

Consumer Satisfaction In Fast Food: Moroccan Market Case Study

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Abstract: *The satisfaction of the fast food is for us in management science researcher, has burning topical issue in Morocco. Indeed, the proliferation of products of snack and fast food HAS made and continued to make a noise in the discussions, social networking, word of mouth Among Moroccans. Sometimes satisfied, dissatisfied at other times, the Moroccan customer target of the fast food is about to know a change in behavior In His choices, strategy of buying products and uses Several Determinants Affecting icts income on the acquisition of a food product to eat outside the home. This required us to seek to explain the different factors Justifying today the purchase act of the fast food product in Morocco, and to try to Understand the effects on the level of visual satisfaction, financial and technical ones. The results of our study Were que la Moroccan consumer is more sensitive to design and technical than financial dimensions and parameters. Assumptions Numbers 1 and 3-have-been validated and while Affirmed Respondents to our survey believe que le financial aspect No follow Explains alone the choice of the fast food products in the Moroccan market.*

Keywords : *Fast Food, behavior, consumer, market, satisfaction, financial, technical, design choices.*

Résumé

La satisfaction des produits de la restauration rapide constitue pour nous chercheur en science de gestion, un thème d'actualité brûlante au Maroc. En effet, le foisonnement des produits des snack et des restaurants rapides a fait et continue à faire un bruit dans les discussions, les réseaux sociaux, la bouche à oreille chez les marocains. Satisfait tantôt, insatisfait d'autres fois, le client marocain cible de la restauration rapide est en passe de connaître un changement de comportement dans ses choix, sa stratégie d'achat des produits et use de plusieurs facteurs déterminants pour affecter son revenu quant à l'acquisition d'un produit alimentaire pour se restaurer hors domicile. Cette situation nous a exigés de chercher à expliquer les différents facteurs qui justifient aujourd'hui l'acte d'achat du produit de la RR au Maroc, et d'essayer de comprendre les effets induits sur le plan d'une satisfaction visuelle, financière et technique. Les résultats de notre étude furent que le consommateur marocain est plus sensible au design, et au technique qu'au financier. Les hypothèses 1 et 3 ont été validées et affirmées alors que les répondants à notre questionnaire estiment que l'aspect financier n'explique plus le choix du produit de la restauration rapide au Maroc à lui seul.

Mots clés : *Restauration rapide, comportement, consommateur, marché, satisfaction, financier, technique, design, choix.*

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I. Introduction

Whatever type of restaurants, many studies emphasize the importance of concepts such as quality of service and satisfaction derived from the provision of the service received (Soriano, 2002; Pedraja and Jague 2004; Ladharai, Morales and Lakhal, 2005). Maslow (1943) had noted well, eating can be a basic physiological need, the fact remains that if the restaurant choice is influenced by many factors, as we demonstrate in this study the choice of a fast-food restaurant is a reality of today's societies and pushing many consumers to patronize this type of restaurant (Gilbert et al., 2004). Indeed, the sectors of the restoration is one of the largest in America and Europe. It has grown and continues to do so in developing countries. Restaurants abound, especially knew the Moroccan market. This is in a context of fast food in Morocco, which is part of this study. The interest of such a study of fast-food restaurants is justified by the fact that he is a world-scale phenomenon, fast growing (Ball, 1992). Franchises also have to go. But there is a tendency to study the fast food that takes every possible form, since various size are established, various quality. Faced with this situation, the fast food is challenged. The determinants of the choice of fast restaurateur is a major issue for us in management science researcher. Indeed, the purchase decision is influenced by parameters to explore. Thus, the object of this study is to measure the influence of factors on the satisfaction of Moroccan consumers of fast food type restaurants. To do so, we have articulated our article four points. First, we do a literature review on the built satisfaction, taking care to identify its origins. Secondly, we present our conceptual framework, followed by the methodology adopted here. Before

evade born findings of the study of the field. These results allow us to affirm the hypothesis of impact or factors effect on satisfaction.

II. Literature Review

Although satisfaction is a topic widely studied marketing, the fact remains that the research is being interested in this construct report very broad prospects to understand understanding. this is to consider the factors affecting customer satisfaction in the fast food sector in Morocco? But first, we start by defining the notion of satisfaction.

a. Satisfaction: a marketing and economic concept

If originally built the satisfaction comes from the world of work and is defined as "a way to reward an individual in a work" (Homans, 1961), it is mainly the work of Oliver (1981) or Howard and Sheth (1969) that lead it built in the marketing world. Now, satisfaction can glimpse as different focuses. For example, some research has focused on the measurement of satisfaction as a result of consumption experience (Cardozo 1965; Oliver 1981; Evrard, 1993). Other studies have linked more the notion of satisfaction with consumer behavior (Howard and Sheth, 1969). Finally, Oliver (1980), meanwhile, proposed a four-step process leading to satisfaction. For the author, satisfaction is linked to three constructs that are performance, expectations and disconfirmation. This latest contribution giving the satisfaction built an emotional dimension and making his theoretical contribution one of the first explanatory models of the marketing dimension.

b. The satisfaction in fast food

Recently, this relational approach to the satisfaction has also been used by several authors in the field of restoration. In Spain, Soriano (2002), surveyed 3872 consumers to realize the dimensions influencing most the probability of attending new restaurant was the quality of the food (product freshness, presentation, variety of menus and amount of food served), quality of service, price / quality and atmosphere of the restaurant. These dimensions throw new light on the most significant factors for customer loyalty compared to their satisfaction.

Finally, closer to us, Sulek and Hensley (2004) showed the relationship between traditional dimensions underpinning satisfaction (quality of food, atmosphere, quality of facilities) and the possibilities of subsequent attendance of the restaurant by consumers . The food quality has been enhanced significantly by 239 respondents as the size urging them to return to the restaurant in question. However, it should clarify that it was a restaurant with service and delivery room staff influenced the satisfaction of all. Ladhari, Morales and Lakhali (2005) also studied the link between service quality and satisfaction. Their study, based on the model DINSERV Stevens

III. Research Methodology: A Questionnaire

In this section, we present the criteria used to select the companies in our sample as well as the research methodology, questionnaire, sampling and collection of selected data process. Given the objectives of the research, the amount of information to be collected and the impossibility of finding a sampling frame for the target population, we chose to do a survey with a self-administered questionnaire. This tool has the advantage of direct contact with the participants and does not require a sampling frame. He leaves the respondent to take the time to read the questions and answer them.

The questionnaire was administered purified from a heterogeneous population. This arecueilli 676 answers, analysis of questionnaires made out 342 of them completed¹. This has eliminated 265 answers which mainly represent data with missing values.

Missing values refer to variables whose remain unkonwn responses (Malhotra, 2007). According to Malhotra (2007) treatment of missing data poses no problems if their frequency does not exceed 10% from the total responses. However, Malhotra (2007) recommends different strategies for treating missing data such as the removal of the respondents, the replacement by a imputed value (derived) or replaced by a neutral value that is the mean.

To overcome the problem of missing values in the case of modeling by structural equations, there are theoretically three solutions (Jöreskog, 2005).

- The first, called ListwiseDeletion is to completely remove the questionnaire whose answers are not all exploitable.
- The second, called PairwiseDeletion, is to remove officials respondents with missing data. Finally, the third method called Allocation involves replacing these missing values with estimated values from the bulk sample.

¹It is precisely the questionnaires, the response rate to the issues identified was 100%.

There are several methods (we will not mention here) to do, such as which is to calculate the average scores for each of the variables and place them in the respective missing values. Note that this method is not recommended in the case of structural equation since it reduces the variance and bias the standard deviations.

IV. Results of descriptive statistics

The latent variable "Satisfaction" includes 23 items, the principal component analysis of the constructed "Satisfaction" to identify a clear factor structure. The objective is therefore to find or the first components including the extent of explained variability is high (contain the greatest amount of information on this variable in the initial data matrix).

4.1. Items selected in the first stage (23 items):

From our study, a series of items linked to three lots of variables forming our research model are:

- The criteria for fast food
- The criteria for the Fast food products
- The criteria related to the means and techniques used in Fast food

The reliability of each item was checked through Cronbach. As indicated in the table below:

Built	Number Initial items	eliminated items	Number selected items	Average guest	Variance	Standard deviation scores	Cronbach's Alpha
Satisfaction	23	0	23	82.05	304.852	17.460	0,940

From the 23 items, the model has been verified as valid. With that, the 23 items were retained in a first empirical stage.

4.2. Factorization built "satisfaction" (21 selected items):

From 23 items, we selected 21 items. The CPA has served as a means to identify key areas:

Built	Number of items		areas identified	Eigen value	alpha Cronbach	KMO	Variance explained	
	Initial	Final						
Satisfaction	23	21	axis 1	10.04	0.906	0.851	47.81%	75.61%
			axis 2	1,826	0.834		8.70%	
			axis 3	1.53	0.811		7.29%	
			axis 4	1,254	0.724		5.97%	
			axis 5	1,226	0.636		5.84%	

V. Model specification and analysis of satisfaction factors

Note that the satisfaction is a latent variable measured by five areas:

- The average of these axes indicate that satisfaction is important for the satisfaction axis 1, while the three axes (2 satisfaction, satisfaction satisfaction 4 and 5) have average between 3,316 and 3,482 which means an average satisfaction all items offered.
- By satisfaction against the axis 3 has a remarkable importance.
- Dispersion around the mean is relatively similar for all axes, is greater than unity.
- The analysis of the distribution of responses for the five axes shows that the symmetry coefficient shows zero for all three axes satisfaction 1 2 satisfaction and satisfaction 4. This explains the distribution symmetrical.
- The two remaining axes (satisfaction 3 and 5) announce a value greater than unity.
- Which is asymmetric right to these two axes.
- In addition, the kurtosis coefficients are in the screen is greater than unity (which means that the distribution is above the standard normal distribution).
- Except in the case of the axis satisfaction 1 which displays zero directed towards identification with the standard normal distribution.

Variable	Obs	Mean	Std.Dev.	Low	Max	Pr (Skewness)	Pr (Kurtosis)	adj chi2 (2)	Prob> chi2
Satisfact_1	335	4,093	0.662	1.2	5	0,000	0,000	-	0,000
Satisfact_2	335	3,316	1,002	1	5	0,000	0,279	14,100	0,001
Satisfact_3	335	2,858	0.905	1	5	0.213	0,076	4,710	0,095
Satisfact_4	335	3,449	0.835	1	5	0,000	0.579	13,150	0,001
Satisfact_5	335	3,482	0.875	1	5	0.005	0.387	8,140	0,017

5.1. Selection of items from the exploratory analysis:

Dimension	Ladder	Postman	selected items
Consumer's behavior	Satisfaction	Axe1	Q 22-3 / 22-5 / 22-7 / 22-8
		axis2	21-1 / 21-2
		axis3	22-1 / 22-2 / 22-4
		Axe4	21-8 / 23-1 / 23-3
		Axe5	23-4 / 23-6

5.2. Reliability satisfaction premier level:

Dimension	Ladder	postman	Cronbach's Alpha	composite reliability
Behavior consumer	Satisfaction	Satisfaction_1	0.79	0.85
		Satisfaction_2	0.7	0.87
		Satisfaction_3	0.76	0.86
		Satisfaction_4	0.56	0.77
		Satisfaction_5	0.43	0.78

5.3. convergent validity and discriminant validity of satisfaction:

Dimension	Ladder	postman	AVE
Consumer's behavior	Satisfaction	Satisfaction_1	0.5
		Satisfaction_2	0.77
		Satisfaction_3	0.68
		Satisfaction_4	0.53
		Satisfaction_5	0.63

The criterion of the average variance extracted (AVE) to assess convergent validity. The value of the AVE should be greater than 0.50 according to the recommendations of researchers.

5.4. discriminant validity of satisfaction at the first, second and third order:

Dimension	Built	Postman	Coefficient of determination: R ²	R ² _{Ajusté}
	Satisfaction	Satis_1	0.14	0.99
		Satis_2	0.16	
		Satis_3	0.11	
		Satis_4	0.12	
		Satis_5	0.18	

5 - Managerial implications

The results show 16 items that are in Morocco strengths consumer of fast food products and explain the decision of these:

Table: the 16 items the most significant factors behind the decision to consumption of fast food products in Morocco

Satisfaction	1-	quantity / price ratio
	2-	Quality / price ratio
	3-	The taste
	4-	Quantity served
	5-	Product Value
	6-	fast
	7-	Home
	8-	Location
	9-	traditional look

10-	Product Design
11-	modern look
12-	Large product selection
13-	Disposable
14-	Effective
15-	traditional
16-	Organic

At this stage, it would be appropriate that the rapid restaurateurs can address these key decision points target Moroccan consumers. To this end, the policies of their offers could make use of this grid factors to furnish an opportunity to make a successful business. We recommend to offerers / fast restaurateurs stick to it and develop a consistent marketing approach with the most explanatory factors for the consumption decision.

Several observations can be laid following the results achieved:

- a) Among the factors influencing the satisfaction of Moroccan consumers, the technical factor or content restoration occupies a prominent place in the Moroccan buying decisions. Indeed, the choice of burger or sandwich or product is basically the first thing that falls into the mind of the buyer before a rapid restorer.
- b) The fact that Moroccans can recommend the recently visited restaurant or proven food court, now allow these and other back at this restaurant or food court a second or third time during periodicity.
- c) The food in itself is an important aspect of the decision to consume a fast food product.
- d) The design and the environment are just two key variables justifying the choice of a fast food product.
- e) The Moroccan has no financial worries to set a receipt or note of significant costs due to a quality fast food. In other words, the financial aspect is bequeathed third in the factors explaining the satisfaction of domestic consumers.

VI. Conclusion

In this study, we wanted to know what were the dimensions come into Coptic line to explain consumer satisfaction during his attendance at a fast-food restaurant. As original or incongruous as it may seem, the results here show that the quality of food is an important dimension when consumers evaluate the satisfaction derived from technical and design rather than the price. Little did we believe that the quality and content of food are paramount. What was nevertheless affirmed by our study. In light of these results, Moroccan consumers seem aware of an important phenomenon in expanding namely: looking for quality food is an essential dimension today. Of course, several limitations should be emphasized. Furthermore, the results can be applied to all fast-food chains because of the sample size, which if statistically significant, is not enough to generalization. new exploratory studies of this satisfaction issue in the consumption of fast food could illuminate this field of research, in particular to classify and treat the factors in food segment or product and size and type of business (franchisee, not franchised , as it happens). the results can be applied to all fast-food chains because of the sample size, which if statistically significant, is not enough to generalization. new exploratory studies of this satisfaction issue in the consumption of fast food could illuminate this field of research, in particular to classify and treat the factors in food segment or product and size and type of business (franchisee, not franchised , as it happens). the results can be applied to all fast-food chains because of the sample size, which if statistically significant, is not enough to generalization. new exploratory studies of this satisfaction issue in the consumption of fast food could illuminate this field of research, in particular to classify and treat the factors in food segment or product and size and type of business (franchisee, not franchised , as it happens).

Annex :

Analysis of reliability of measurement scales

Modeling built "Satisfaction"

without rotation

Variable	Comp1	Comp2	Comp3	Comp4	Comp5	Unexplained
Q211	0.2063	0.2155	-0.1376	-0.2971	0.3726	.1779
Q212	0.1950	0.0957	-0.2686	-0.0650	0.4404	.2478
Q213	0.2730	-0.0305	-0.0834	0.0007	0.1689	.2044
Q214	0.1978	-0.2479	-0.1265	-0.2238	-0.0554	.4039
Q215	0.2540	-0.2528	0.0350	-0.1708	0.1142	.1812
Q217	0.2585	-0.0853	-0.0543	0.2122	0.0940	.244
Q218	0.2250	-0.0141	-0.0091	0.2859	0.1006	.3761
Q221	0.1333	0.5380	0.0873	0.0310	-0.2908	.1763
Q222	0.2129	0.2887	-0.0974	0.0429	-0.3786	.1998
Q223	0.2361	-0.0167	0.1963	-0.1056	-0.3320	.2318
Q224	0.1767	0.3805	-0.3589	0.1479	-0.0951	.1862
Q225	0.2414	-0.1776	-0.1381	-0.1174	-0.1349	.2886
Q226	0.2271	-0.2204	-0.0616	0.1179	-0.0441	.3677
Q227	0.2657	-0.1785	0.1352	-0.0639	-0.1911	.1549
Q228	0.2506	-0.1165	0.0247	0.0320	-0.2243	.2806
Q229	0.2353	0.1301	-0.1642	-0.2343	-0.0485	.3004
Q231	0.1360	-0.1056	0.2326	0.6493	0.0695	.1766
Q233	0.2170	0.1337	-0.0073	0.3021	0.2614	.2964
Q234	0.0702	0.3427	0.5353	-0.1042	0.2526	.2055
Q235	0.2755	-0.0581	0.1935	-0.0534	0.0028	.1707
Q236	0.1694	0.0204	0.5004	-0.2268	0.1005	.2509

Component	Eigenvalue	Difference	Proportion	Cumulative
Comp1	10.04	8.21327	0.4781	0.4781
Comp2	1.82677	.296226	0.0870	0.5651
Comp3	1.53054	.276368	0.0729	0.6380
Comp4	1.25417	.0275699	0.0597	0.6977
Comp5	1.2266	.491617	0.0584	0.7561
Comp6	.734985	.0445466	0.0350	0.7911
Comp7	.690438	.0251839	0.0329	0.8240
Comp8	.665254	.089313	0.0317	0.8557
Comp9	.575941	.180636	0.0274	0.8831
Comp10	.395306	.0352824	0.0188	0.9019
Comp11	.360023	.0249648	0.0171	0.9191
Comp12	.335058	.0781438	0.0160	0.9350
Comp13	.256914	.0280497	0.0122	0.9472
Comp14	.228865	.0364337	0.0109	0.9581
Comp15	.192431	.0261832	0.0092	0.9673
Comp16	.166248	.021061	0.0079	0.9752
Comp17	.145187	.0292934	0.0069	0.9821
Comp18	.115893	.0189567	0.0055	0.9877
Comp19	.0969366	.00871708	0.0046	0.9923
Comp20	.0882196	.0140303	0.0042	0.9965
Comp21	.0741893	.	0.0035	1.0000

with rotation

Variable	Comp1	Comp2	Comp3	Comp4	Comp5	Unexplained
Q211		0.5125				.1779
Q212		0.5583				.2478
Q213						.2044
Q214	0.3289					.4039
Q215	0.3241					.1812
Q217						.244
Q218				0.3385		.3761
Q221			0.5997			.1763
Q222			0.5021			.1998
Q223	0.3480					.2318
Q224			0.4726			.1862
Q225	0.3284					.2886
Q226						.3677
Q227	0.3810					.1549
Q228	0.3154					.2806
Q229						.3004
Q231				0.7064		.1766
Q233				0.3610		.2964
Q234					0.6802	.2055
Q235						.1707
Q236					0.5375	.2509

Variable	kmo
Q211	0.8396
Q212	0.7700
Q213	0.9290
Q214	0.8792
Q215	0.8774
Q217	0.8926
Q218	0.8831
Q221	0.6589
Q222	0.8046
Q223	0.8972
Q224	0.8344
Q225	0.8931
Q226	0.8220
Q227	0.9010
Q228	0.9027
Q229	0.8265
Q231	0.6699
Q233	0.8158
Q234	0.4726
Q235	0.9386
Q236	0.8157
Overall	0.8518

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