistent tastes of foods and drinks	6.32	.955
Foods are healthy	6.30	1.060
Menu variety	6.29	.922

“Reliable brand” was perceived as the most important attribute, followed by “Pleasing ambience”, “Consistent tastes of foods and drinks”, “Foods are healthy”, and “Menu variety”. We found that the respondents also concern few environment-related aspects (“Pleasing ambience” and “Air conditioning” were rated 6.36 (SD=0.974) and 6.28 (SD=1.030), respectively) except several food-related attributes.

**Table 5.8: Bottom Five Important Attributes (Least important)**

Attribute	Mean	Std. Deviation
International brand	4.60	1.625
Can finish meals quickly	4.60	1.657
Breakfast available	4.87	1.817
Has the foods children like	4.90	1.540
Popularity with children	5.11	1.814

On the other hand, whether the restaurant has international background and whether the meals can be eaten quickly seemed not so important to the respondents. From a North American perspective, the least importance of the latter attribute sounds a bit weird because quickness is the original purpose of western fast food meals. However, it is true in China that people treat fast food restaurants as places for social interaction rather than simply the places for cramming themselves with foods.

“Breakfast available”, “Has the foods children like”, and “Popularity with children” were other three attributes with least importance.

**City level:**

The importance ratings of twenty-five attributes across three cities are synthesized in Table 5.9. Among three cities, respondents relied on somewhat different attributes when they choose fast-food restaurants. In Changsha city, the top five most important attributes were “Reliable brand” (Mean=6.53, SD=0.89), “Pleasing ambience” (Mean=6.44, SD=1.01), “Consistent tastes” (Mean=6.40, SD=0.88), “Menu variety” (Mean=6.35, SD=0.93), and “Air-conditioning” (Mean=6.35, SD=1.20). In comparison with

respondents in other two cities, people didn't pay as much attention as their counterparts in other two cities in "Nutritional value of foods" ( $F < .000$ ), "International brand" ( $F < .000$ ), "Cleanness of the restaurant" ( $F < .012$ ), and "Crowdedness" ( $F < .009$ ).

**Table 5.9: Importance of 25 Attributers -- By city**

	F	Sig.	Changsha (a) (N=110)		Chengdu (b) (N=109)		Wuhan (c) (N=111)	
			Mean	S.D.	Mean	S.D.	Mean	S.D.
Reliable brand	3.405	.034	6.53	0.89	6.29	0.81	6.55	0.71
Pleasing ambience	5.630	.004	6.44 b	1.01	6.11	0.98	6.52 b	0.89
Consistent tastes of foods and drinks	.698	.498	6.40	0.88	6.25	1.12	6.32	0.84
Menu variety	.783	.458	6.35	0.93	6.20	1.03	6.31	0.80
Has air-conditioning	12.145	.000	6.35 b	1.20	5.92	1.03	6.57 b	0.70
Foods are healthy	.574	.564	6.28	1.12	6.24	1.02	6.39	1.05
Has the foods I like	2.818	.061	6.20	1.10	5.87	1.13	6.11	0.93
Being served fast	1.370	.256	6.15	1.11	6.17	0.91	6.34	0.83
Convenient to reach	9.705	.000	6.14 b	1.17	5.66	1.20	6.32 b	1.04
Friendly service	4.148	.017	5.94	1.34	5.92	1.14	6.32 b	0.96
Inexpensive price	4.394	.013	5.89	1.29	5.66	1.24	6.12 b	0.85
Using single-use, disposable dishes	1.263	.284	5.87	1.41	5.82	1.21	6.08	1.27
Good value for money /Reasonable price	1.297	.275	5.78	1.40	5.94	1.20	6.05	1.05
Has the foods my families/friends like	.162	.850	5.68	1.36	5.61	1.20	5.59	1.14
Can linger/stay as long as I want after finishing meal	2.568	.078	5.61	1.61	5.90	1.07	5.98	1.09
The restaurant is kept clean	4.514	.012	5.57	1.72	6.03 a	0.97	6.03 a	1.07
Crowdedness during meal times	4.782	.009	5.48	1.43	5.87	1.11	5.96 a	1.13
Foods have high nutritional value	8.086	.000	5.39	1.59	6.00 a	1.05	5.98 a	1.13
Has the taste Chinese like	.163	.850	5.35	1.74	5.42	1.31	5.47	1.38
Local brand	2.704	.068	4.93	1.92	5.30	1.43	5.44	1.70

a/ b/ c – The mean value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table 5.9: Importance of 25 Attributes -- By city (Cont'd)**

	F	Sig.	Changsha (a) (N=110)		Chengdu (b) (N=109)		Wuhan (c) (N=111)	
			Mean	S.D.	Mean	S.D.	Mean	S.D.
Popularity with children	.951	.387	4.92	2.06	5.19	1.63	5.23	1.73
Has the foods children like	.511	.600	4.92	1.78	4.99	1.35	4.78	1.46
Breakfast available	3.269	.039	4.63	2.04	4.75	1.72	5.22	1.63
Can finish meals quickly	2.930	.055	4.32	1.86	4.85	1.46	4.64	1.59
International brand	16.285	.000	3.92	1.75	4.84 a	1.36	5.04 a	1.53

a/ b/ c – The mean value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

“Reliable brand” (Mean=6.29, SD=0.81), “Consistent tastes” (Mean=6.25, SD=1.12), “Healthy foods” (Mean=6.24, SD=1.02), “Menu variety” (Mean=6.20, SD=1.03), and “Being served fast” (Mean=6.17, SD=0.91) were five most salient attributes for respondents in Chengdu city when choosing fast food restaurants. Comparatively, respondents less focused on “Price” ( $F < .013$ ), “Brand reliability” ( $F < .034$ ), “Ambience” ( $F < .004$ ), “Air-conditioning” ( $F < .000$ ), and “Convenient to reach” ( $F < .000$ ). Recalling respondents’ demographic background shown in previous section, respondents in Chengdu were more likely to be senior people. Therefore, we might explain that the fact that some food-related attributes were rated highly on importance was at least partly because in China society seniors tend to be more concerned about the foods itself than other aspects such as environment, service, etc.

In Wuhan, people mostly concerned about “Air-conditioning” (Mean=6.57, SD=0.70), “Reliable brand” (Mean=6.55, SD=0.71), “Pleasing ambience” (Mean=6.52,

SD=0.89), “Healthy foods” (Mean=6.39, SD=1.05), and “Being served fast” (Mean=6.34, SD=0.83). Because of the sweltering summers in the city, we were not so surprised that people take “having air-controlled environment” as the crucial attribute. In comparison with their counterparts in other two cities, they didn’t concern much about whether breakfast is available in fast-food restaurants, but pay more attention to “Friendly service” ( $F < .017$ ) when choosing fast-food outlets.

### **V.3.2 Latent Factors**

We further employed factor analysis to identify a small number of latent dimensions that explain most of the variance observed in those twenty-five manifest importance attributes.

A four-factor solution was chosen, which accounted for 51.471% of total variation. The reliabilities for the four factors, ranging from 0.632 to 0.815, are satisfactory. After rotating, four factors and the attributes in each factor were summarized in Table 5.10.

**Table 5.10: Factor Members of the Four-factor Solution**

<b>Factor label</b>	<b>Quality (Alpha=.809)</b>	<b>Family (Alpha=.815)</b>	<b>Environment (Alpha=.748)</b>	<b>Western-style (Alpha=.632)</b>
<b>Member attributes and correlation coefficients</b>	Consistent tastes of foods and drinks (.759)	Popularity with children (.789)	Has air-conditioning (.751)	International brand (.679)
	Foods are healthy (e.g., low level of cholesterol, fat, etc.) (.705)	Local brand (.755)	Using single-use, disposable dishes (.609)	Breakfast available (.671)
	Good value for money/Reasonable price (.637)	Has the foods my families/friends like (.735)	Friendly service (.591)	Can finish meals quickly (.611)
	Menu variety (.637)	Has the taste Chinese like (.622)	Can linger/stay as long as I want after finishing meal (.551)	
	Inexpensive price (.620)	Has the foods children like (.546)	Pleasing ambience (.547)	
	Reliable brand (.606)			

## **V.4 Clusters of Fast-food Consumers in the Secondary Cities**

In order to have an insight into the consumer's fast-food brand selection, cluster analysis was adopted to explore the potential segments and patterns according to how the importance ratings best fit the patterns of the clusters. We tried to divide respondents into several sub-group by using K-means cluster analysis based on the factor scores of respondents on the four-factor solution mentioned previously. By comparing K values, we let K=5, which resulted in a *Pseudo-F* statistic of 80.49 and approximately accounted

for 56.3% overall variation. A summary of the profiles of respondents in five clusters is given in Table 5.11.

**Table 5.11: Five Clusters of Fast-food Consumer in the Secondary Cities**

<b>Cluster label</b>	<b>Cluster profiles</b>
Environment oriented	<ul style="list-style-type: none"> <li>● More females than males;</li> <li>● Most of members having ages lower than 40;</li> <li>● Having high incomes and being better educated;</li> </ul>
Quality oriented	<ul style="list-style-type: none"> <li>● More males and females;</li> <li>● The youngest group: most of members aged lower than 30;</li> </ul>
Indifferent	<ul style="list-style-type: none"> <li>● More senior people;</li> <li>● Having low income;</li> </ul>
Food oriented	<ul style="list-style-type: none"> <li>● Most of members married and having ages over 50;</li> <li>● Having moderate education levels and moderate incomes;</li> </ul>
Western-style oriented	<ul style="list-style-type: none"> <li>● Middle-aged;</li> <li>● More females than males;</li> <li>● Having lowest education levels and moderate incomes.</li> </ul>

The first cluster, “Environment oriented”, has more people living in Changsha city compared with other four segments, and more female respondents than male (61.5% vs. 38.5%,  $p < .05$ ). The ages of most of the cluster members (87.6%) are lower than 40, having higher income and being better educated. By examining the mean factor loadings (obtained from factor analysis of importance ratings) of each factor in this cluster, we found that respondents in this segment were closely related to the factor “Environment” (Mean factor loading = .527), which suggests that consumers in this segment believe that eating out involves dining out for the pleasure of the experience and tend to choose those fast-food restaurants pleasing environment (e.g., being well air-conditioned).

A closer inspection on brands mentioned in the consideration sets by cluster members reveals that more members in this cluster took the well-decorated Pizza Hut in their consideration set in comparison to respondents in other segments did (49% for this cluster, which is higher than that for cluster 3, namely 33%, and those for remaining clusters ranging from 23% to 31% at .20 and .05 confidence level, respectively). On the other hand, this group of consumers seemed not to accept western style fast foods if we look at their average factor scores loaded negatively on factor “Western-style” (-1.801). Attributes representing strong western-style dining manner or brand image such as “Can eat up quickly” and “International brand” were thought to be least important (Mean=2.87 and 3.00, respectively) by people in this segment.

The label of the second cluster might be “Quality oriented”. In contrast with the first cluster, the second one looked more masculine (57.7% male vs. 42.3% female,  $p<.05$ ) and 64.8% of them were less than 30 years old, which suggests the cluster is the youngest one among all five clusters. With no surprise, most of them (67.6%,  $p<.05$ ) were single and lived in a family with three members (52.1%,  $p<.05$ ). We found that the average factor scores of this cluster mainly loaded on the factor “Quality” (Mean factor loading=.385). However, this group of people had strong negative correlation with the factor “Family” (Mean factor loading=-1.242), implying that family-related attributes did not affect their selections much on choosing fast-food outlets. Typically, the importance of attributes such as “Popularity with children” (Mean=3.35, SD=1.73) and “Has the food my family/friend like” (Mean=4.58, SD=1.31) are quite low, being compared with the



means of other groups. The profile implies that members in this segment tend to be independent and consume fast foods with friends rather than their family members.

The group representing more senior respondents is designed as Cluster 3. They had the lowest average household incomes within all five clusters. This cluster might be namely “Indifferent”. According to the result of factor analysis mentioned previously, they seemed to be indifferent to all four factors, given all mean loadings are negative ranging from  $-1.864$  to  $-.044$ . The lowest score falls on factor “Quality”. When taking a closer look on important ratings of specific attributes, we found that attributes such as “Value-for-money”, “Inexpensive”, and “Foods are healthy” had extremely low scores (4.54, 4.41 and 4.77, respectively). The relatively important attributes to people in this segment are “Has air-conditioning” with a mean of 5.49 (SD=1.17), “Has the food I like” (Mean=5.23, SD=1.11) and “Reliable brand” (Mean=5.13, SD=0.77). One possible explanation is that, due to their limited incomes, consumers in this segment prefer eating at home and do not patronize fast-food restaurants on their own initiative unless requested by their families (especially their children or grand children) or friends. Thus, they do not concern and have much idea how to select fast-food outlets. They were also shy to commit the importance of price-related attribute when choosing fast-food outlets. It helps to explain why some price-related ratings were low.

As for the fourth cluster “Food oriented”, respondents in this group were more likely to be married and (65.1%,  $p<.05$ ) over 50 of age, who had moderate education level and moderate average incomes. They tended to visit those restaurants having high “Quality”

(Mean factor loading=.731). Meanwhile, they perceived three food-related attributes “Consistent foods/drinks” (Mean=6.70, SD=0.60), “Healthy foods” (Mean=6.74, SD=0.58), and “Menu variety” (Mean=6.44, SD=0.91) as more important attributes. They paid less attention on factor “Environment” (Mean factor loading=-1.450). Interestingly, less people in this segment included McDonald’s in their *consideration set* than in the segment “Environment oriented”, “Quality oriented”, and “Western-style oriented” ( $p<.05$ ), as well as the cluster “Indifferent” ( $p<.20$ ).

The last segment is the biggest one in terms of number of members (N=138) among all five clusters. We might name this cluster as “Western-style oriented”. Members in this cluster were prone to be middle-aged (aged from 30 to 49), married (61.6%,  $p<.05$ ) female (54.3%,  $p<.10$ ) residences with lowest average education level and moderate average incomes.

According to the factor loadings, they were related to factor “Western-style” (Mean factor loading=.544) and “Family” (Mean factor loading=.469). On closer inspection, attributes such as “Has the foods my family/friends like” (6.20), “Has the taste Chinese like” (6.12), “Popularity with children” (6.12), “International brand” (5.51) had relatively high ratings.

It is interesting that possibly these consumers visit western-style outlets just for their family members (especially the “little emperor” in their families) or friends rather than for themselves. Based on her fieldwork and observations in Beijing in 1990s, Yan (2000) reported “once a middle-aged woman told me that the lady did not like the taste of

hamburgers and that her husband simply hated them. But their daughter loved hamburgers and milkshake so much that their entire family had to visit McDonald's several times a month." Such kind of behaviours can be found elsewhere in China because the essence of Confucian teaching has penetrated into Chinese consumers' ways of thinking for hundreds of years. One of the key principles of Confucian teaching is the role of family: According to Confucian teaching, "the family is the prototype of all social organization (Hofstede and Harris, 1988)." "A person is not primarily an individual; rather, he/she is a member of a family." Confucianism claims that although one's thoughts remain free, members should learn how to overcome their individualities, even sacrifice themselves, to keep the harmony in the family. Although Chinese new generations have been gradually influenced by and partly accepted some western philosophies such as freedom and individualism, etc., the elder generations such as people in this segment still try to keep Chinese traditional values and repel the western ones. Therefore, we may regard such kind of behaviours as the parents' sacrifices (of their food preference) made to keep the harmony.

It can be interpreted that this group of consumers are part of the target consumers of western style fast-food chains: They do not reject international fast-food brands, especially those who have already been adapted to Chinese environment in the ways of tastes, services, and promotional campaigns, etc. Although some of the consumers in this cluster may not be used to the tastes of some materials such as cheese and mayonnaise, they can be the royal patronages of McDonald's and KFC because of the preferences of

their children as well as other family members, other than theirs over the hamburger, French fries, or fried chicken. Evidence was also found in the percentages of McDonald's and KFC in the *consideration set* across different clusters: 83% people in this segment took McDonald's into their *consideration set*, which is much higher than those of other three sets ( $p < .05$ ). Similar pattern was found in KFC. McDonald's success in China market is a perfect example of how western fast food can take a big stake of fast-food market in China. In its marketing campaigns, McDonald's constantly claims its western origin, American culinary culture and happiness of having meal with families and aims at children and youths, as well as their parents and grand parents.

## V.5 Fast-food Market Profiles in the Three Cities

### V.5.1 Aggregate Level

The results based on aggregate data collected from three cities (refer to Table 5.12) reveals that two international fast-food giants led the remaining brands by more than 40 per cent: Compared with other national brands, KFC (Kentucky Fried Chicken) had the highest brand awareness ( $p < 0.05$ ), which was as high as 79.5%; McDonald's was the second highest (73.4%), followed by Pizza Hut (31.7%), and Yong He Soybean Milk (30.5%). Further looking at the breakdown data for each city, we found that within all nine national brands, only Yong He Soybean Milk had two-digit awareness in each of the three cities except those main international players such as KFC, McDonald's and Pizza Hut. It implies that the international chains so far overwhelmed domestic chains and faced no fierce competition in the fast-food market in Chinese secondary cities.

**Table 5.12: Fast-food Brand Awareness in Three Chinese Cities (%)**

Brand	Total (N=331)	<i>F</i> value	Sig.	Changsha (N=110) (a)	Chengdu (N=110) (b)	Wuhan (N=111) (c)
KFC	79.5	9.340	.000	67.3	80.9 a	90.1 a
McDonald's	73.4	8.923	.000	64.5	68.2	87.4 ab
Pizza Hut	31.7	9.645	.000	37.3 b	16.4	41.4 b
Yong He Soybean Milk	30.5	23.864	.000	26.4	12.7	52.3 ab
Yang Yu Xing	23.9	279.045	.000	71.8	N.A.	N.A.
Dicos	20.5	97.025	.000	2.7	55.5 ac	3.6

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table 5.12: Fast-food Brand Awareness in Three Chinese Cities (%) (Cont'd)**

Brand	Total (N=331)	<i>F</i> value	Sig.	Changsha (N=110) (a)	Chengdu (N=110) (b)	Wuhan (N=111) (c)
Long Chao Shou	20.5	177.283	.000	N.A.	61.8	N.A.
Zhong Dumplings	16.3	105.588	.000	N.A.	49.1	N.A.
Yong He King	15.1	27.964	.000	3.6	7.3	34.2 ab
De Yuan	14.5	84.773	.000	43.6	N.A.	N.A.
Hua Nan Xiao Chi	13.9	78.702	.000	41.8	N.A.	N.A.
Long Yan Steamed Buns	11.2	55.499	.000	N.A.	33.6	N.A.
Gui Lin Ren	9.4	38.018	.000	27.3 bc	0.0	0.9
Jin Tong Zi	9.1	40.371	.000	N.A.	N.A.	27.0
Liu He Soybean Milk	6.3	25.837	.000	N.A.	19.1	N.A.
Ma Lan Hand-pulled Noodles	5.7	9.979	.000	13.6 bc	1.8	1.8
Long Men Congees	5.7	22.511	.000	N.A.	N.A.	17.1
Wei Tian Noodles	4.2	15.732	.000	N.A.	N.A.	12.6
OK100	2.1	1.025	.360	3.6	0.9	1.8

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

By further incorporating the scores of main brands on fifteen measures, we found that western-style fast food chains were perceived as restaurants with nice environment, good service, high food quality, and high satisfaction, but quite expensive. On the other hand, their counterparts, including traditional Chinese fast-food outlets, generally only had advantage of lower price. Their performance on other aspects varied from brand to brand.

## V.5.2 City Level

In each of three cities, however, we had varied patterns comparing with that at the aggregate level (also refer to Table 4.12). In Changsha city, Yang Yu Xing, which is a domestic brand, ranked the first in awareness rate (71.8%) and performed as good as international fast-food giants KFC (67.3%) and McDonald's (64.5%) in terms of brand awareness ( $p < .05$ ). KFC and McDonald's were the top two brands in Chengdu (80.9% and 68.2%, respectively), closely followed by two domestic chains, namely Long Chao Shou (61.8%) and Dicos (55.5%). As for Wuhan, the rates of KFC and McDonald's were overwhelming (90.1% and 87.4%, respectively,  $p < .05$ ). The awareness of the closest follower was merely 52.3% (Yong He Soybean Milk), which is the major competitor of KFC and McDonald's in nation-wide secondary city market.

The performance of two main categories, namely western-style and traditional Chinese fast food, on fifteen measures across cities was basically consistent with what we found at the aggregate level. No city effect was found.

## V.6 Brand Positions

By using non-metric Multidimensional Scaling method to process the preference ranking data, we obtained spatial representations of main fast-food brands for each of three cities (brands with awareness lower than 10% were eliminated). We first tried to create a series of spatial maps for the aggregate data. Since the badness-of-fit was much higher than 0.20, indicating a poor solution, we realized that respondents in three cities possibly use different dimensions to evaluate fast food brands. Then, we produced three sets of configurations to present the perception of respondents toward from eight to nine main brands in the cities respectively. Although the badness-of-fit (Stress) values for three cities ranged from 0.154 to 0.179, which were marginally acceptable, the configurations in three dimensions still provide with meaningful information for us to understand the fast-food markets in the cities.

Figure 5.1: Brands in Changsha (D1 & D2)

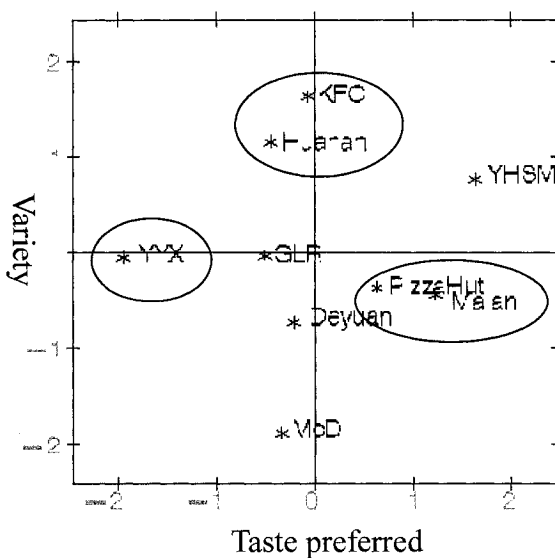
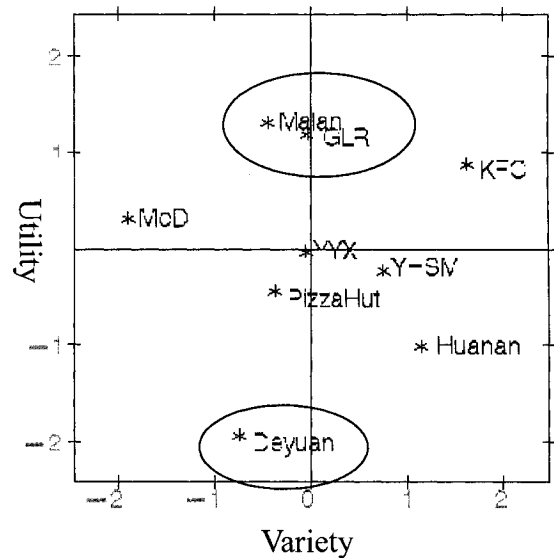


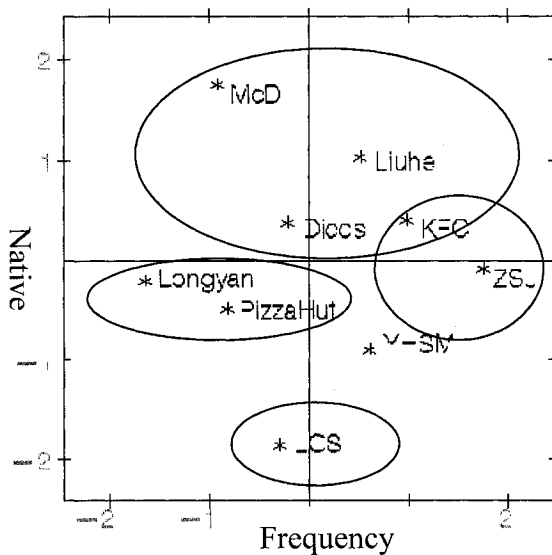
Figure 5.2: Brands in Changsha (D1 & D3)



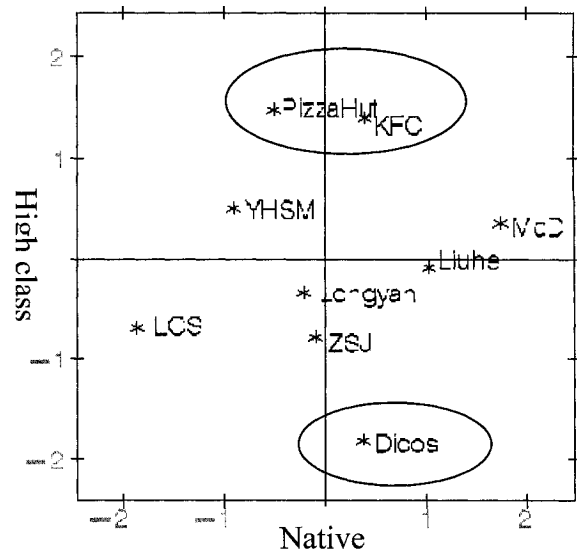


Brands in Changsha mainly differentiate each other with food variety, taste preferred and utility. The positions of nine fast-food players in Changsha market are shown in Figure 5.1 and 5.2. In Figure 5.1, dimension 1 (vertical axis) might be named as “Variety”. Brands KFC, Hua Nan and Yong He Soybean Milk were perceived as providing variety of foods and located at the upper part of the configuration, while McDonald’s who mainly provides varied hamburgers at the lower part. The second dimension could be “Preference of taste”: Yang Yu Xing (a local fast-food chain that had the highest rating on attribute “Taste”) was located on the left side; and Yong He Soybean Milk and Ma Lan, which had lowest ratings and perceived not so good, were posited on the right side. Finally, respondents in Changsha seemed to use “Utility” to separate those nine brands on dimension 3 (Figure 2.2): brands that perceived as inexpensive and provide moderate food quality (e.g., De Yuan and Hua Nan) were differentiated from the brands with relatively high price but relatively poor food quality (e.g., Ma Lan and Gui Lin Ren).

**Figure 5.3: Brands in Chengdu (D1 & D2)**

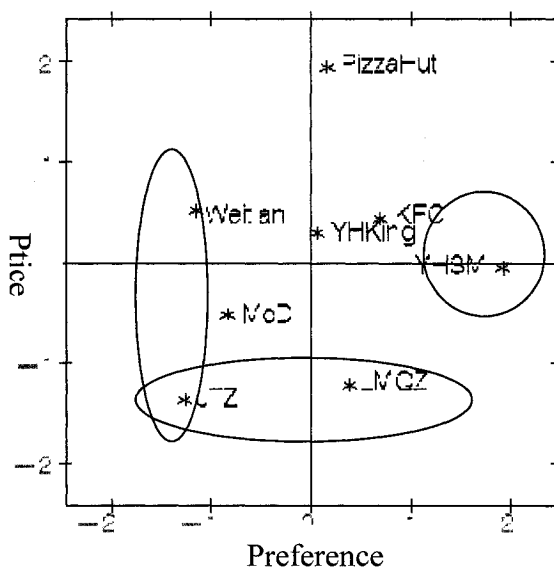


**Figure 5.4: Brands in Chengdu (D1 & D3)**

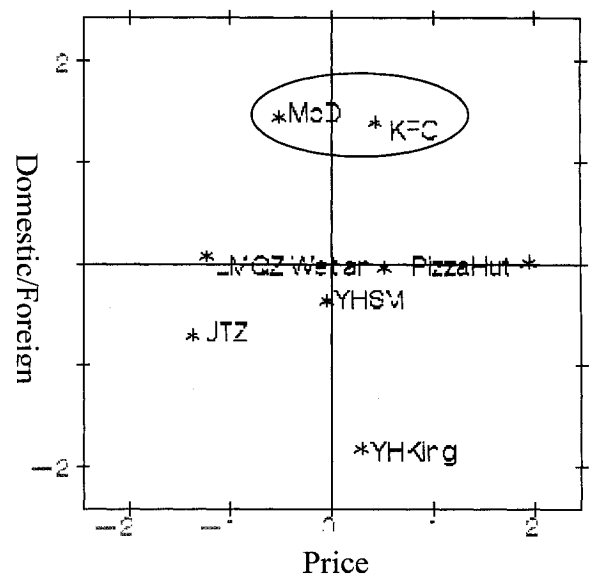


Respondents in Chengdu would like to differentiate fast-food chains in terms of native, frequency of visiting and the class of restaurants (e.g., environment, facilities, etc.). Figure 5.3 and 5.4 show the positions of nine fast-food brands in Chengdu city. The first dimension might be labelled as “Native”, along which restaurant Long Chao Shou that basically provides native food Chao Shou (one kind of ravioli-like local food) and restaurants providing either foreign or northern China style foods (e.g., soybean milk, etc.) were located at two different ends. The second axis could be named as “Frequency of visiting”. On this dimension, brands such as Zhong Dumplings and KFC that respondents visited frequently were located at the one end; brands with low vesting frequency included Long Yan Steamed Bun and Pizza Hut at the other. The last dimension might be “High class”: brands perceived to be expensive but with pleasant environments such as Pizza Hut and KFC were contrasted with the brands having frugal decorations (e.g., Dicos, Zhong Dumplings, etc.).

**Figure 5.5: Brands in Wuhan (D1 & D2)**



**Figure 5.6: Brands in Wuhan (D1 & D3)**



The configurations of Wuhan (refer to Figure 5.5 and 5.6) suggest that Wuhan consumers tend to use price, their preference and the origins of the restaurants to distinguish different fast-food outlets. The first dimension might be “Price”. Pizza Hut, which was perceived as an expensive brand, located at one end and two of its local competitors such as Jin Tong Zi and Long Men Congee providing inexpensive foods at another. The second dimension could be labelled as “Overall preference”. Taking three measures such as overall liking toward brands, satisfaction and price into consideration, we found that Yong He Soybean Milk was highly preferred by Wuhan residents. By contrast, Jin Tong Zi and Wei Tian were least preferred. Two groups of brands were far apart on the second dimension. The third axis might be “Domestic/Western style”: two typical western-style chains (KFC and McDonald’s) and their domestic rivals such as Yong He King and Jin Tong Zi were placed at two extremes of this dimension.

## VI. Conclusions and Discussions

### VI.1 Conclusions

This research tested Brisoux-Laroche Brand Categorization Model in the context of China fast-food industry in three secondary cities. It provided insight into the process of how consumers make the decision to choose one brand over another.

An examination of the model with nine national and ten local fast-food brands revealed that consumers classify all available brands into four brand awareness sets. Our findings provided empirical support for Brisoux-Laroche's (1980) model. The findings suggested that consumers have the most favourable attitudes and highest purchase intentions toward the brands in the *consideration set* all over three cities. They also have the highest level of information and confidence in evaluating the *consideration set* brands. The results across three cities were generally consistent with that of the total sample.

We confirmed that before making a purchase decision, a consumer sorts all the brands he/she knows into four sets, and only consider the brands in the *consideration set* as their purchase alternatives. It means that the ultimate goal of every marketer is to ensure that his/her brand is in the *consideration set* and out of the other three sets. As mentioned by Narayana and Markin (1975) as well as Brisoux and Laroche (1980), the process of brand categorization is dynamic: It is likely that brands in one set move to another over a period of time after re-evaluations, given the changes of variables (e.g., the introduction of new brands or new varieties, new advertising campaigns, the rises or cuts

of prices, etc.). It means that marketers can try to manipulate the variables to drive their brands to a desired awareness set (the *consideration set*).

## **VI.2 Managerial Implications**

### **VI.2.1 Insights of Fast-food Market in China Secondary Cities**

The findings suggested that the fast food sector in those three secondary cities mainly consisted of two major categories. The major group was made up of McDonald's, KFC, and other western fast-foods chains. Although they no longer attracted the keen attention of news media, their numbers and sales were still growing. The second group consisted of the restaurants selling Chinese fast foods, from simple noodle, Bao Zi (steamed bun with stuffing), dumpling, soybean milk, to other Chinese style foods and snacks. Thus far, according to our research results, Chinese fast food has not been able to compete with western-style fast food, even though it is cheaper and more appealing to the tastes of ordinary citizens.

As empirically demonstrated, the fast-food market in China secondary cities is in the early maturity stage of the life cycle: Various brands with slowdown growth rate in sales (such as international/domestic and national/local brands) exists in the market; the competition becomes intensive and competitors engage more frequently in discounts and off-list pricing; some weaker competitors start quitting the market.

Based on the results of our study, it is of no surprise that KFC and McDonald's were the market leader in those cities. These two international fast-food titans enjoy competitive advantages over other domestic and foreign brands in terms of high brand awareness, high purchase intention, high product quality, friendly service, pleasant environment, convenient location, and high satisfaction. However, seeing the catching up of few domestic fast food establishments in these cities, such as Yong He Soybean Milk in all three cities, Yang Yu Xing in Changsha, Long Chao Shou and Zhong Dumpling in Chengdu, KFC and McDonald's should be cautious because the content of most western-style fast foods (e.g., a lot of fat, cholesterol, salt, and sugar) has long been criticized.

It is important to realize that concerning the populations in those cities, the market size in the cities is big enough to accommodate several fast-food chains. To find an appropriate niche for their restaurants, marketers should split the market into different segments and try to satisfy the consumers in these segments by providing customized products and services. For example, to meet the needs of the segment "Environment oriented", restaurants should provide neat, well climate-controlled and well-decorated environment and cordial service.

Besides, either western-style or traditional Chinese fast-food chains need to adopt different strategies to maximize their market shares and profits.

## **VI.2.2 Managerial Implication for Western-style Establishments**

Although children were great fans of the Big Mac and French fries, most adult customers did not particularly like those fast foods. Many people commented that the taste was not good and flavour of cheese was strange. Some adult customers complained that the hamburgers and fries did not make one feel full: they were more like snacks than meals. Accordingly, both McDonald's and KFC constantly emphasized the freshness, purity, and nutritional value of their foods (instead of their appealing tastes) and the idea that fast foods use nutritious ingredients and are prepared using scientific cooking methods, through advertisements and news media reports. However, marketers should keep tracking whether the idea has been accepted by the public.

In addition, similar to what Yan (1997) found in Beijing, people in secondary cities do not pay special attention to "fastness" because they gave the lowest importance rating to the attribute "Can finish meals quickly" in our study. It can be concluded that fast food has a somewhat different meaning to Chinese consumers in comparison with their counterparts in North America. The Chinese translation for fast food is *Kuai Can*, which literally means "fast meal" or "fast eating", contradicts the ancient principle in Chinese culinary culture that regards slow eating as healthy and elegant (Yan, 2000). In fact, contradicting the original purpose of the western-style fast-food business, people tend to regard the cheerful, comfortable, and well climate-controlled environment inside western-style eateries as an ideal "social space". Therefore, the western-style chains

should accept their customers' perceptions of their restaurants as special places and do not try to educate consumers to accept the American view of "fast food", meaning that one must eat fast and leave quickly.

Furthermore, as suggested by Kotler (1986), they should also consider whether there are new users and market segment, such as reposition the brands to appeal to a larger segment rather than merely the youth group.

### **VI.2.3 Managerial Implication for Domestic Chains**

The results of the research are also meaningful to those domestic fast-food restaurants providing traditional Chinese cuisine. It is true that the tastes and ingredients of traditional Chinese fast foods as well as the relatively low price appeal to Chinese consumers better than those of western-style fast food. For example, one standard one-person meal normally costs less than RMB12.00 in a traditional Chinese style fast-food establishment in comparison with RMB20.00 or even more in a western-style restaurant.

However, it should be aware that fast food in China includes non-food elements such as eating manners, environment, and patterns of social interaction in addition to foods and drinks. Marketers managing traditional fast-food establishments should know that "eating is a source of fascination and feeling, not something to ponder and connect to the complex process of food production and consumption (Kincheloe, 2002, p88-89)." In our



study, we also found evidence that few non-food attributes, such as “Pleasing ambience” and “Air-conditioning”, were also perceived as very important attributes in choosing fast-food outlets. For domestic players, these non-food aspects are their most salient disadvantages over the international competitors so far. Kincheloe told us how McDonald’s makes having fast-food fascinating: “McDonald’s removes food from the context of cooking and presentation, as it focuses consumers’ attention on the “McDonald’s experience.” “Removing consumers from their everyday routines, it makes food a dramatic spectacle, complete with Ronald McDonald, and indoor and outdoor playgrounds.” They should also create a pleasant environment for their patronages in terms of the cleanliness, lighting and music.

In addition, to successfully compete, domestic chains should standardize their tastes and make it consistent across different outlets and over different periods of time and improve the quality of the service and make the service much friendly.

Finally, the traditional Chinese fast-food may try to focus on the “Food oriented” segment and avoid to directly compete with KFC and McDonald’s in the “Quality oriented” cluster, which are the target group of the international giants. Combined with the understanding of brands’ (both own brand and those of competitors) positions in the market, marketing practitioners can figure out optimal product portfolios and strategies for their brands.

### **VI.3 Future Research and Limitations**

For the future research, it may be interested to include measure of consumer brand perceptions, so that we can apply correspondence analysis or other more advanced analysis technique to explore the brand performance on those attributes rated by consumers.

It may also be worthy to identify how brands within the same consumer's *consideration set* in a certain product category compete each other in the future research.

Due to the length of the original questionnaire, we did not incorporate other cultural measures such as Hofstede's dimensions of culture (e.g., individualism/collectivism, masculinity, power distance, and uncertainty avoidance) or lifestyle measures in the study. Certainly, these dimensions can be used in future research to help us better understand the cultural and lifestyle mechanisms behind Chinese fast food consuming behaviours. For example, we may understand how these culture related dimensions relate to different segments in Chinese fast-food market or whether those "Pro American" Chinese prefer western-style fast foods to traditional fast foods?

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# Appendices

## Appendix I: Tables of Statistics

**Table A1: Significance of Scheffe Comparisons among the Four Sets (Changsha)**

	Consideration set	Reject set	Foggy set	Hold set
<b><u>Attitude</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.102	.012
Foggy set	.000	.102	--	.818
Hold set	.000	.012	.818	--
<b><u>Confidence</u></b>				
Consideration set	--	.338	.014	.027
Reject set	.338	--	.757	.835
Foggy set	.014	.757	--	.999
Hold set	.027	.835	.999	--
<b><u>Intention</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.013	.002
Foggy set	.000	.013	--	.924
Hold set	.000	.002	.924	--
<b><u>Information</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.724	.758
Foggy set	.000	.724	--	.110
Hold set	.000	.758	.110	--

**Table A2: Significance of Scheffe Comparisons among the Four Sets (Chengdu)**

	Consideration set	Reject set	Foggy set	Hold set
<b><u>Attitude</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.478	.000
Foggy set	.000	.478	--	.001
Hold set	.000	.000	.001	--
<b><u>Confidence</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.997	.020
Foggy set	.000	.997	--	.005
Hold set	.072	.020	.005	--
<b><u>Intention</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.006	.000
Foggy set	.000	.006	--	
Hold set	.000	.000		--
<b><u>Information</u></b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.001	.000
Foggy set	.000	.001	--	.000
Hold set	.000	.000	.000	--



**Table A3: Significance of Scheffe Comparisons among the Four Sets (Wuhan)**

	Consideration set	Reject set	Foggy set	Hold set
<b>Attitude</b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.308	.005
Foggy set	.000	.308	--	.328
Hold set	.000	.005	.328	--
<b>Confidence</b>				
Consideration set	--	.000	.000	.042
Reject set	.000	--	.997	.067
Foggy set	.000	.997	--	.089
Hold set	.042	.067	.089	--
<b>Intention</b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.042	.000
Foggy set	.000	.042	--	.286
Hold set	.000	.000	.286	--
<b>Information</b>				
Consideration set	--	.000	.000	.000
Reject set	.000	--	.995	.000
Foggy set	.000	.995	--	.000
Hold set	.000	.000	.000	--

**Table A4: Mean Set Size and Four Indicators across Three Cities (Average)**

Indicator	F value	Sig.	Changsha (a)	Chengdu (b)	Wuhan (c)
Set size	3.752	.024	1.814 (.058)	2.000 c (.061)	1.793 (.057)
Information	2.931	.055	4.732 (.109)	4.690 (.071)	4.445 (.089)
Attitude	.513	.599	4.975 (.076)	5.077 (.059)	5.022 (.075)
Confidence	6.686	.001	5.797 b (.093)	5.353 (.075)	5.511 (.091)
Intention	1.120	.327	4.728 (.081)	4.885 (.073)	4.744 (.088)

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table A5: Mean Set Size and Four Indicators across Three Cities  
(Consideration set)**

Indicator	F value	Sig.	Changsha (a)	Chengdu (b)	Wuhan (c)
Set size	1.582	.207	4.036 (.186)	4.073 (.176)	3.703 (.117)
Information	.938	.392	5.328 (.117)	5.394 (.079)	5.212 (.087)
Attitude	2.028	.133	5.358 (.080)	5.539 (.065)	5.542 (.076)
Confidence	4.105	.017	6.016 b (.084)	5.695 (.073)	5.851 (.079)
Intention	2.099	.124	5.336 (.087)	5.548 (.071)	5.528 (.082)

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table A6: Mean Set Size and Four Indicators across Three Cities (Reject set)**

Indicator	F value	Sig.	Changsha (a)	Chengdu (b)	Wuhan (c)
Set size	3.071	.048	.727 (.092)	1.018 (.108)	1.018 (.086)
Information	5.763	.004	3.665 c (.259)	3.703 c (.168)	2.921 (.166)
Attitude	.131	.878	3.974 (.207)	4.064 (.125)	3.967 (.142)
Confidence	7.784	.001	5.658 bc (.198)	4.788 (.141)	4.779 (.168)
Intention	.614	.542	3.300 (.238)	3.305 (.148)	3.069 (.165)

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table A7: Mean Set Size and Four Indicators across Three Cities (Foggy set)**

Indicator	F value	Sig.	Changsha (a)	Chengdu (b)	Wuhan (c)
Set size	.085	.919	1.245 (.124)	1.291 (.088)	1.306 (.111)
Information	2.652	.072	3.351 (.191)	2.987 (.119)	2.867 (.145)
Attitude	.695	.500	4.467 (.132)	4.291 (.099)	4.288 (.124)
Confidence	5.929	.003	5.418 bc (.159)	4.750 (.119)	4.825 (.155)
Intention	1.847	.160	4.030 (.139)	3.951 (.150)	3.651 (.152)

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table A8: Mean Set Size and Four Indicators across Three Cities (Hold set)**

<b>Indicator</b>	<b>F value</b>	<b>Sig.</b>	<b>Changsha (a)</b>	<b>Chengdu (b)</b>	<b>Wuhan (c)</b>
<b>Set size</b>	4.159	.016	1.245 (.123)	1.618 c (.141)	1.144 (.100)
<b>Information</b>	5.716	.004	3.965 (.172)	4.587 ac (.128)	3.955 (.161)
<b>Attitude</b>	1.245	.290	4.640 (.122)	4.843 (.106)	4.598 (.130)
<b>Confidence</b>	.330	.719	5.451 (.155)	5.305 (.113)	5.319 (.142)
<b>Intention</b>	2.332	.099	4.169 (.144)	4.463 (.128)	4.038 (.162)

a/ b/ c – The value is significantly higher than that in column a/ b/ c ( $p < .05$ ).

**Table A9: Importance of 25 attributes – Total**

	Mean	Std. Deviation
Reliable brand	6.46	.81
Pleasant ambience	6.36	.97
Consistent tastes of foods and drinks	6.32	.96
Foods are healthy	6.30	1.06
Menu variety	6.29	.92
Has air-conditioning	6.28	1.03
Being served fast	6.22	.96
Has the foods I like	6.06	1.06
Friendly service	6.06	1.17
Convenient to reach	6.04	1.17
Good value for money/Reasonable price	5.92	1.23
Using single-use, disposable dishes	5.92	1.30
Inexpensive price	5.89	1.15
The restaurant is kept clean	5.88	1.31
Can linger/stay as long as I want after finishing meal	5.83	1.29
Foods have high nutritional value	5.79	1.31
Crowdedness during meal times	5.77	1.24
Has the foods my families/friends like	5.63	1.23
Has the taste Chinese like	5.42	1.49
Local brand	5.22	1.71
Popularity with children	5.11	1.81
Has the foods children like	4.90	1.54
Breakfast available	4.87	1.82
Can finish meals quickly	4.60	1.66
International brand	4.60	1.63

**Table A10: Detailed Characteristics of Samples (%)**

Variable	Total (N=331)	City		
		Changsha (N=110)	Chengdu (N=110)	Wuhan (N=111)
<b>Gender</b>				
Male	49.2	48.2	50.0	49.5
Female	50.8	51.8	50.0	50.5
<b>Age</b>				
Under 20	16.3	12.7	14.5	21.6
20 -29	33.5	43.6	23.6	33.3
30 - 39	22.4	20.0	21.8	25.2
40 - 49	10.0	9.1	10.9	9.9
50 - 59	12.1	10.9	18.2	7.2
60 or above	5.7	3.6	10.9	2.7
<b>Education</b>				
Primary school or lower	2.7	1.8	5.5	.9
Middle school	16.6	14.5	21.8	13.5
High school	38.7	31.8	41.8	42.3
College	21.5	23.6	21.8	18.9
University	17.5	20.0	9.1	23.4
Graduate school or higher	3.0	8.2	0	0.9
<b>Marital status</b>				
Single	45.0	47.3	34.5	53.2
Married/Living together	53.8	51.8	62.7	46.8
Divorced/Separated	0.9	0.9	1.8	0
Others	0.3	0	0.9	0
<b>Children</b>				
With children	78.2	75.5	72.7	86.5
Without children	21.8	24.5	27.3	13.5
<b>Family size</b>				
1	1.8	0.9	2.7	1.8
2	6.3	6.4	11.8	0.9
3	44.1	38.2	43.6	50.5
4	22.6	32.7	21.8	25.2
5	14.5	13.6	15.5	14.4
6	3.6	6.4	2.7	1.8
7+	3.0	1.8	1.8	5.4

**Table A10: Detailed Characteristics of Samples (%) (Continued)**

Variable	Total (N=331)	City		
		Changsha (N=110)	Chengdu (N=110)	Wuhan (N=111)
Family income				
Under RMB1,000	4.2	2.7	7.3	2.7
RMB1,000 - 1,999	16.6	11.8	17.3	20.7
RMB2,000 - 2,999	24.2	20.9	22.7	28.8
RMB3,000 - 3,999	19.6	21.8	19.1	18.0
RMB4,000 - 4,999	10.6	12.7	9.1	9.9
RMB5,000 - 5,999	6.9	6.4	8.2	6.3
RMB6,000 - 6,999	3.0	3.6	2.7	2.7
RMB7,000 - 7,999	3.0	3.6	0.9	4.5
RMB8,000 or above	5.4	10.0	0.9	5.4
Don't know/Refusal	6.3	6.4	11.8	0.9

## Appendix II: Charts and Figures

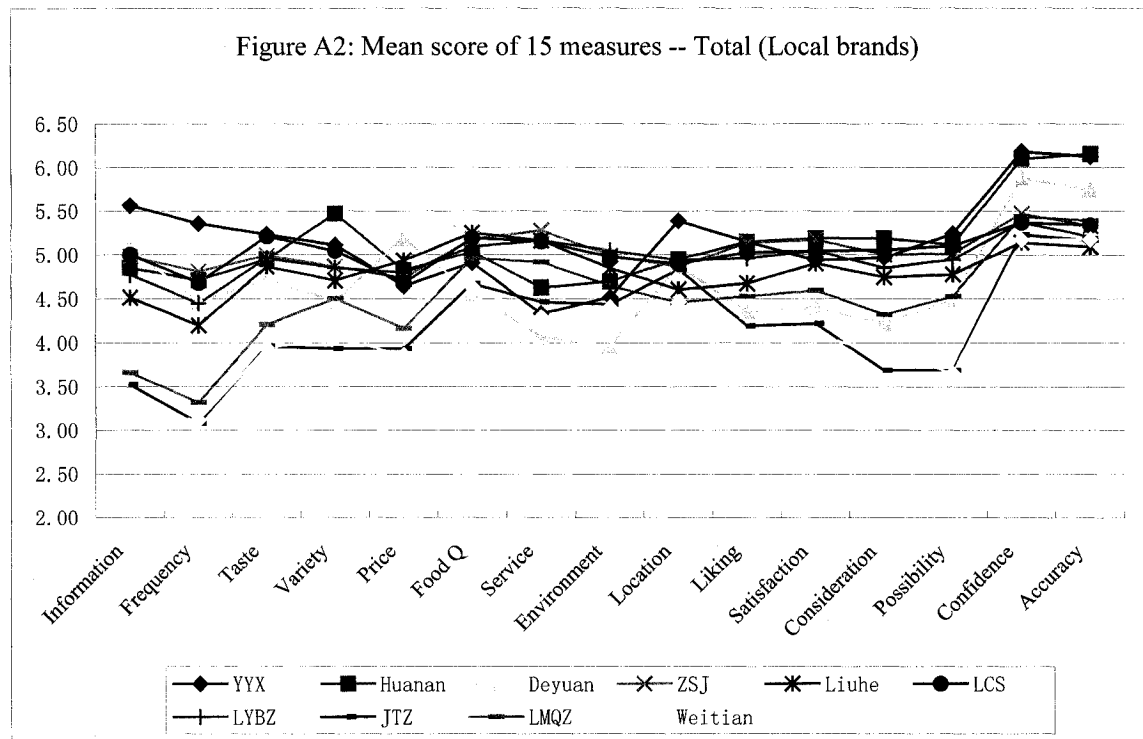
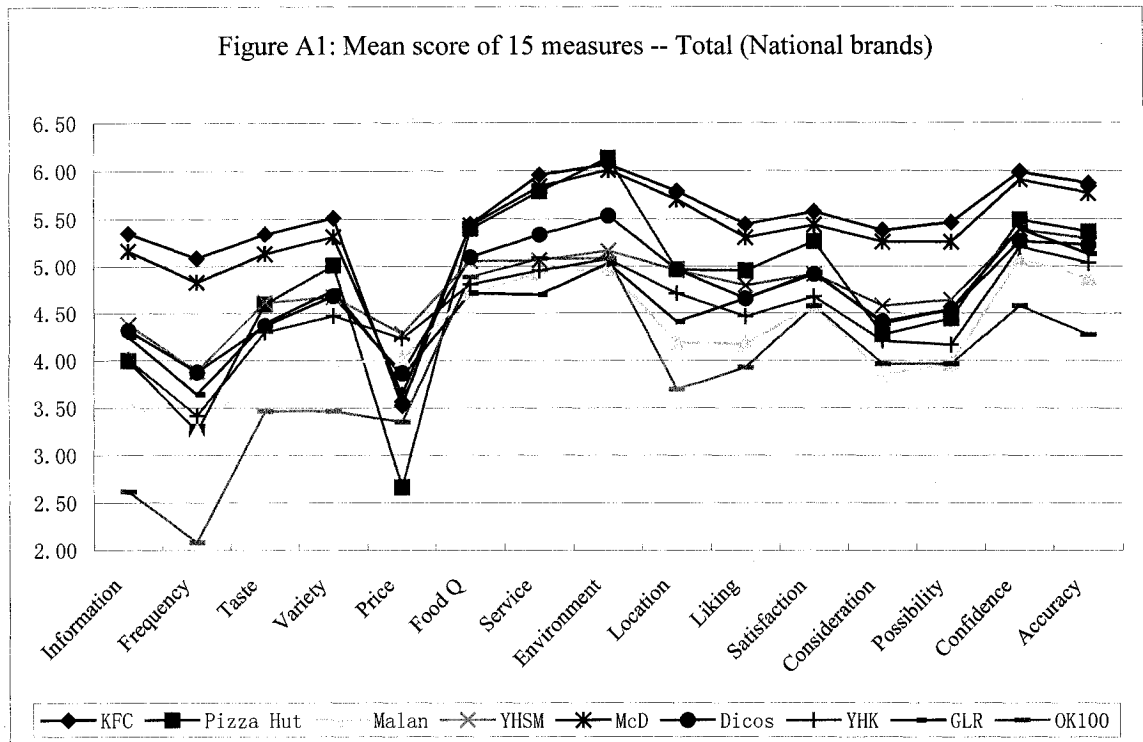




Figure A3: Mean scores of 15 measures -- Changsha

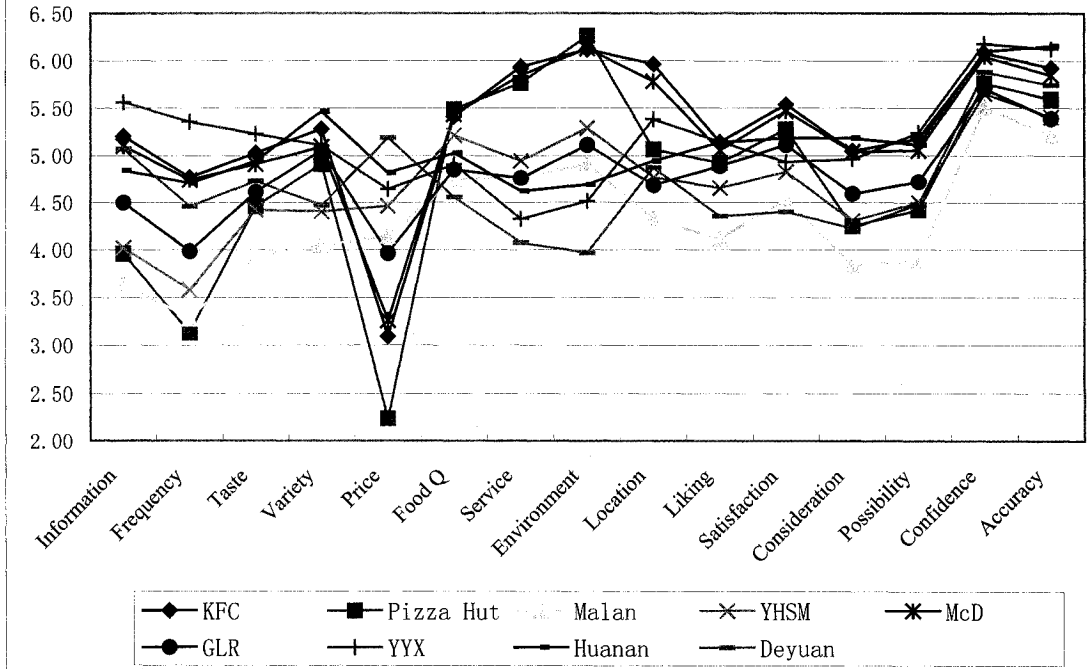


Figure A4: Mean scores of 15 measures -- Chengdu

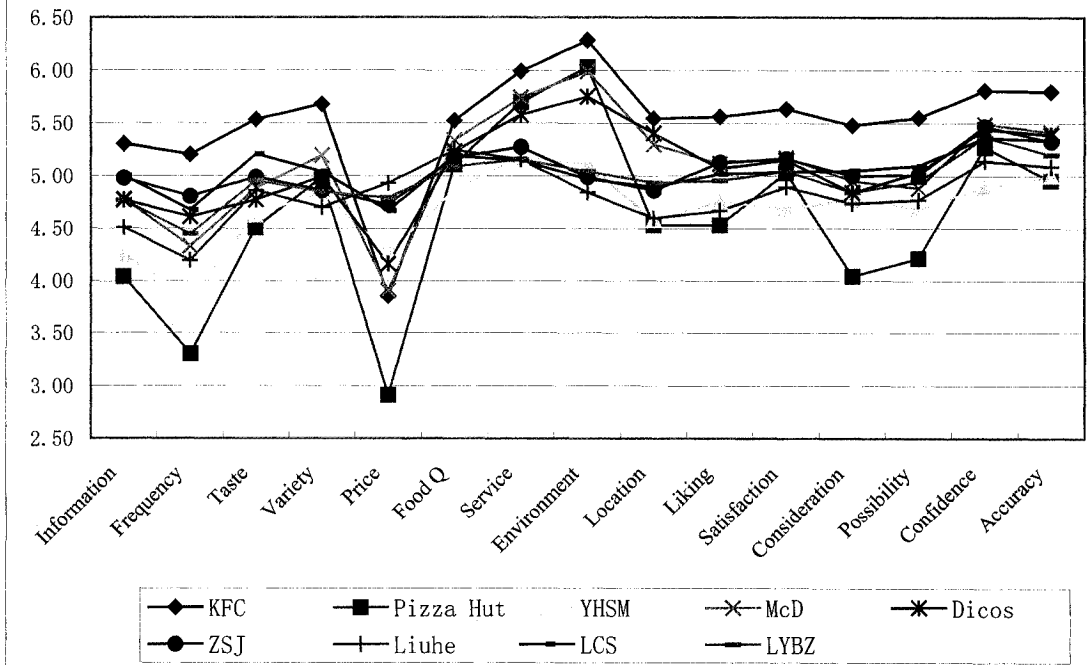


Figure A5: Mean scores of 15 measures -- Wuhan

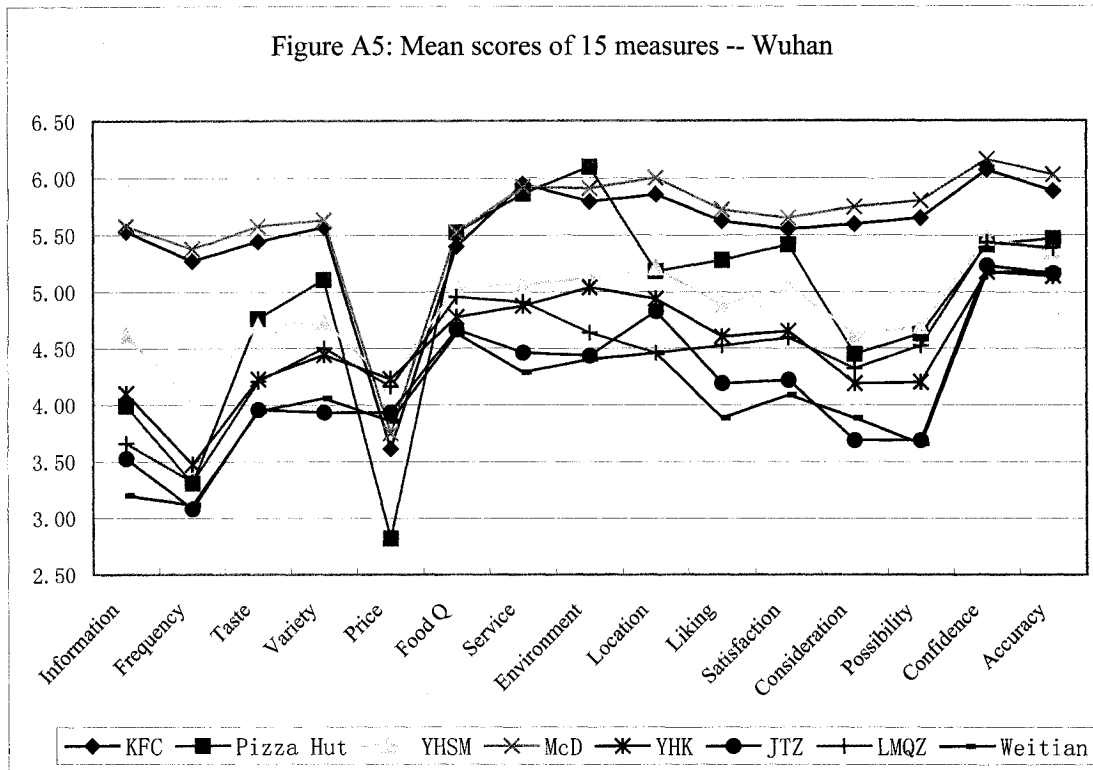
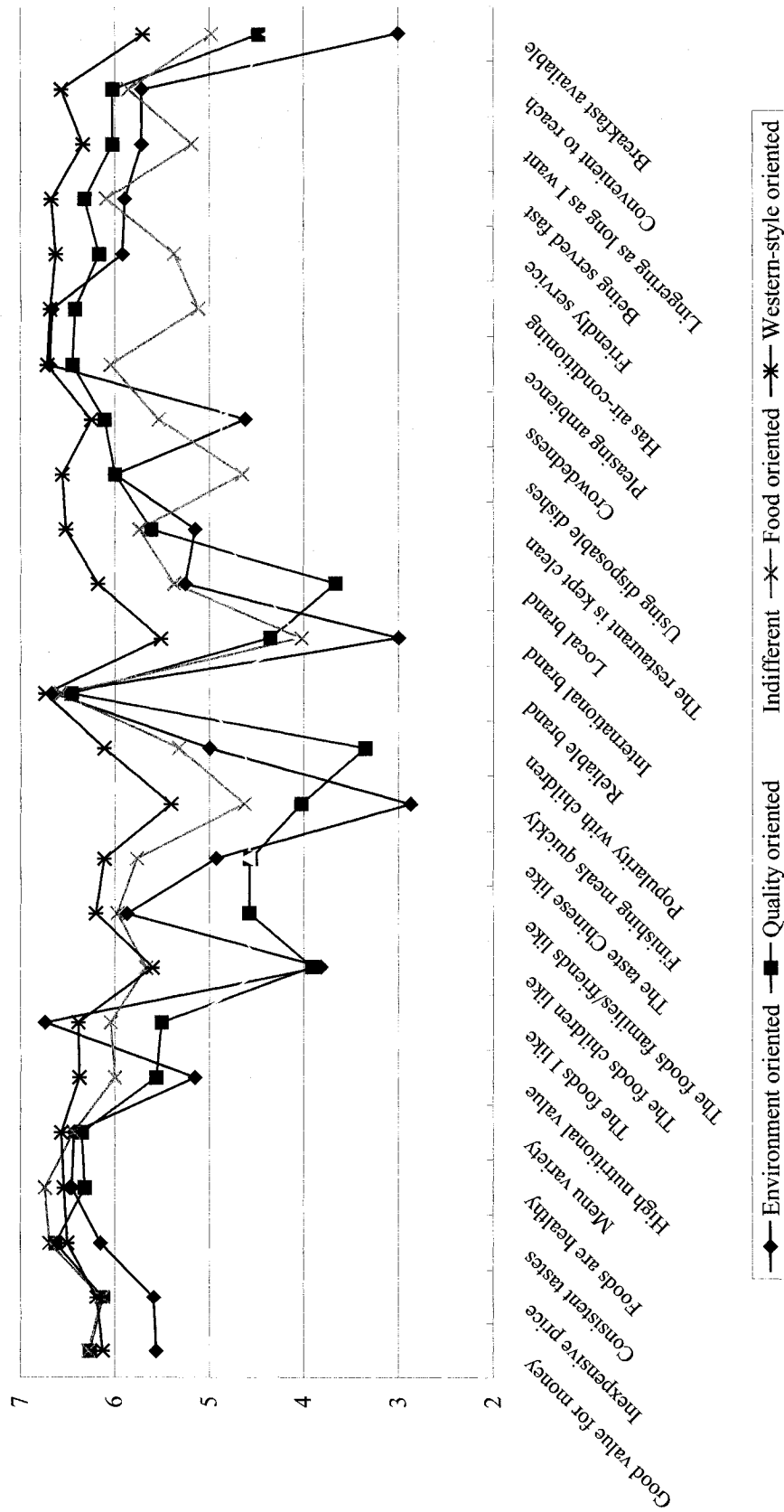


Figure A6: Mean importance ratings for 25 attributes -- by cluster



### **Appendix III: Operational Definitions of four sets**

*Consideration Set:*

1<sup>st</sup> choice                      Within those fast food restaurants you have heard about in S1, which brand of fast food is your first choice? (Single choice)

Other Choices                      Suppose, for whatever reason, your choice in A1 is not available, which brands of fast food would you choose? (Multiple choice)

Reject Set:                      With respect to those fast foods, which you have heard about in S1, which brand or brands you would never choose? (Multiple choice)

Foggy Set:                      With respect to those fast foods, which you have heard about in S1, which brand or brands you would have no opinion? (Multiple choice)

Hold Set:                      With respect to those fast foods, which you have heard about in S1, which brand or brands you have an opinion but cannot say whether or not to choose? (Multiple choice)

## **Appendix IV: Questionnaires**

Faculty of John Molson School of Business  
Concordia University

Dear Sir/Madam,

As part of the requirement of my Master degree in Administration Program at Concordia University, Montreal, Canada, I am interested in studying the opinions of Chinese consumers on various Fast Food restaurants in China market.

I would very much appreciate your participation in this study by completing this questionnaire. This should take approximately 25 minutes of your time. Please note that your responses to this questionnaire will be kept confidential and will be used in academic research only at Concordia University. Your name and any personal information will not appear in this research at all.

Since this research is necessary for the successful completion of my Master program, I sincerely hope that you will agree to participate in the survey.

Thank you again for your kind participation, and I hope that you will enjoy the experience.

Yours truly,

Tao Chen  
Graduate Student in Marketing Option of Master of Science in Administration

Dr. Michel Laroche  
Supervisor of Marketing  
Concordia University

May 2005

## Main Questionnaire

City code (office use only):

Changsha .....1  
Chengdu .....2  
Wuhan .....3

Which district of the city do you live in? (Check quota)

Changsha city    Kaifu district .....1  
                      Yuelu district .....2  
                      Tianxin district .....3

Chengdu city    Wuhou district .....4  
                      Chenghua district .....5  
                      Jinjiang district .....6

Wuhan city      Jiangan district .....7  
                      Jiangnan district .....8  
                      Qiaokou district .....9

### Part S: Screening questions

#### Instructions:

There are no right or wrong answers since we want to know your own opinions toward products and services. Please record your answers by circling the appropriate number corresponding each brand.

S1. From the list below, which brands of fast foods have you heard of? (Multiple choice)

KFC.....01	Dicos ..... 06
Pizza Hut .....02	Yong He King ..... 07
Ma Lan Hand-pulled Noodle .....03	Gui Lin Ren ..... 08
Yong He Soybean Milk .....04	OK100 ..... 09
McDonald's .....05	Yang Yu Xing (CS) ..... 11
Hua Nan Xia Chi (CS) .....12	Long Yan Steamed Bun (CD) .. 24
De Yuan (CS) .....13	Jin Tong Zi (WH) ..... 31
Zhong Dumpling (CD) .....21	Long Men Conjee (WH) ..... 32
Liu He Soybean Milk (CD) .....22	Wei Tian Noodle (WH) ..... 33

Long Chao Shou (CD).....	23
None.....	00→Terminate

S2. In the last two weeks, which brands of fast foods have you tried? (Multiple choice)

KFC.....	01	Dicos .....	06
Pizza Hut.....	02	Yong He King.....	07
Ma Lan Hand-pulled Noodle.....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's.....	05	Yang Yu Xing (CS) .....	11
Hua Nan Xia Chi (CS).....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH).....	31
Zhong Dumpling (CD) .....	21	Long Men Conjee (WH) .....	32
Liu He Soybean Milk (CD).....	22	Wei Tian Noodle (WH).....	33
Long Chao Shou (CD).....	23		
None.....	00→Terminate		

**Part A: Brand choice**

**Instructions:**

Again, there are no right or wrong answers since we want to know how do you choose fast food restaurants. Please record your answers by circling the appropriate number corresponding each brand.

A1. Within those fast food restaurants you have heard about in S1, which brand of fast food is your first choice? (Single choice)

KFC.....	01	Dicos .....	06
Pizza Hut.....	02	Yong He King.....	07
Ma Lan Hand-pulled Noodle.....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's.....	05	Yang Yu Xing (CS) .....	11
Hua Nan Xia Chi (CS).....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH).....	31
Zhong Dumpling (CD) .....	21	Long Men Conjee (WH) .....	32
Liu He Soybean Milk(CD).....	22	Wei Tian Noodle (WH).....	33
Long Chao Shou (CD).....	23		
Others: (specified)_____			

A2. Suppose, for whatever reason, your choice in A1 is not available, which brands of fast food would you choose? (Multiple choice)

KFC.....	01	Dicos .....	06
Pizza Hut.....	02	Yong He King.....	07
Ma Lan Hand-pulled Noodle.....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's.....	05	Yang Yu Xing (CS).....	11
Hua Nan Xia Chi (CS).....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH).....	31
Zhong Dumpling (CD).....	21	Long Men Conjee (WH).....	32
Liu He Soybean Milk(CD).....	22	Wei Tian Noodle (WH).....	33
Long Chao Shou (CD).....	23		
Others: (specified)_____			

A3. With respect to those fast foods, which you have heard about in S1, which brand or brands you would never choose? (Multiple choice)

KFC.....	01	Dicos .....	06
Pizza Hut.....	02	Yong He King.....	07
Ma Lan Hand-pulled Noodle.....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's.....	05	Yang Yu Xing (CS).....	11
Hua Nan Xia Chi (CS).....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH).....	31
Zhong Dumpling (CD).....	21	Long Men Conjee (WH).....	32
Liu He Soybean Milk (CD).....	22	Wei Tian Noodle (WH).....	33
Long Chao Shou (CD).....	23		
Others: (specified)_____			

A4. With respect to those fast foods, which you have heard about in S1, which brand or brands you would have no opinion? (Multiple choice)

KFC.....	01	Dicos .....	06
Pizza Hut.....	02	Yong He King.....	07
Ma Lan Hand-pulled Noodle.....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's.....	05	Yang Yu Xing (CS).....	11
Hua Nan Xia Chi (CS).....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH).....	31
Zhong Dumpling (CD).....	21	Long Men Conjee (WH).....	32



Liu He Soybean Milk (CD) .....	22	Wei Tian Noodle (WH) .....	33
Long Chao Shou (CD) .....	23		
Others: (specified) _____			

A5. With respect to those fast foods, which you have heard about in S1, which brand or brands you have an opinion but cannot say whether or not to choose? (Multiple choice)

KFC .....	01	Dicos .....	06
Pizza Hut .....	02	Yong He King .....	07
Ma Lan Hand-pulled Noodle .....	03	Gui Lin Ren .....	08
Yong He Soybean Milk .....	04	OK100 .....	09
McDonald's .....	05	Yang Yu Xing (CS) .....	11
Hua Nan Xia Chi (CS) .....	12	Long Yan Steamed Bun (CD) ..	24
De Yuan (CS) .....	13	Jin Tong Zi (WH) .....	31
Zhong Dumpling (CD) .....	21	Long Men Conjee (WH) .....	32
Liu He Soybean Milk (CD) .....	22	Wei Tian Noodle (WH) .....	33
Long Chao Shou (CD) .....	23		
Others: (specified) _____			

A6. By order of preference beginning with 1, 2, 3, etc., what is the rank you would give to the fast foods which you have heard about in S1? (write down the rank in the appropriate space provide)

	Rank		Rank
KFC	_____	Dicos	_____
Pizza Hut	_____	Yong He King	_____
Ma Lan Hand-pulled Noodle	_____	Gui Lin Ren	_____
Yong He Soybean Milk	_____	OK100	_____
McDonald's	_____	Yang Yu Xing (CS)	_____
Hua Nan Xia Chi (CS)	_____	Long Yan Steamed Bun(CD)	_____
De Yuan (CS)	_____	Jin Tong Zi (WH)	_____
Zhong Dumpling (CD)	_____	Long Men Conjee (WH)	_____
Liu He Soybean Milk (CD)	_____	Wei Tian Noodle (WH)	_____
Long Chao Shou (CD)	_____		

**Part B: Attitude toward fast food brands**

**Instructions:**

The following questions are designed to take a look at your attitude toward those fast

foods that you have heard about. There are no right or wrong answers. Please record your answers by circling the appropriate numbers best corresponding to your opinions.

Note: Please answer only those fast food brands that you have heard.

Information

B1. With respect to each of those fast foods that you have heard about in S1, to what extent do you feel you have enough information to make an informed judgment about whether or not to make a selection?

	No information						A quite deal information
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Previous experience

B2. With respect to each of those fast foods that you have heard about in S1, please indicate if you had previous experience with the particular brand.

	No previous experience						A lot of previous experience
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Taste

B3. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel about their taste.

	Very bad						Very good
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Variety of foods

B4. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel about the variety of fast foods.

	Very limited						Lots of variety
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Price perception

B5. With respect to those fast foods that you have heard about in S1, please indicate how do you feel about their price.

	Very expensive						Very inexpensive
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Perceived food quality

B6. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel about food quality.

	Very poor						Very good
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Perceived service quality

B7. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel about service quality.

	Very poor						Very good
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7



Restaurant environment

B8. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel restaurant environment.

	Very poor						Very good
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Convenience to reach

B9. With respect to each of those fast foods that you have heard about in S1, please indicate how do you feel about the convenience to reach the restaurant.

	Very inconvenient						Very convenient
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Likes/Dislike of foods

B10. With respect to each of those fast foods that you have heard about in S1, please indicate to which degree do you like the foods.

	Dislike						Like
	very much						very much
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Overall satisfaction

B11. With respect to each of those fast foods that you have heard about in S1, please indicate which degree can best describe your overall satisfaction with the restaurant.

	Very unsatisfactory					Very satisfactory	
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Purchase intention

B12. With respect to each of those fast foods that you have heard about in S1, please indicate how strongly would you consider buying those brands in your next purchase.

	Not consider at all						Consider strongly
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Purchase intention

B13. With respect to each of those fast foods that you have heard about in S1, please indicate the strength of your intentions if you were to make a selection.

	Definitely not intend to buy					Definitely intend to buy	
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Confidence

B14. With respect to each of those fast foods that you have heard about in S1, please indicate how confident you are about your evaluation of each brand.

	Very unconfident						Very confident
	1	2	3	4	5	6	7
KFC	1	2	3	4	5	6	7
Pizza Hut	1	2	3	4	5	6	7
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7
Yong He Soybean Milk	1	2	3	4	5	6	7
McDonald's	1	2	3	4	5	6	7
Dicos	1	2	3	4	5	6	7
Yong He King	1	2	3	4	5	6	7
Gui Lin Ren	1	2	3	4	5	6	7
OK100	1	2	3	4	5	6	7
Yang Yu Xing (CS)	1	2	3	4	5	6	7
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7
De Yuan (CS)	1	2	3	4	5	6	7
Zhong Dumpling (CD)	1	2	3	4	5	6	7
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7
Long Chao Shou (CD)	1	2	3	4	5	6	7
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7
Jin Tong Zi (WH)	1	2	3	4	5	6	7
Long Men Conjee (WH)	1	2	3	4	5	6	7
Wei Tian Noodle (WH)	1	2	3	4	5	6	7

Certainty

B15 With respect to each of those fast foods that you have heard about in S1, please indicate the degree of your certainty about each brand.

	Very uncertain	1	2	3	4	5	6	Very certain
KFC	1	2	3	4	5	6	7	
Pizza Hut	1	2	3	4	5	6	7	
Ma Lan Hand-pulled Noodle	1	2	3	4	5	6	7	
Yong He Soybean Milk	1	2	3	4	5	6	7	
McDonald's	1	2	3	4	5	6	7	
Dicos	1	2	3	4	5	6	7	
Yong He King	1	2	3	4	5	6	7	
Gui Lin Ren	1	2	3	4	5	6	7	
OK100	1	2	3	4	5	6	7	
Yang Yu Xing (CS)	1	2	3	4	5	6	7	
Hua Nan Xia Chi (CS)	1	2	3	4	5	6	7	
De Yuan (CS)	1	2	3	4	5	6	7	
Zhong Dumpling (CD)	1	2	3	4	5	6	7	
Liu He Soybean Milk (CD)	1	2	3	4	5	6	7	
Long Chao Shou (CD)	1	2	3	4	5	6	7	
Long Yan Steamed Bun(CD)	1	2	3	4	5	6	7	
Jin Tong Zi (WH)	1	2	3	4	5	6	7	
Long Men Conjee (WH)	1	2	3	4	5	6	7	
Wei Tian Noodle (WH)	1	2	3	4	5	6	7	



### Importance of attributes

B16. How important are the following criteria in selecting a particular brand of fast foods?

	Not important at all	1	2	3	4	5	6	7	Very important
Good value for money/Reasonable price	1	2	3	4	5	6	7		
Inexpensive price	1	2	3	4	5	6	7		
Consistent tastes of foods and drinks	1	2	3	4	5	6	7		
Foods are healthy (e.g., low level of cholesterol, fat, etc.)	1	2	3	4	5	6	7		
Menu variety	1	2	3	4	5	6	7		
Foods have high nutritional value	1	2	3	4	5	6	7		
Has the foods I like	1	2	3	4	5	6	7		
Has the foods children like	1	2	3	4	5	6	7		
Has the foods my families/friends like	1	2	3	4	5	6	7		
Has the taste Chinese like	1	2	3	4	5	6	7		
Can finish meals quickly	1	2	3	4	5	6	7		
Breakfast available	1	2	3	4	5	6	7		
Popularity with children	1	2	3	4	5	6	7		
Reliable brand	1	2	3	4	5	6	7		
International brand	1	2	3	4	5	6	7		
Local brand	1	2	3	4	5	6	7		
The restaurant is kept clean	1	2	3	4	5	6	7		
Using single-use, disposable dishes	1	2	3	4	5	6	7		
Crowdedness during meal times	1	2	3	4	5	6	7		
Pleasing ambience	1	2	3	4	5	6	7		
Has air-conditioning	1	2	3	4	5	6	7		
Friendly service	1	2	3	4	5	6	7		
Being served fast	1	2	3	4	5	6	7		
Can linger/stay as long as I want after finishing meal	1	2	3	4	5	6	7		
Convenient to reach	1	2	3	4	5	6	7		

**Part D: Demographics**

**Instructions:**

The following questions relate to your background information. The information is used to do some analysis and will not be revealed to others except for the researchers in this study. Please record your answers by circling the appropriate number corresponding each brand.

D1. Gender (Single choice)

- Male ..... 1
- Female ..... 2

D2. Which of the following group can better describe your age? (Single choice)

- Under 20 years old ..... 1
- 20 – 29 years old ..... 2
- 30 – 39 years old ..... 3
- 40 – 49 years old ..... 4
- 50 – 59 years old ..... 5
- 60 years old or over ..... 6

D3. Marriage status (Single choice)

- Single ..... 1 → Skip to D5
- Marriage or living together ..... 2
- Separate or divorced ..... 3
- Others ..... 4

D4. Do you have child? (Single choice)

- Yes ..... 1
- No ..... 2

D5. Including yourself, how many family members in your family?

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D6. Which of the following group can better describe your family monthly gross income?  
(Single choice)

- Under 1,000 RMB .....1
- 1,000 – 1,999 RMB .....2
- 2,000 – 2,999 RMB .....3
- 3,000 – 3,999 RMB .....4
- 4,000 – 4,999 RMB .....5
- 5,000 – 5,999 RMB .....6
- 6,000 – 6,999 RMB .....7
- 7,000 – 7,999 RMB .....8
- 8,000 RMB or above .....9
- Don't know/Can't tell .....0

D7. Which of the following group can better describe your education level? (Single choice)

- Elementary or lower .....1
- Middle school .....2
- High school/Technical school .....3
- CEGEP/college .....4
- University .....5
- Graduate or higher .....6

**\*\*\* Thanks again for your time and have a nice day! \*\*\***

问卷编号: \_\_\_\_\_ (105-107) 一审: \_\_\_\_\_

访问员姓名: \_\_\_\_\_ 二审: \_\_\_\_\_

城市:

(110)

长沙 ..... 1  
成都 ..... 2  
武汉 ..... 3

区属 (检查配额)

长沙 (111)

开福区 ..... 1  
岳麓区 ..... 2  
天心区 ..... 3

成都

武侯区 ..... 4  
成华区 ..... 5  
锦江区 ..... 6

武汉

江岸区 ..... 7  
江汉区 ..... 8  
桥口区 ..... 9

## 中国多城市快餐研究

(2005年7月)

先生/女士:

您好!

我们正在帮助加拿大协和大学商学院进行一项有关中国快餐店的研究。我想耽误您 20 分钟的时间,请您帮助填写这份调查问卷。对您所提供的个人意见和所有信息我们将严格保密。

感谢您的大力支持!

## S 部分：甄别问题

访问员读出：

您提供的所有答案都没有对错和好坏之分，我们只是想知道您自己对一些产品和服务的真实想法。

□[出示卡片]

S1. 请问在下面的快餐店中，您曾经听说过哪些呢？[追问] 还有呢？还有呢？（多选）（强调：是快餐店）

(125-150)

肯德基·····	01	德克士·····	06
必胜客·····	02	永和大王·····	07
马兰拉面·····	03	桂林人·····	08
永和豆浆·····	04	欧克壹佰/OK100·····	09
麦当劳·····	05	杨裕兴(CS)·····	11
华南小吃(CS)·····	12	龙眼包子(CD)·····	24
德园(CS)·····	13	金童子 (WH)·····	31
钟水饺 (CD)·····	21	龙门清粥(WH)·····	32
六和豆浆 (CD)·····	22	味添面馆(WH)·····	33
龙抄手 (CD)·····	23		
以上均无·····	00	→结束访问	

□[出示卡片]

S2. 请问在过去两个星期内，您曾经光顾过其中的哪些呢？[追问] 还有呢？还有呢？（多选）

(155-180)

肯德基·····	01	德克士·····	06
必胜客·····	02	永和大王·····	07
马兰拉面·····	03	桂林人·····	08
永和豆浆·····	04	欧克壹佰/OK100·····	09
麦当劳·····	05	杨裕兴(CS)·····	11
华南小吃(CS)·····	12	龙眼包子(CD)·····	24
德园(CS)·····	13	金童子 (WH)·····	31
钟水饺 (CD)·····	21	龙门清粥(WH)·····	32
六和豆浆 (CD)·····	22	味添面馆(WH)·····	33
龙抄手 (CD)·····	23		
以上均无·····	00	→结束访问	

## A 部分：品牌选择

**访问员读出：**重复一下，您提供的所有答案都没有对错和好坏之分，我们只是想知道您自己光顾快餐店时是如何选择的。

以下问题都是针对那些您听说过或光顾过的快餐店，请不要考虑那些您从来没有听说过的牌子。

□[出示卡片]

A1. 在所有您听说过或光顾过的快餐店中，您下一次去快餐店时最想去的是哪一家？如果卡片上没有，请您把店的名字告诉我。(单选)

□[出示卡片]

A2. 除了您刚刚选择的\_\_\_\_\_（读出 A1 的答案）外，在其他您知道的快餐店中，您下次还会考虑光顾其他哪些快餐店呢？如果卡片上没有，请您把店的名字告诉我。[追问] 还有呢？还有呢？(复选)

□[出示卡片]

A3. 在您知道的快餐店中，有哪些店是您根本不会去光顾的呢？（注意：请不要包括那些您以前没有听说过的牌子）[追问] 还有呢？(多选)

□[出示卡片]

A4. 在您知道的快餐店中，有哪些店是您对它们不太了解的呢？[追问] 还有呢？(多选)

□[出示卡片]

A5. 在您知道的快餐店中，有哪些是您虽然有一定的了解，但很难说以后是否会光顾的呢？[追问] 还有呢？(多选)

	A1 第一选择 (205-206)	A2 其他选择 (207-234)	A3 从不考虑 (235-250)	A4 不太了解 (251-266)	A5 不确定 (267-282)
肯德基	01	01	01	01	01
必胜客	02	02	02	02	02
马兰拉面	03	03	03	03	03
永和豆浆	04	04	04	04	04
麦当劳	05	05	05	05	05
德克士	06	06	06	06	06
永和大王	07	07	07	07	07
桂林人	08	08	08	08	08
欧克壹佰/OK100	09	09	09	09	09
杨裕兴(CS)	11	11	11	11	11
华南小吃(CS)	12	12	12	12	12
德园(CS)	13	13	13	13	13

钟水饺 (CD)	21	21	21	21	21
六和豆浆 (CD)	22	22	22	22	22
龙抄手 (CD)	23	23	23	23	23
龙眼包子(CD)	24	24	24	24	24
金童子 (WH)	31	31	31	31	31
龙门清粥(WH)	32	32	32	32	32
味添面馆(WH)	33	33	33	33	33
其他: _____					
没有	00	00	00	00	00

□[出示卡片]

A6. 在您听说过的所有快餐店中, 请您按照您对以下快餐店的偏爱程度进行排序。请问您最喜欢的是哪一个呢? (在最喜欢的店后面标“1”), 第二喜欢的呢? (标“2”, 以此类推)。  
(注意: 对那些您以前没有听说过的牌子, 请不用排序)

顺序		顺序	
肯德基	(305-306)	杨裕兴(CS)	(323-324)
必胜客	(307-308)	华南小吃(CS)	(325-326)
马兰拉面	(309-310)	德园(CS)	(327-328)
永和豆浆	(311-312)	钟水饺 (CD)	(329-330)
麦当劳	(313-314)	六和豆浆 (CD)	(331-332)
德克士	(315-316)	龙抄手 (CD)	(333-334)
永和大王	(317-318)	龙眼包子(CD)	(335-336)
桂林人	(319-320)	金童子 (WH)	(337-338)
欧克壹佰/OK100	(321-322)	龙门清粥(WH)	(339-340)
		味添面馆(WH)	(341-342)

## B 部分: 态度

[访问员读出]下面的问题是想了解您对一些您知道的快餐店的态度。您提供的所有答案都没有对错和好坏之分。

您只需要回答那些您以前听说过的快餐店，从来没有听说过的牌子请不要回答。

□[出示卡片]

B1. 针对您听说过的每一个快餐店，请您用 1 到 7 分对您在决定是否光顾时对它的了解程度进行评估。例如，1 分代表您觉得自己对某个快餐店非常不了解，7 分代表非常了解。您可以选择从 1 到 7 之间的任何一个数字。

过录已 知牌子	非常 不了解	1	2	3	4	5	6	7	非常 了解	
( ) 肯德基		1	2	3	4	5	6	7		(355)
( ) 必胜客		1	2	3	4	5	6	7		(356)
( ) 马兰拉面		1	2	3	4	5	6	7		(357)
( ) 永和豆浆		1	2	3	4	5	6	7		(358)
( ) 麦当劳		1	2	3	4	5	6	7		(359)
( ) 德克士		1	2	3	4	5	6	7		(360)
( ) 永和大王		1	2	3	4	5	6	7		(361)
( ) 桂林人		1	2	3	4	5	6	7		(362)
( ) 欧克壹佰/OK100		1	2	3	4	5	6	7		(363)
( ) 杨裕兴(CS)		1	2	3	4	5	6	7		(364)
( ) 华南小吃(CS)		1	2	3	4	5	6	7		(365)
( ) 德园(CS)		1	2	3	4	5	6	7		(366)
( ) 钟水饺 (CD)		1	2	3	4	5	6	7		(367)
( ) 六和豆浆 (CD)		1	2	3	4	5	6	7		(368)
( ) 龙抄手 (CD)		1	2	3	4	5	6	7		(369)
( ) 龙眼包子(CD)		1	2	3	4	5	6	7		(370)
( ) 金童子 (WH)		1	2	3	4	5	6	7		(371)
( ) 龙门清粥(WH)		1	2	3	4	5	6	7		(372)
( ) 味添面馆(WH)		1	2	3	4	5	6	7		(373)



□[出示卡片]

B2. 针对您听说过的每一个快餐店,请您用1到7分对您光顾这些快餐店的频率进行评估。例如,1分代表您从未光顾过某个快餐店,7分代表经常光顾,您可以选择从1到7之间的任何一个数字。

过录已  
知牌子

从未光顾过

经常光顾

( )	肯德基	1	2	3	4	5	6	7	(455)
( )	必胜客	1	2	3	4	5	6	7	(456)
( )	马兰拉面	1	2	3	4	5	6	7	(457)
( )	永和豆浆	1	2	3	4	5	6	7	(458)
( )	麦当劳	1	2	3	4	5	6	7	(459)
( )	德克士	1	2	3	4	5	6	7	(460)
( )	永和大王	1	2	3	4	5	6	7	(461)
( )	桂林人	1	2	3	4	5	6	7	(462)
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(463)
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(464)
( )	华南小吃(CS)	1	2	3	4	5	6	7	(465)
( )	德园(CS)	1	2	3	4	5	6	7	(466)
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(467)
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(468)
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(469)
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(470)
( )	金童子 (WH)	1	2	3	4	5	6	7	(471)
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(472)
( )	味添面馆(WH)	1	2	3	4	5	6	7	(473)

□[出示卡片]

B3. 针对您听说过的每一个快餐店，请您用 1 到 7 分对这些快餐总体的味道进行评估。例如，1 分代表您认为某个快餐的总体味道非常差，7 分代表总体味道非常好。

过录已 知牌子		味道 非常差						味道 非常好		
( )		1	2	3	4	5	6	7		
( )	肯德基	1	2	3	4	5	6	7	(555)	
( )	必胜客	1	2	3	4	5	6	7	(556)	
( )	马兰拉面	1	2	3	4	5	6	7	(557)	
( )	永和豆浆	1	2	3	4	5	6	7	(558)	
( )	麦当劳	1	2	3	4	5	6	7	(559)	
( )	德克士	1	2	3	4	5	6	7	(560)	
( )	永和大王	1	2	3	4	5	6	7	(561)	
( )	桂林人	1	2	3	4	5	6	7	(562)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(563)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(564)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(565)	
( )	德园(CS)	1	2	3	4	5	6	7	(566)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(567)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(568)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(569)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(570)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(571)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(572)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(573)	

□[出示卡片]

B4. 针对您听说过的每一个快餐店,请您用1到7分对这些快餐店所供应品种的多少进行评估。  
 例如,1分代表您认为某个快餐店所供应的品种非常少,7分代表品种非常多。

过录已 知牌子	品种 非常少	1	2	3	4	5	6	品种 非常多	7	
( )	肯德基	1	2	3	4	5	6	7		(655)
( )	必胜客	1	2	3	4	5	6	7		(656)
( )	马兰拉面	1	2	3	4	5	6	7		(657)
( )	永和豆浆	1	2	3	4	5	6	7		(658)
( )	麦当劳	1	2	3	4	5	6	7		(659)
( )	德克士	1	2	3	4	5	6	7		(660)
( )	永和大王	1	2	3	4	5	6	7		(661)
( )	桂林人	1	2	3	4	5	6	7		(662)
( )	欧克壹佰/OK100	1	2	3	4	5	6	7		(663)
( )	杨裕兴(CS)	1	2	3	4	5	6	7		(664)
( )	华南小吃(CS)	1	2	3	4	5	6	7		(665)
( )	德园(CS)	1	2	3	4	5	6	7		(666)
( )	钟水饺 (CD)	1	2	3	4	5	6	7		(667)
( )	六和豆浆 (CD)	1	2	3	4	5	6	7		(668)
( )	龙抄手 (CD)	1	2	3	4	5	6	7		(669)
( )	龙眼包子(CD)	1	2	3	4	5	6	7		(670)
( )	金童子 (WH)	1	2	3	4	5	6	7		(671)
( )	龙门清粥(WH)	1	2	3	4	5	6	7		(672)
( )	味添面馆(WH)	1	2	3	4	5	6	7		(673)

□[出示卡片]

B5. 针对您听说过的每一个快餐店，请您用 1 到 7 分对这些快餐店的价格进行评估。例如，1 分代表您认为某个快餐店的价格非常高，7 分代表价格非常便宜。

过录已 知牌子	价格 非常高	1	2	3	4	5	6	7	价格 非常便宜	
( )	肯德基	1	2	3	4	5	6	7	(755)	
( )	必胜客	1	2	3	4	5	6	7	(756)	
( )	马兰拉面	1	2	3	4	5	6	7	(757)	
( )	永和豆浆	1	2	3	4	5	6	7	(758)	
( )	麦当劳	1	2	3	4	5	6	7	(759)	
( )	德克士	1	2	3	4	5	6	7	(760)	
( )	永和大王	1	2	3	4	5	6	7	(761)	
( )	桂林人	1	2	3	4	5	6	7	(762)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(763)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(764)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(765)	
( )	德园(CS)	1	2	3	4	5	6	7	(766)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(767)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(768)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(769)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(770)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(771)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(772)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(773)	

□[出示卡片]

B6. 针对您听说过的每一个快餐店，请您用 1 到 7 分对这些快餐店总体的食品质量进行评估。

1 分代表您认为某个快餐总体的食品质量非常差，7 分代表食品质量非常好。

过录已 知牌子		食品质量 非常差					食品质量 非常好			
( )	肯德基	1	2	3	4	5	6	7	(855)	
( )	必胜客	1	2	3	4	5	6	7	(856)	
( )	马兰拉面	1	2	3	4	5	6	7	(857)	
( )	永和豆浆	1	2	3	4	5	6	7	(858)	
( )	麦当劳	1	2	3	4	5	6	7	(859)	
( )	德克士	1	2	3	4	5	6	7	(860)	
( )	永和大王	1	2	3	4	5	6	7	(861)	
( )	桂林人	1	2	3	4	5	6	7	(862)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(863)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(864)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(865)	
( )	德园(CS)	1	2	3	4	5	6	7	(866)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(867)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(868)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(869)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(870)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(871)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(872)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(873)	

□[出示卡片]

B7. 针对您听说过的每一个快餐店，请您用1到7分对这些快餐店服务质量进行评估。1分代表您认为某个快餐服务质量非常差，7分代表服务质量非常好。

过录已 知牌子		服务 非常差					服务 非常好			
( )	肯德基	1	2	3	4	5	6	7	(955)	
( )	必胜客	1	2	3	4	5	6	7	(956)	
( )	马兰拉面	1	2	3	4	5	6	7	(957)	
( )	永和豆浆	1	2	3	4	5	6	7	(958)	
( )	麦当劳	1	2	3	4	5	6	7	(959)	
( )	德克士	1	2	3	4	5	6	7	(960)	
( )	永和大王	1	2	3	4	5	6	7	(961)	
( )	桂林人	1	2	3	4	5	6	7	(962)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(963)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(964)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(965)	
( )	德园(CS)	1	2	3	4	5	6	7	(966)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(967)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(968)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(969)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(970)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(971)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(972)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(973)	

□[出示卡片]

B8. 针对您听说过的每一个快餐店,请您用1到7分对这些快餐店的总体环境进行评估。1分代表您认为某个快餐店的总体环境非常差,7分代表环境非常好。

过录已 知牌子	环境 非常差	1	2	3	4	5	6	7	环境 非常好	
( )	肯德基	1	2	3	4	5	6	7	(1055)	
( )	必胜客	1	2	3	4	5	6	7	(1056)	
( )	马兰拉面	1	2	3	4	5	6	7	(1057)	
( )	永和豆浆	1	2	3	4	5	6	7	(1058)	
( )	麦当劳	1	2	3	4	5	6	7	(1059)	
( )	德克士	1	2	3	4	5	6	7	(1060)	
( )	永和大王	1	2	3	4	5	6	7	(1061)	
( )	桂林人	1	2	3	4	5	6	7	(1062)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1063)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1064)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1065)	
( )	德园(CS)	1	2	3	4	5	6	7	(1066)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1067)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1068)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1069)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1070)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(1071)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1072)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1073)	

□[出示卡片]

B9. 针对您听说过的每一个快餐店，请您用 1 到 7 分对您去这些快餐店的方便程度进行评估。

1 分代表您去某个快餐店非常不方便，7 分代表非常方便。

过录已  
知牌子

非常  
不方便

非常方便

( )	肯德基	1	2	3	4	5	6	7	(1155)
( )	必胜客	1	2	3	4	5	6	7	(1156)
( )	马兰拉面	1	2	3	4	5	6	7	(1157)
( )	永和豆浆	1	2	3	4	5	6	7	(1158)
( )	麦当劳	1	2	3	4	5	6	7	(1159)
( )	德克士	1	2	3	4	5	6	7	(1160)
( )	永和大王	1	2	3	4	5	6	7	(1161)
( )	桂林人	1	2	3	4	5	6	7	(1162)
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1163)
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1164)
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1165)
( )	德园(CS)	1	2	3	4	5	6	7	(1166)
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1167)
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1168)
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1169)
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1170)
( )	金童子 (WH)	1	2	3	4	5	6	7	(1171)
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1172)
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1173)



□[出示卡片]

B10. 针对您听说过的每一个快餐店,请您用 1 到 7 分对您对这些快餐店的总体喜欢程度进行评估。1 分代表您对某个快餐店非常不喜欢,7 分代表非常喜欢。

过录已 知牌子		非常 不喜欢						非常 喜欢		
( )		1	2	3	4	5	6	7		
( )	肯德基	1	2	3	4	5	6	7	(1255)	
( )	必胜客	1	2	3	4	5	6	7	(1256)	
( )	马兰拉面	1	2	3	4	5	6	7	(1257)	
( )	永和豆浆	1	2	3	4	5	6	7	(1258)	
( )	麦当劳	1	2	3	4	5	6	7	(1259)	
( )	德克士	1	2	3	4	5	6	7	(1260)	
( )	永和大王	1	2	3	4	5	6	7	(1261)	
( )	桂林人	1	2	3	4	5	6	7	(1262)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1263)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1264)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1265)	
( )	德园(CS)	1	2	3	4	5	6	7	(1266)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1267)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1268)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1269)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1270)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(1271)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1272)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1273)	

□[出示卡片]

B11. 针对您听说过的每一个快餐店，请您用 1 到 7 分对这些快餐店总体的满意程度进行评估。

1 分代表您认为某个快餐店总体上来说非常不满意，7 分代表非常满意。

过录已  
知牌子

非常  
不满意

非常满意

( )	肯德基	1	2	3	4	5	6	7	(1355)
( )	必胜客	1	2	3	4	5	6	7	(1356)
( )	马兰拉面	1	2	3	4	5	6	7	(1357)
( )	永和豆浆	1	2	3	4	5	6	7	(1358)
( )	麦当劳	1	2	3	4	5	6	7	(1359)
( )	德克士	1	2	3	4	5	6	7	(1360)
( )	永和大王	1	2	3	4	5	6	7	(1361)
( )	桂林人	1	2	3	4	5	6	7	(1362)
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1363)
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1364)
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1365)
( )	德园(CS)	1	2	3	4	5	6	7	(1366)
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1367)
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1368)
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1369)
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1370)
( )	金童子 (WH)	1	2	3	4	5	6	7	(1371)
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1372)
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1373)

□[出示卡片]

B12. 对于您听说过的每一个快餐店，请问您在下一次光顾快餐店时考虑他们的可能性如何？

过录已知牌子		根本不考虑					非常可能考虑			
( )		1	2	3	4	5	6	7		
( )	肯德基	1	2	3	4	5	6	7	(1655)	
( )	必胜客	1	2	3	4	5	6	7	(1656)	
( )	马兰拉面	1	2	3	4	5	6	7	(1657)	
( )	永和豆浆	1	2	3	4	5	6	7	(1658)	
( )	麦当劳	1	2	3	4	5	6	7	(1659)	
( )	德克士	1	2	3	4	5	6	7	(1660)	
( )	永和大王	1	2	3	4	5	6	7	(1661)	
( )	桂林人	1	2	3	4	5	6	7	(1662)	
( )	欧克壹佰 /OK100	1	2	3	4	5	6	7	(1663)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1664)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1665)	
( )	德园(CS)	1	2	3	4	5	6	7	(1666)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1667)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1668)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1669)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1670)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(1671)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1672)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1673)	

□[出示卡片]

B13. 对于您听说过的每一个快餐店，请问您在下一次光顾快餐店时最终选择他们的可能性如何？

过录已知牌子		非常不可能选择					非常可能选择			
( )		1	2	3	4	5	6	7	( )	
( )	肯德基	1	2	3	4	5	6	7	(1755)	
( )	必胜客	1	2	3	4	5	6	7	(1756)	
( )	马兰拉面	1	2	3	4	5	6	7	(1757)	
( )	永和豆浆	1	2	3	4	5	6	7	(1758)	
( )	麦当劳	1	2	3	4	5	6	7	(1759)	
( )	德克士	1	2	3	4	5	6	7	(1760)	
( )	永和大王	1	2	3	4	5	6	7	(1761)	
( )	桂林人	1	2	3	4	5	6	7	(1762)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1763)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1764)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1765)	
( )	德园(CS)	1	2	3	4	5	6	7	(1766)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1767)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1768)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1769)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1770)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(1771)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1772)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1773)	

□[出示卡片]

B14. 针对您听说过的每一个快餐店，请问您对您在做以上评估时，对自己所做判断的自信程度如何？ 1分代表您对你刚才回答问题时非常不自信，7分代表您非常自信。

过录已  
知牌子

非常  
不自信

非常  
自信

( )		1	2	3	4	5	6	7	( )
( )	肯德基	1	2	3	4	5	6	7	(1455)
( )	必胜客	1	2	3	4	5	6	7	(1456)
( )	马兰拉面	1	2	3	4	5	6	7	(1457)
( )	永和豆浆	1	2	3	4	5	6	7	(1458)
( )	麦当劳	1	2	3	4	5	6	7	(1459)
( )	德克士	1	2	3	4	5	6	7	(1460)
( )	永和大王	1	2	3	4	5	6	7	(1461)
( )	桂林人	1	2	3	4	5	6	7	(1462)
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1463)
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1464)
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1465)
( )	德园(CS)	1	2	3	4	5	6	7	(1466)
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1467)
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1468)
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1469)
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1470)
( )	金童子 (WH)	1	2	3	4	5	6	7	(1471)
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1472)
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1473)

□[出示卡片]

B15. 针对您听说过的每一个快餐店，请问您对您在做以上评估时，觉得自己所做判断的准确程度如何？ 1分代表您认为自己所做评估非常不准确，7分代表您非常准确。

过录已 知牌子		非常 不准确						非常准确		
( )	肯德基	1	2	3	4	5	6	7	(1555)	
( )	必胜客	1	2	3	4	5	6	7	(1556)	
( )	马兰拉面	1	2	3	4	5	6	7	(1557)	
( )	永和豆浆	1	2	3	4	5	6	7	(1558)	
( )	麦当劳	1	2	3	4	5	6	7	(1559)	
( )	德克士	1	2	3	4	5	6	7	(1560)	
( )	永和大王	1	2	3	4	5	6	7	(1561)	
( )	桂林人	1	2	3	4	5	6	7	(1562)	
( )	欧克壹佰/OK100	1	2	3	4	5	6	7	(1563)	
( )	杨裕兴(CS)	1	2	3	4	5	6	7	(1564)	
( )	华南小吃(CS)	1	2	3	4	5	6	7	(1565)	
( )	德园(CS)	1	2	3	4	5	6	7	(1566)	
( )	钟水饺 (CD)	1	2	3	4	5	6	7	(1567)	
( )	六和豆浆 (CD)	1	2	3	4	5	6	7	(1568)	
( )	龙抄手 (CD)	1	2	3	4	5	6	7	(1569)	
( )	龙眼包子(CD)	1	2	3	4	5	6	7	(1570)	
( )	金童子 (WH)	1	2	3	4	5	6	7	(1571)	
( )	龙门清粥(WH)	1	2	3	4	5	6	7	(1572)	
( )	味添面馆(WH)	1	2	3	4	5	6	7	(1573)	

□[出示卡片]

B16. 下面我会读出一些别人在选择快餐店时考虑的因素。请问在您选择快餐店时，您觉得这些方面的因素在您决定是否光顾时的重要性如何？1 分代表您认为某个方面非常不重要，7 分代表您非常重要，您可以选择从 1 到 7 之间的任何一个数字。（从打“√”的方面开始循环，逐一询问）

		非常不 重要						非常 重要		
( )		1	2	3	4	5	6	7		
( )	物有所值	1	2	3	4	5	6	7	(1805)	
( )	用餐时的拥挤程度	1	2	3	4	5	6	7	(1806)	
( )	食物/饮料的品质稳定	1	2	3	4	5	6	7	(1807)	
( )	食品健康 (例如：低脂肪，低胆固醇等)	1	2	3	4	5	6	7	(1808)	
( )	服务态度好	1	2	3	4	5	6	7	(1809)	
( )	食品的营养价值高	1	2	3	4	5	6	7	(1810)	
( )	有我喜欢的食品	1	2	3	4	5	6	7	(1811)	
( )	本土品牌	1	2	3	4	5	6	7	(1812)	
( )	有我家人/朋友喜欢的食品	1	2	3	4	5	6	7	(1813)	
( )	口味适合中国人	1	2	3	4	5	6	7	(1814)	
( )	食品可以很快吃完	1	2	3	4	5	6	7	(1815)	
( )	小孩子喜欢去	1	2	3	4	5	6	7	(1816)	
( )	餐厅保持干净	1	2	3	4	5	6	7	(1817)	
( )	国际品牌	1	2	3	4	5	6	7	(1818)	
( )	有小孩子喜欢的食品	1	2	3	4	5	6	7	(1819)	
( )	值得信赖的牌子	1	2	3	4	5	6	7	(1820)	
( )	使用一次性餐具	1	2	3	4	5	6	7	(1821)	
( )	价钱不贵	1	2	3	4	5	6	7	(1822)	
( )	令人愉快的用餐环境	1	2	3	4	5	6	7	(1823)	
( )	有空调	1	2	3	4	5	6	7	(1824)	
( )	食物品种多样	1	2	3	4	5	6	7	(1825)	
( )	服务快捷	1	2	3	4	5	6	7	(1826)	
( )	想待多久就待多久	1	2	3	4	5	6	7	(1827)	
( )	交通方便	1	2	3	4	5	6	7	(1828)	
( )	有早餐供应	1	2	3	4	5	6	7	(1829)	

## D 部分：背景资料

### 说明：

最后我想问一些与您个人有关的问题。我们将利用这部分内容对您刚才提供的意见的进行进一步的研究和分析。

#### D1. 记录性别 (单选)

(1950)

- 男..... 1  
女..... 2

[出示卡片]

#### D2. 请问您的年龄属于哪一组? (单选)

(1951)

- 不够 20 岁..... 1  
20 - 29 岁..... 2  
30 - 39 岁..... 3  
40 - 49 岁..... 4  
50 - 59 岁..... 5  
60 岁或以上..... 6

[出示卡片]

#### D3. 婚姻状况 (单选)

(1952)

- 单身..... 1 → 跳到 D5  
已婚或同居..... 2  
分居或离婚..... 3  
其他..... 4

#### D4. 请问您家里有 16 岁以下的小孩吗? (单选)

(1953)

- 有..... 1  
没有..... 2

#### D5. 请问包括您自己在内,您家里有多少家庭成员?

(1954-1955)



□[出示卡片]

D6. 请问以下哪一项最能代表您的家庭月总收入? 请将所有家庭成员的工资、各种奖金、补贴等在内都包括在内。(单选)

(1956)

- 不到 1,000 元.....1
- 1,000 – 1,999 元.....2
- 2,000 – 2,999 元.....3
- 3,000 – 3,999 元.....4
- 4,000 – 4,999 元.....5
- 5,000 – 5,999 元.....6
- 6,000 – 6,999 元.....7
- 7,000 – 7,999 元.....8
- 8,000 元 或以上.....9
- 不清楚/不愿提供.....0

□[出示卡片]

D7. 请问下面哪一项最能代表您本人的受教育程度? (单选)

(1957)

- 小学或以下.....1
- 初中.....2
- 高中/中专/技校.....3
- 大专.....4
- 大学本科.....5
- 硕士或以上.....6

\*\*\* 再次感谢您的支持与协助! \*\*\*