

# Factors Affecting Teenage Consumers' Behavioral Intentions in Fast Food Restaurants in Beijing, China

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## ABSTRACT

The research was to investigate actual factors affecting teenage consumers' behavioral intentions in fast food restaurants in Beijing, China. The conceptual framework was developed from the literature review and survey in the area and other contemporary research in consumers' behavioral intention. Accordingly, the researchers consider the importance of the factors of knowledge technology, perceived convenience, self-efficacy, perceived ease of use, and behavioral intention to use. In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 385 people who are Chinese teenage customer of fast-food restaurants who come to use service of fast-food restaurants. The data collected were analyzed using multiple regression analysis and on the basis of observing the actual consumers' behavioral intentions of the organizations studied through all operational links in the consumer behavior and management.

Findings are as follows: Applications of knowledge technology, perceived convenience, self-efficacy, perceived ease of use were explanatory of the variance in behavioral intention to use at 33.2 percent ( $R^2 = 0.332$ ). Each factor involves significant aspects with the total being 23. All aspects should be addressed if problems are to be successfully solved over the long haul.

## INTRODUCTION

Rapid economic development, and the growth of global trade and cultural exchanges have accelerated changes in people's lifestyles in transitional societies like China. Among these changes, the observed shift in people's food consumption from a traditional diet to a westernized diet is a result of multiple factors, which may contribute to observed increases in obesity and chronic diseases. Over the past two decades, the fast-food (FF) industry and obesity rates have increased rapidly in China. Nationwide over one-third of Chinese adults are overweight or obese, while in major cities, like Beijing and Shanghai, more than half are overweight or obese.

The fast-food restaurants are also known as quick service restaurants, where customers order items and, in most cases, pay before eating. Food provided by the fast-food restaurants industry includes both Chinese fast-food restaurants and Western fast-food restaurants. Western fast-food restaurants in China are predominately from the United States (U.S.), such as Kentucky Fried Chicken (KFC), McDonald's, and Pizza Hut. The number of U.S. fast-food restaurants has increased remarkably in China. In the U.S., the KFC chain amassed 4618 locations in 61 years, but in China, KFC spreads across 4260 locations in less than 30 years. At present, "Yum! China", the parent company of KFC, Taco Bell, and Pizza Hut, has

approximately 4800 KFCs and 1300 Pizza Huts, with a plan to open 20,000 restaurants in China. McDonald's is expanding in China at a rate of approximately 10 new restaurants each week. This also indicates how American fast-food restaurants culture has influenced consumers in China. After Western fast-food restaurants entered China in the mid-1980s, modern Chinese-style fast-food restaurants have also emerged and developed rapidly as they have learned from the Western advanced management techniques.

## METHODOLOGY

The study of factors affecting teenage consumers' behavioral intentions in fast food restaurants in Beijing, China, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The scope of the population is Chinese customer who teenage come to order fast food restaurants in Beijing, China which the researcher did not know the exact number during the research. The researcher chooses the three top fast food restaurants in serving in Beijing, China, including KFC fast-food restaurants, Dicos fast-food restaurants, McDonald fast-food restaurants from 1 July -1 August 2023. The sampling is 385 people by the formula W.G. Cochran (1953). The selected sample used in this study was for Chinese teenage customer who come to order fast food restaurant in Beijing and use only 3 restaurant on Mondays, Wednesdays, and Fridays for 4 weeks in 1 August – 1 September 2023, but the exact population was unknown. Therefore, a calculation method was used using the formula W.G. Cochran (1953) at a confidence level of 95% with a tolerance of  $\pm 5\%$ . Multiple Regression Analysis to test the influence of variables between Knowledge technology, Perceived convenience, Self-Efficacy, Perceived ease of use, and Behavioral intention to use.

## RESULTS

This paper aims to study factors affecting teenage consumers' behavioral intentions in fast food restaurants in Beijing, China, and then provide some optimization ideas for consumers' behavioral intentions. We used a quantitative study approach. The instrument used in the study was a questionnaire survey. Researchers collected the data with a sample group of 385 samples. Details are as follows:

### Determination of instrument confidence

1. Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with Chinese teenage customer who come to order fast food restaurant in Beijing 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach' Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. And at values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

2. Validity checking after collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the

calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

**Table 1** Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
<b>Knowledge Technology</b> 1. I know that ordering food through self-service technology platforms is convenient. 2. I know that ordering food through self-service technology platforms is financially safe. 3. I know that food orders through self-service technology platforms will be delivered quickly. 4. I know that ordering food through self-service platforms technology receives the correct product according to the order 5. I know that ordering food through self-service technology platforms is not a problem of misuse or damage.	0.885 0.859 0.853 0.838 0.814	0.948
<b>Perceived ease of use</b> 1. It is very easy for me to ordering food using the self-service technology platform. 2. I can learn to ordering food through the self-service technology platform in just a few minutes. 3. It only takes me a few minutes to ordering food through the self-service technology platform. 4. Can I ordering food through the self-service platform? technology while traveling	0.865 0.812 0.899 0.883	0.885
<b>Self-Efficacy</b> 1. I like ordering food through self-service technology platforms . 2. I order food through self-service technology platforms rather than in-store. 3. I feel that ordering food through self-service technology platforms has more products to easy choose from than in the store. 4. I feel that ordering food through the self-service technology platforms is more comparable. 5. I prefer ordering food through a self-service technology platforms rather than going to service from the store.	0.829 0.849 0.877 0.868 0.779	0.886

<p><b>Perceived Convenience</b></p> <p>1. Service is considered convenient when it saves time for consumers.</p> <p>2. Using a self-service technology platform reduces product lead times.</p> <p>3. Using the self-service technology platform, it is easy to order food.</p> <p>4. Using self-service technology platforms provides convenience to buyers.</p> <p>5. Using social media platforms to get products quickly.</p> <p>6. I am confident that the products sold on self-service technology platforms are good quality</p>	<p>0.798</p> <p>0.869</p> <p>0.802</p> <p>0.834</p> <p>0.813</p> <p>0.893</p>	<p>0.875</p>
<p><b>Behavioral intention to use</b></p> <p>1. I have an intention to purchase products through self-service technology platforms only.</p> <p>2. I intend to shop through a self-service technology platform even though there are many alternatives.</p> <p>3. I have the intention of buying a product through a self-service technology platform even though I find the same product at another store.</p> <p>4. I intend to recommend buying products through self-service technology platform to friends and relatives.</p>	<p>0.944</p> <p>0.852</p> <p>0.827</p> <p>0.871</p>	<p>0.903</p>

The results of the study of factors affecting teenage consumers' behavioral intentions in fast food restaurants in Beijing, China are as follows:

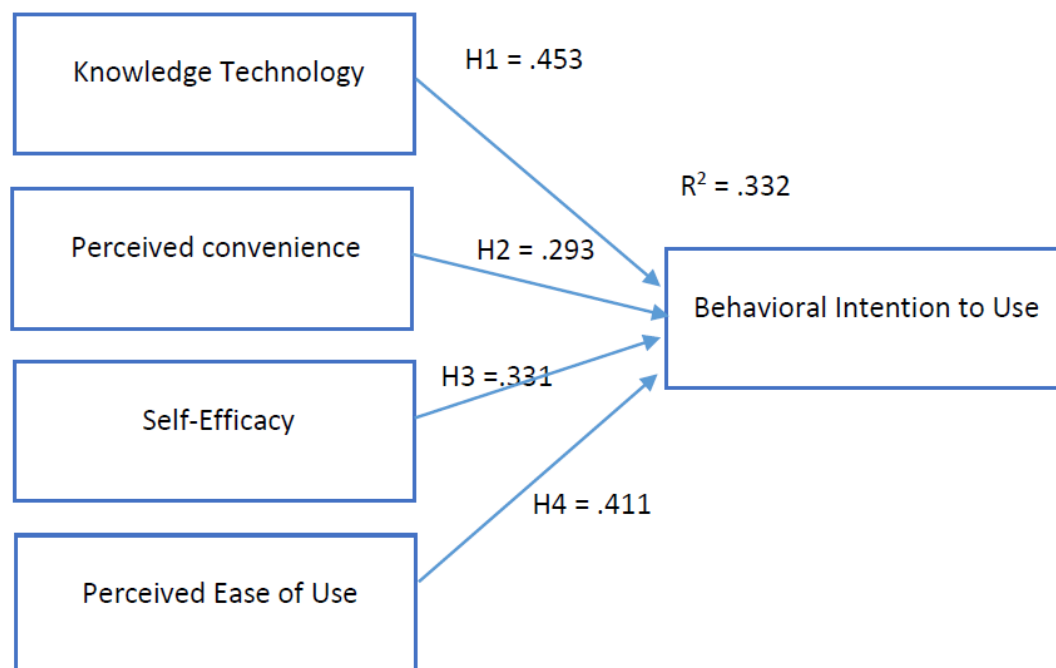


Figure 4 Results of path analysis

### Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$BIU = \beta_0 + \beta_1 KNT + \beta_2 PEC + \beta_3 SEE + \beta_4 PEU + \zeta_1 \dots \dots \dots (1)$$

- H1: Knowledge technology has positive effect on Behavioral intention to use
- H2: Perceived convenience has positive effect on Behavioral intention to use
- H3: Self-Efficacy has positive effect on Behavioral intention to use
- H4: Perceived ease of use has positive effect on Behavioral intention to use

Table 2 Hypothesis Testing Results

Path	Path coefficient	t-stat	P-value	Hypothesis
H1: Knowledge technology → Behavioral intention to use	0.453	3.628* **	0.000	support
H2: Perceived convenience → Behavioral intention to use	0.293	3.497* **	0.000	support
H3: Self-Efficacy → Behavioral intention to use	0.331	4.429* **	0.000	support
H4: Perceived ease of use → Behavioral intention to use	0.411	3.865* **	0.000	support

Table 3 Influence of variables affecting behavioral intention to use

Endogenous	R square	Effect	Antecedents			
			KNT	PEC	SEE	PEU
BIU	0.332	Direct Effect	0.453	0.293	0.331	0.411
		Indirect Effect	N/A	N/A	N/A	N/A
		Total Effect	0.454	0.293	0.331	0.411

From the table of hypothesis test results

**Hypothesis 1** found that Knowledge technology (KNT) has a direct influence on Behavioral intention to use (BIU), true to the hypothesis. The path coefficient is equal to 0.453 and the t-statistics value is 3.628. The p-value is close to 0.000, which is a statistically significant value.

**Hypothesis 2** found that Perceived convenience (PEC) has a direct influence on Behavioral intention to use (BIU), true to the hypothesis. With a path coefficient of 0.293, a t-statistics value of 3.497, the p-value is close to 0.000, which is a statistically significant value.

**Hypothesis 3** found that self-efficacy (SEE) has a direct influence on Behavioral intention to use (BIU), true to the hypothesis. It has a path coefficient of 0.331, a t-statistics value of 4.429 and a p-value close to 0.000, which is a statistically significant value.

**Hypothesis 4** found that Perceived ease of use (PEU) has a direct influence on Behavioral intention to use (BIU), true to the hypothesis. It has a path coefficient of 0.411, a t-statistics value of 3.865 and a p-value close to 0.000, which is a statistically significant value.

The significance level was tested at 0.01.

## CONCLUSION

The study of factors affecting teenage consumers' behavioral intentions in fast food restaurants in Beijing, China was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 5 factors including knowledge technology, perceived convenience, self-efficacy, perceived ease of use, and behavioral intention to use were positively linear, which was consistent with agreement. It was also found that there were mutually positive influences, knowledge technology, perceived convenience, self-efficacy, and perceived ease of use. There is a positive direct influence on behavioral intention to use, indicating that the results of the study confirm the consistency of the fast food restaurants in Beijing, behavioral intention to use variable that is consistent and has a real interplay and can be used in behavioral intention to use in the fast food restaurants in Beijing, China.

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