

EATING AT FAST FOOD RESTAURANTS:
AN APPLICATION OF FISHBEIN'S
BEHAVIORAL INTENTION MODEL

A THESIS

SUBMITTED TO THE DEPARTMENT OF MANAGEMENT
AND THE INSTITUTE OF BUSINESS ADMINISTRATION
OF BILKENT UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION

By

MURAT YAZICIOĞLU

FEBRUARY, 1992

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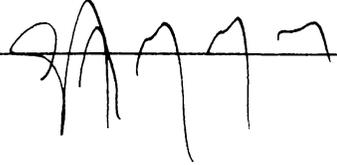
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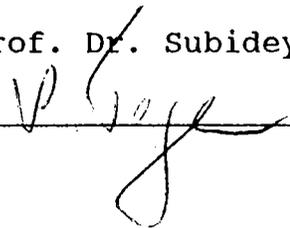
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Approved for the Graduate School of Business Administration

Prof. Dr. Subidey Togan



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ABSTRACT

EATING AT FAST FOOD RESTAURANTS:
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by

MURAT YAZICIOGLU

M.B.A. THESIS

Supervisor: Doc. Dr. GULIZ GER

In this study Fishbein's Behavioral Intention Model is applied to Bilkent University students' attitudes toward eating at three different fast food restaurants in Ankara in order to analyze their intentions and behaviors as consumers and reach implications for these restaurants in a marketing context. The study is basically conducted through a survey which required the completion of a questionnaire mainly consisting of questions in Likert and Semantic Differential format. The results show that intentions to visit a particular fast food restaurant is much more in control of personal attitudes while in visiting frequency the subjective norms tend to gain more importance.

Key words: attitudes, behavioral intention

ÖZET

"FAST FOOD RESTAURANT" LARDA YEMEK YEMEK: FISHBEIN DAVRANIŞ NİYETİ METODUYLA BİR UYGULAMA

Murat Yazıcıoğlu

İşletme Yüksek Lisans Tezi

Tez Yöneticisi: Doç. Dr. Güliz Ger

Bu çalışmada Bilkent Üniversitesi öğrencilerinin Ankara'daki üç farklı "fast food restaurant"ta yemek yemek ile ilgili tutumları, öğrencilerin bu konudaki niyet ve davranışlarını incelemek ve bu incelemelerin bu restaurantlar için anlamlarını belirlemek amacıyla Fishbein Davranış Niyeti Yöntemi ile araştırılmıştır. Çalışma, esas olarak, Likert ve Anlamsal Farklılık ölçekli sorulardan oluşan bir anketin cevaplandırılmasına dayanmaktadır. Sonuçlar belirli bir "fast food restaurant"a gitme niyetinin daha çok kişisel tutumların kontrolünde olmasına rağmen, restoranta gidiş sıklığında öznel ölçülerin önem kazandığını göstermiştir.

Anahtar sözcükler: tutum, davranış niyeti

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I. INTRODUCTION

I.1. INTRODUCTION TO THE PROBLEM AND OBJECTIVES OF THE STUDY

The major goal of consumer research is to understand the behavior of the consumers so as to come up with effective marketing decisions. In order to reach this aim, one of the most important topics in the study of consumer behavior has been the concept of "attitudes" (Wilkie, 1986). Marketing managers and other applied researchers use the attitude concept because of its assumed causal influence on behavior (Lutz, 1981). Many managers spend considerable amounts of money and effort in order to learn consumers' attitudes towards products and brands, so that they can try to influence their behavior (Peter and Olson 1987). These efforts rely on the assumption that attitudes lead behavior, limitations and requirements for which will be discussed in the next chapter. Although there have been some researches that failed to verify this relation both in psychology and marketing, the more recent studies, especially in the last two decades, have begun to investigate the attitude-behavior relationship more systematically (Lutz, 1981).

The "attitudes" research is applicable not only to products and brands, but to the stores as well. In this study "the fast food restaurants in Ankara" has been chosen as the research subject, as this is a rapidly developing area in Turkey, especially among the youth market. In

particular, this study aims to:

- i) explore the attitudes of Bilkent students towards going to different fast food restaurants in Ankara,
- ii) make comparisons among and suggestions for these restaurants in the light of the findings.

I.2. INTRODUCTION TO THE METHODOLOGY AND ANALYSIS

The survey methodology is applied in this study. Construction of the survey consisted of two steps: 1) Pilot study, and 2) Questionnaire development. The first step consisted of face-to-face interviews with Bilkent students in order to reveal the salient beliefs about going to fast food restaurants. In the second step the findings from the pilot study were utilized in order to construct the survey to measure the attitudes and intentions. Data were collected from a sample of Bilkent students and were analyzed by multiple regression. The quantitative results were then analyzed in order to reach to more qualitative implications.

Fishbein's Behavioral Intention Model will be utilized in this study, reasons for which are presented in the following chapter.

I.3. OUTLINE OF THE THESIS

Chapter II contains a survey of literature on the subject. In this chapter, the relevant terminology is presented, which is followed by the presentation of various attitude theories, giving major emphasis to Fishbein's Behavioral Intention Model and its relations with consumer research. Finally, some researches made by using the model

are reviewed. In Chapter III, the methodology that was used in this study, preparation and application of the survey are presented in detail. In Chapter IV, data processing, findings, analyses, results and implications are presented. Finally, Chapter V contains the conclusions, recommendations and limitations of the study.

II. LITERATURE SURVEY

II.1. INTRODUCTION

In the preceding chapter the importance of the attitude concept for marketing was briefly mentioned. In Chapter II the related conceptual definitions, the theoretical bases, and marketing implications will be presented, emphasizing the model used in this study. Some applications in literature will also be mentioned.

Attitudes have been one of the most studied subjects since the turn of the century, therefore the number of its definitions is quite huge. However, one of the most popular and agreed definitions is that "attitudes are learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable manner" (Fishbein and Ajzen, 1975).

Like many other topics in consumer behavior, the concept of attitudes has its roots in social psychology. Attitude has been called "the most distinctive and indispensable concept in contemporary American social psychology" by Allport (1935). Fishbein (1967) states that Allport's words are true today as they were in 1935.

At this point some other relevant terms like "belief", "behavioral intention", and "behavior" should be clarified as they are not only fundamental terms in Fishbein's approach which will be utilized in this study, but are also important in the study of attitudes.

First of all, it is necessary to emphasize the

difference between "beliefs" and "attitudes". Beliefs are the organized patterns of cognitions, the knowledge the individual holds to be true about some aspect of his/her world. It is what a person knows about some object (Robertson et al, 1984). Beliefs, as Fishbein and Ajzen (1975) state, "represent the information a person has about an object. A belief links an object to some attribute".

According to Fishbein and Ajzen (1975), with respect to any object-attribute association, people may differ in their "belief strengths". These scholars recommend that belief strength be measured by a procedure that places the subject along a dimension of subjective probability involving an object and some related attribute. The most common way for this is to use Likert type bipolar scales where the subjects can show their belief strengths by marking the appropriate number on the scale. "Behavioral intentions" refer to a person's intentions to perform various behaviors. They may be viewed as a special form of beliefs in which the object is always the person and the attribute is always a behavior (Fishbein and Ajzen, 1975). The measurement method is the same as proposed above. By the term "behavior" Fishbein and Ajzen refer to "observable acts that are studied in their own right".

After having provided the essential definitions, various theories in the field will be presented in the next section.

II.2. THEORIES IN ATTITUDE RESEARCH

The different approaches to the attitude concept can be viewed in five broad categories, namely:

- Structural approach
- Functional approach
- Learning theories
- Consistency theories
- Multiattribute approach

Let us now examine these approaches, giving major emphasis to our main subject, Multiattribute Approach.

II.2.1. The Structural Approach

This approach, also called the "tripartite model of attitude" conceptualizes attitudes as consisting of three separate components, which are ; the cognitive component, the affective (evaluative) component, and the conative (behavioral) component (Engel et al, 1986; Peter and Olson, 1987; Runyon and Stewart, 1987; Wilkie, 1986) (Fig II.1). The cognitive component contains the knowledge, beliefs and opinions the person has about the attitude object, the affective component reflects the feelings, evaluations or emotions regarding the attitude object, and the conative component reflects behavioral tendencies (Wilkie,1986).

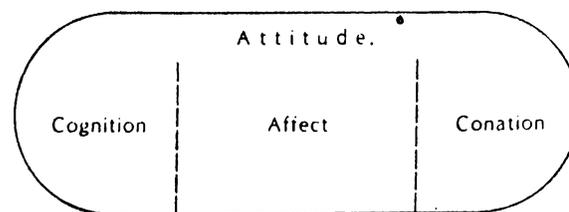


Fig II.1. The Tripartite View of Attitudes (Lutz, 1981).

II.2.2. The Functional Approach

This approach strives to know what functions an attitude serves for the individual. If it serves no function at all, it ceases to exist (Robertson et al, 1984). Katz has categorized four basic functions that attitudes serve (Robertson et al, 1984; Wilkie 1986):

- i) The utilitarian function which requires that individuals try to keep positive attitudes towards those objects which provide a reward, and avoid those which provide punishment.
- ii) The value expressive function which allows strongly held personal values to be expressed in behavior.
- iii) The ego defensive function which involves protecting the individuals egos from threats to their self identities and feelings of personal worth.
- iv) The knowledge function which helps to simplify and cope with a complex world by categorization.

II.2.3. Learning Theories

Fishbein and Ajzen (1975) state that most learning theories of attitude are concerned with the ways in which attitudes are acquired. They note that the most significant theories in this area are classical conditioning (Doob, and Staats and Staats in Fishbein and Ajzen, 1975) and instrumental conditioning (Lott and Lott, in Fishbein and Ajzen, 1975). Fishbein and Ajzen state that according to Lott and Lott a person who experiences reinforcement or reward for some behavior will react to the reward, i.e. will perform some observable or covert goal response, and that

this covert goal is often viewed as an attitude. Fishbein's initial multiattribute model which will also be mentioned later, is also considered to have its roots in the learning theories (Fishbein and Ajzen, 1975; Lutz, 1981).

II.2.4. Consistency Theories

This class of similar theories consist of Heider's Balance Theory, Osgood and Tannenbaum's Congruity Theory, and Festinger's Cognitive Dissonance Theory (Fishbein and Ajzen, 1975: Lutz, 1981).

i) Balance Theory: Balance Theory hypothesizes that an individual seeks to achieve a balanced configuration among the cognitive and affective elements of attitude (Lutz, 1981). According to Heider, the valence of an attitude (p-o) can be predicted by the valences of the p-x and o-x links (Fig II.2 and Fig II.3). Because the individual is motivated to achieve a balanced state, the p-o valence is determined by the algebraic multiplication of the other two valences . An unbalanced state leads to attitude change (Lutz,1981; Wilkie,1986).

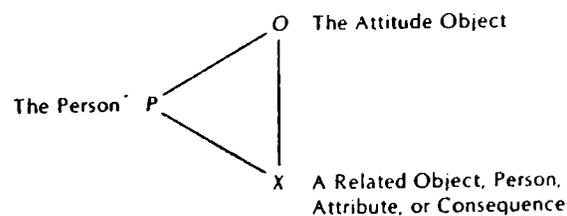


Fig. II.2. Schematic representation of Heider's Balance theory (Lutz, 1981).

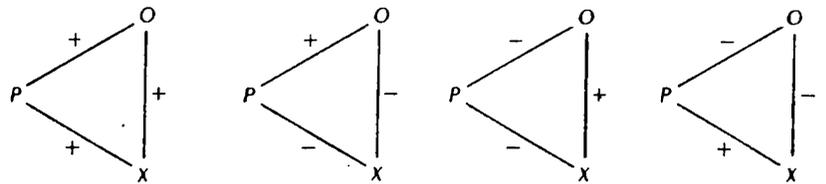


Fig II.3 Four possible balanced configurations (Lutz, 1981)

ii) Congruity Theory: Congruity Theory is quite similar to Heider's Balance Theory in that its assertions are qualitative, but p's attitudes toward o and x are now given quantitative values (Fishbein and Ajzen, 1975).

iii) Cognitive Dissonance Theory: This theory, considering each person has many cognitions about himself/herself, the decisions that he/she makes, and other people, proposes that if any two cognitions are related they are either consonant or dissonant. According to the theory the dissonance can occur after a choice has been made, and that would put the person in a state of psychological discomfort and act in order to reduce the amount of dissonance (Wilkie, 1986).

II.2.5. Multiattribute Approach

Multiattribute Models one of which will be utilized in this study, have been first introduced to the behavioral sciences in 1950's. This introduction led many new theories to follow. A very basic formula for a multiattribute model can be shown as:

$$A_{ijk} = \sum_{i=1}^n B_{ijk} * I_{ik}$$

where i=attribute
j=object
k=subject

A=subject k's attitude score for object j.

I=the evaluation or importance rating given attribute i by subject k.

B=subject k's belief about a given attribute of object
j

From a marketing point of view the object can be viewed as the product (or brand, store, etc.), and the subject as the consumer.

Many multiattribute models have been developed until now. Some most significant ones are presented below.

1) Rosenberg's Instrumentality-Value Model

This model which is among the first as a multiattribute model, can be expressed as

$$A = \sum_{i=1}^N I_i * V_i$$

where A=the attitude toward some object

I=the perceived instrumentality, the extent to which the person believes that the object will lead to or block the attainment of value i

V=value importance, the value of i's importance to the respondent as a source of satisfaction

N=number of values (Cohen, Fishbein and Ahtola, 1972)

2) Fishbein's Attitude Model

Fishbein's first model, proposed in 1963, has its roots in the learning school of attitudes. Fishbein and Ajzen (1975) state that according to learning theories whenever a belief is formed an evaluation becomes conditioned to the stimulus object and that this causes an attitude to emerge, which shows that attitude toward an object is related to the beliefs about the object. They argue that this relationship constitutes an explicit part of Fishbein's Attitude Model. Fishbein has a unidimensional view of attitudes in which cognitive and conative components are pulled out of the tripartite view of attitudes (Fig. II.4). This model asserts

that a person's attitude toward any object is a function of his/her beliefs about the object and the implicit evaluative responses associated with those beliefs, and the central equation of the theory is expressed as:

$$A_o = \sum_{i=1}^n b_i * e_i$$

where A_o = the attitude toward some object o
 b_i = the belief about o, i.e. the subjective probability that o is related to attribute i
 e_i = the evaluation of attribute i
 n = number of beliefs (Fishbein and Ajzen, 1975)



Fig II.4. The unidimensionalist view of attitudes (Lutz, 1981)

3) Bass and Talarzyk's Adequacy Importance Model

In a research paper Bass and Talarzyk (1972) have utilized Fishbein's Attitude model with somewhat different proxies to the components. They argue that for the purposes of the research on that paper they represent Fishbein's Model as:

$$A_b = \sum_{i=1}^N w_i * B_{ib}$$

where A_b = the attitude toward a particular alternative b
 w_i = the weight of importance of attribute i
 B_{ib} = the evaluative aspect or belief toward attribute i
 N = the number of attributes important in the selection of a given brand in the given product category (Bass and Talarzyk, 1972)

However Cohen, Fishbein and Ahtola (1972) state that this is a misinterpretation of Fishbein's Attitude Model, and that in fact it is a totally different model noting that a term called "weight" never appeared in any of Fishbein's

writings. Bass and Talarzyk's model gained interest in consumer research mainly because their model was specifically developed for this field.

4) Fishbein's Behavioral Intention Model

Fishbein's Attitude Model received great interest in social psychology and other behavioral sciences including consumer behavior, but it suffered from being weak in building up a link between attitudes and overt behavior. Therefore a new model was proposed by Fishbein (1967). This model had its theoretical framework, namely The Theory of Reasoned Action, based on belief-attitude-behavioral intention-behavior precedence.

This model was influenced by Dulany's Theory of Propositional Control, which was developed for the studies of verbal conditioning and concept attainment as to predict the probability with which an individual will make a particular verbal response or class of responses (Fishbein, 1967). Dulany's theory could be expressed as;

$$BI = [(RHD)(A)]w_0 + [(BH)(MC)]w_1$$

where BI=the subject's intention to make a particular response or class of responses

RHD=the subject's hypothesis that the occurrence of the particular response will lead to a certain event or class of events

A=the affective value of the reinforcement, that is, the subject's evaluations of events

BH=the subject's "behavioral hypothesis", that is, his/her belief as to what he is expected to do or what he should do in that situation

MC=the subject's motivation to comply, that is, how much the subject wants to do what he believes is expected from him

w_0, w_1 =beta weights

Fishbein (1967) adapted Dulany's theory to social

behavior as

$$B \approx BI = \left[\sum_{i=1}^n b_i * e_i \right] w_0 + [(NB_p) (MC_p)] w_1 + [(NB_s) (MC_s)] w_2$$

where B=overt behavior

BI=behavioral intention

b_i =belief strengths about consequences from the behavior

e_i =evaluations of these consequences

NB=normative beliefs about performing the behavior

MC=motivation to comply with the normative beliefs.

Subscripts p and s refer to personal and social norms, respectively.

The personal norms (i.e. [(NB_p) (MC_p)]) part was later deleted from the model as "it appeared that in many situations the subject's report of his personal normative belief served mainly as an alternative measure of his/her behavioral intention and therefore confused rather than clarify the model" (Fishbein, 1972). Thus, the final form of the Fishbein's Behavioral Intention Model (also called Fishbein's Extended Model) is expressed as

$$B \approx BI = (\sum b * e) w_0 + (\sum NB * MC) w_1$$

or

$$B \approx BI = (Aact) w_0 + (SN) w_1$$

where Aact=attitude towards performing the behavior

SN=subjective norms about performing the behavior

This approach can be summarized as "Behavioral intention is the closest predictor of the overt behavior, and it can be predicted by determining the impacts of both a person's attitude toward performing that behavior and the social norms on the person's performing that specific behavior".

Hughes (1971) states that in a consumer behavior context BI is the subjective probability of buying.

The Theory of Reasoned Action and hence the Behavioral

Intention Model can be illustrated by the figure below:

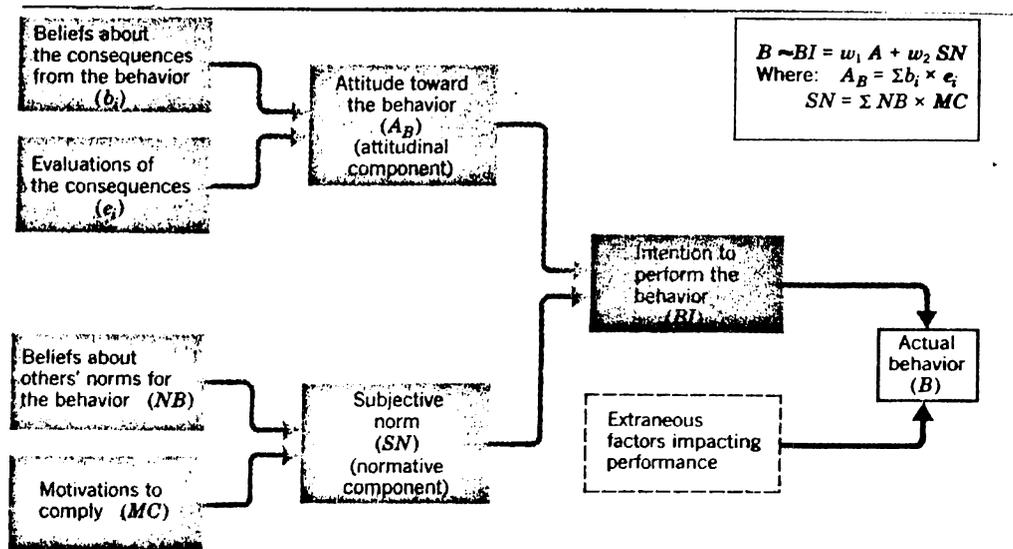


Fig II.5. Schematic representation of Fishbein's Behavioral Intention Model.

Fishbein's Behavioral Intention Model differs from his Attitudes Model in three main aspects; first, it moves one step closer to overt behavior predicting the behavioral intentions instead of attitudes, as it is hypothesized that behavioral intentions are the closest predictor of behavior. Second, rather than incorporating A_o (i.e. attitudes toward an object) it utilizes A_{act} (i.e. attitudes about the behaviors toward the object), considering that what affects the overt behavior is not exactly the object itself, but rather the outcomes of behavior towards the object. Third, it includes the subjective norms to the model, because while performing the behavior the individual might not consider his/her own attitudes only; other people's views might affect the behavior, too.

Fishbein and Ajzen (1975) state that if behavioral prediction is the primary objective, then the most efficient way to reach this aim is to measure the BI. On the other hand, if understanding the behavior is the primary objective, then the factors determining the BI, i.e. Aact and SN, must be specified.

Sample scales suggested for use in measurement of the variables of Fishbein's Behavioral Intention Model are in Appendix I.

5) Bentler and Speckart's Generalized Path Analytic Model

In a paper published in 1979, Bentler and Speckart proposed a model built on the variables of Fishbein's Behavioral Intention Model, adding a past behavior variable and suggested that all the variables have direct or indirect impact on overt behavior, which naturally requires more complex statistical analyses.

6) Warshaw's Model

Based on Fishbein's Behavioral Intention Model, Warshaw developed another model specifically for purchase behaviors which he summarizes as

$$BI_{\gamma} = BI_Y \times BI_{\gamma|Y}$$

where BI_Y is a product type intent, $BI_{\gamma|Y}$ is intent to buy brand γ assuming purchase of product type Y , and BI_{γ} is the subjective probability of performing specific behavior γ (Warshaw, 1980).

7) Triandis's Model of Interpersonal Behavior

According to this model the probability of an act, Pa ,

is a function of

$$Pa=(w_H *H + w_I *I)*P*F$$

where H=the habit to act
I=the intention to act
P=physiological state of the individual
F=all facilitating conditions
w=weights attached to parameters.

More specifically I is a function of

$$I=w_S *S + w_A *A +w_C *C$$

where S=social factors such as norms, roles, etc.
A=the affect with respect to behavior
C=perceived consequences of behavior
w=weights attached to parameters

C can further be decomposed in

$$C= P_{cj} *V_{cj}$$

where P_{cj} =the subjective probability that a specific consequence occurs after a specific behavior
 V_{cj} =the value of this consequence(Upmeyer and Six,1989)

8)Hewes's Axiomatic Stochastic Model

This probabilistic behavioral model has five variables. B_e , behavior expectation, is a subjective estimate of the probability that a person will perform one behavior out of a set of behaviors under a specified set of conditions; variable S measures the stability of behavioral choices; variable C measures the effects of environmental determinants on behavioral expectations, variable M is a matrix of deterministic constants controlling the degree to which changes of behavior or behavior expectations occur; and B is the probability by which a person will actually perform a behavior at a specific time (Upmeyer and Six, 1989).

9) Fazio and Zanna's Process Model

This model stresses the influence of direct perception of an attitude object before a related behavior is performed, that is only if the information attached to an attitude toward an object is accessible, one can expect attitude to have impact on behavior. Empirically, Fazio and Zanna attempted to focus the subject's internal attention on the memory contents of the attitude before they observed behavior. Furthermore, Fazio and Zanna hypothesized that the attention invoking process consists of three steps. First, the evaluative categories associated with the object must become salient. Second, these evaluations are supported by additional information. Finally, a behavior is chosen that corresponds to the evaluations invoked (Upmeyer and Six, 1989)

10) Jaccard's Ideographical Behavior Model

Jaccard's Model applies to a situation in which a person can choose between several types of behavior. Each behavior carries a SEU (Subjective Expected Utility) value defined as:

$$SEU = \sum E_{ij} * V_j$$

where E_{ij} = the strength of expectation by which behavior i leads to outcome j

V_j = the person's valence of outcome j

According to the model the person will give priority to the behavior attached to the highest SEU value (Upmeyer and Six, 1989).

II.2.6. CONCLUSIONS ABOUT THE MULTIATTRIBUTE MODELS

The multiattribute models presented above are not the only ones in this field, but they are some of the most important ones. Naturally, there are both similarities and differences among them. For example some of them only attempt to analyze attitudes (like Rosenberg's Model, and Fishbein's Attitude Model), some of them analyze behavioral intentions as a predictor of behavior, considering attitudes and some other factors as independent variables of the model (like Fishbein's Behavioral Intention Model, and Bentler and Speckart's Model), and some try to reach to behavior more directly taking behavioral intentions and some other concepts as independent variables (like Triandis's Model). Another distinction among the models can be made by arguing that some of these models are proposed specifically for marketing purposes (like Bass and Talarzyk's, and Warshaw's Models), while others apply to a wider area.

Most of the models that were mentioned above were developed after Fishbein's, either by adding variables and making changes in the structure of the model (e.g. Bentler and Speckart's Model), or merely showing influences of the model (e.g. Warshaw's Model), or proposing a completely different model (e.g. Hewes's Axiomatic Stochastic Model). However, no model has been accepted as "the best one" in the literature.

There are various reasons for the choice of Fishbein's Behavioral Intention Model among the others. First of all, Fishbein's Multiattribute Model is one of the pioneering and

most widely used models in this field. It is mentioned in virtually any consumer behavior textbook (for example Assael,1987; Engel et al, 1986; Peter and Olson, 1987; Robertson et al,1987, Runyon and Stewart 1987; Wilkie, 1986), and there are a lot of articles and applied studies about the model. An extensive meta analysis by Shepherd et al (1988) covers 87 separate studies of behavioral intention-behavior relationship and 87 separate studies of attitude+subjective norm-behavior relationship conducted by Fishbein's Behavioral Intention Model between 1969 and 1985. Furthermore, although other models have been proposed, Fishbein's Behavioral Intention Model is still being regarded and used as a practical tool in behavioral sciences in quite recent studies (for example Echabe et al, 1988, McCaul et al, 1988).

II.3. AN OVERVIEW OF SOME APPLICATIONS, PROBLEMS AND LIMITATIONS OF FISHBEIN'S BEHAVIORAL INTENTION MODEL

Fishbein's Behavioral Intention Model has found itself a wide area of application which includes consumer behavior, political voting, drug and alcohol use, family planning, infant feeding, and health behaviors as Rutter and Bunce (1989) report. The paper by Shepherd et al (1988) reports of activities as divert as "eating an apple" and "purchasing a particular brand of shampoo" all of which were analyzed by Fishbein's Behavioral Intention Model.

Some examples of studies by the model are summarized below:

McCaul et al (1988) analyzed the dental hygiene behaviors of young adults using the model. They found out that subjective norms correlated higher with behavioral intentions (0.54) in brushing frequency than attitudes do (0.26) and the correlation of the intention with behavior to be 0.52. They report that "the model accounted for a significant proportion of the variance in intentions to brush ($r^2 = 0.32$)". Echabe et al (1988) ,in another study, applied the model to voting behavior and found out correlations of BI and B to be around 0.80. An application on blood donation showed that attitudes are more strongly related to behavior and behavioral intention than subjective norms do in this type of behavior (Warshaw et al, 1985).

As a very close example for the study in this thesis, Brinberg and Durand (1983) have examined eating at fast food restaurants. In that research the authors applied Fishbein and Triandis models to the subject. Using Fishbein's Behavioral Intention Model they obtained behavioral intention-behavior correlation to be 0.41 while the multiple r for the model was 0.65. Their methodology and results will be compared to the study in this thesis in chapters III and IV, respectively.

As one can notice, the r^2 's of all the applications presented above are below 0.50. This limitation can be regarded as a problem of not only Fishbein's Behavioral Intention Model but also some other models in this field. One important reason for this is that the causal

relationship between attitudes and behavior is sometimes in the reverse direction, i.e. the attitudes do not always precede behavior, but sometimes the past behavior can influence attitudes. This phenomena is related with the Self Perception Theory which asserts that an individual's judgements of why and under which conditions he/she performed a particular behavior has effects on his/her attitudes. In fact Bentler and Speckart , and Triandis have considered this in their models.

Another problem occurs due to extraneous events which are not found in the models' structure and might change from situation to situation , and hence decrease the predictive ability of the model. One other aspect to be mentioned is that when attempting to relate attitudes to behavior both measures should be refined in terms of specificity, i.e. general attitudes of an individual might not always relate to specific behaviors. Therefore the findings would be more reliable if both attitude and behavior correspond to close levels of specificity. (Ger, unpublished lecture notes).

II.4. MARKETING IMPLICATIONS OF FISHBEIN'S BEHAVIORAL INTENTION MODEL

Wilkie and Pessimier (1973) state that the basic purpose of a multiattribute model is to gain an understanding of purchase predisposition.

The multiattribute models have the following strategic implications for the marketers (Assael, 1987):

- They allow to identify the strengths and weaknesses of the company's brand in relation to the competition,
- They help in determining the need for product repositioning,
- They allow to identify the determinant attributes for strategic advertising purposes,
- They help in identifying new product opportunities.

A number of strategies can be applied in order to change the consumers' attitudes within the framework of Fishbein's Behavioral Intention Model. These can be summarized as (Lutz, 1981):

- changing the belief strength (b) associated with a perceived consequence,
- changing the evaluative aspect (e) associated with a perceived consequence,
- making a previously nonsalient consequence salient,
- changing the normative beliefs associated with a referent,
- changing the motivation to comply with a referent,
- introducing a previously nonsalient referent.

When attempting to change the consumers attitudes after gathering information through multiattribute models one should note that (Assael, 1987);

- attitudes are easier to change than needs,
- beliefs (b) are easier to change than evaluations (e),
- weak attitudes are easier to change than strong ones,
- attitudes held by consumers with less confidence in brand evaluations are easier to change,
- attitudes are easier to change when information is ambiguous,

-attitudes are easier to change when there is a low level of ego involvement,

-attitudes are easier to change when they conflict with each other.

II.5. THE SERVICES MARKETING CONCEPT AND FAST FOOD RESTAURANTS

The Director of Consumer Research of a big international fast food restaurant chain, namely Burger King Corporation, states that what a fast food restaurant offers to its customers is both a service and a product- a summation of the convenience it offers to the consumer in catering to his/her lifestyle and a total experience which starts from the time he/she enters the restaurant until the time he/she leaves. She argues that this phenomena includes the location of the restaurants, the speed of service, the food one orders, the price he/she pays and the friendliness he/she is shown (Fox and Wheatley, 1978)- in fact these statements contain enough clues for one to guess what consequences this study will be based on.

Among these consequences, location, speed of service and friendliness are related with the service, the food one orders is related with the goods offered and the price paid is related with both.

As fast food restaurants offer a great deal of services to their customers besides the goods they sell, the services marketing concept gains considerable importance for them.

Services construct a subset of the product concept. A product as Kotler (in Block et al, 1985) states, "is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need; includes physical objects, services, persons, places, organizations and ideas". Services can further be analyzed as "intangible activities which provide want satisfaction when marketed to consumers and which are not necessarily tied to the sale of a product or another service" (Stanton, 1985).

Schlemsee et al (in Block et al, 1985) argue that three important factors emerged in their focus group studies on identifying the keys to successful services marketing, which they call "the 3C's". The first of these is "customer orientation" which means recognizing that a firm's greatest asset is its customers and that all the people in the firm should believe that they should do everything possible to keep the customer satisfied. The second C, namely "creed", is the service firm's set of corporate values that are the basis for its identity. In other words, for the employees the creed can be a source of pride, a clear sense that the employees are working toward a definite goal, whereas for customers, the firm should use its creed to create and manage its public image, which reduces the gap between customers' expectations and the firm's performance. Finally the third important C is "consistency", which can be defined as the ability to offer customers a consistent standard of

service without negative surprises.

By utilizing Fishbein's Behavioral Intention Model the management of a fast food restaurant can have a quite clear insight of people's beliefs and evaluations about different consequences of visiting the restaurant and the effect of the social norms on the customer. The components of Fishbein's Model, depicted in table II.5, gives a services marketer a concrete idea about the intangible aspects of a service encounter, therefore making use of the information gathered on the basis of beliefs, norms, etc., the managers of the fast food restaurants can deal with the above mentioned 3C's more easily, especially with "customer orientation".

The implications of these 3C's for the fast food restaurants will be presented in the fifth chapter.

III. METHODOLOGY

This study attempts to describe and explore the attitudes of Bilkent University students towards specific fast food restaurants in Ankara by utilizing Fishbein's Behavioral Intention Model. The initial step was the face-to-face interviews with individuals with a relatively small sample size, which served as the basis for the preparation of a survey. The purpose of the survey was to supply the data for the variables for the main equation of Fishbein's Behavioral Intention Model (plus three other similar auxiliary equations used in the study to gain more information)*. The primary equation of the model is

$$w_0 * Aact + w_1 * SN = BI$$

as denoted in Fishbein and Ajzen (1975). These scholars suggest that the data for all the variables in this equation be obtained through standard (generally bipolar) scales, which require the respondent's choice of the appropriate number that shows his/her thought about a statement. (Refer to Appendix I for sample measurement scales.)

III.1. PILOT STUDY

In order to prepare a suitable survey to gather data for the variables in Fishbein's Behavioral Intention Model an initial study was conducted, not only to determine the beliefs and consequences (to be used in questions regarding attitudes) about going to fast food restaurants, and the significant others (to be used in questions regarding

*All the equations are presented in Chapter IV.

subjective norms, but also which fast food restaurants to include in the study. For this purpose face-to-face interviews were made with fifteen Bilkent students, which consisted of eight MBA students, three engineering students, three prep school students and one management student. The subjects were first asked to tell the names of the fast food restaurants in Ankara that they could recall without aid. Then they were asked to tell which ones they visited more frequently and why, and conversely which ones they visited less frequently and why. After that they were asked to tell which people affected them when going to a fast food restaurant. As a result, three restaurants, namely McDonalds, Tivoli and Wimpy, showed extreme significance in unaided recall (Table III.1). (In order to prevent any bias, the fast food restaurants in the campus, i.e. Best and campus-Tivoli, were not included in the study after observing an extreme tendency towards them in the interviews). The questions about the salient beliefs of subjects about going to fast food restaurants led sixteen different reasons in fast food restaurant choice to emerge (Table III.1). Among these, the ones with a frequency of five or above were selected to be used in the questionnaires, which were "location", "cleanliness", "crowdedness", "queue length / fast/slow service", "taste" and "price". Additionally the attribute "atmospherics" was included to the set of salient attributes, as an aggregation of "smoke/ventilation", "temperature", "overall

TABLE III.1. FREQUENCY OF MENTIONS OF RESTAURANTS, BELIEFS
AND SIGNIFICANT OTHERS

III.1.a) UNAIDED RECALL FREQUENCIES OF FAST FOOD RESTAURANTS
IN ANKARA

NAME OF THE FAST FOOD RESTAURANT	FREQUENCY OF RECALLS
Mc Donald's.....	15
Tivoli.....	12
Wimpy.....	10
Mic Mac.....	3
Jetonburger.....	1
Cambo.....	1
Vidar.....	1
Zafer Piknik.....	1
Esat Piknik.....	1

III.1.b) FREQUENCIES OF BELIEFS ABOUT CONSEQUENCES OF GOING
TO FAST FOOD RESTAURANTS

BELIEFS ABOUT ...	FREQUENCY
Location	13
Cleanliness	10
Taste	10
Long/short queues / Fast/slow service	8
Crowdedness	7
Prices	5
Smoke/ventilation	4
Hygienic products	3
Loudness	3
Comfortable seats	2
Overall customer quality	2
Variety of products	2
Consistency in product quality	2
Temperature	2
Attitude of personnel	1
Car park availability nearby	1

III.1.c) SIGNIFICANT OTHERS IN GOING TO FAST FOOD RESTAURANTS

SIGNIFICANT OTHERS	TOTAL FREQUENCY	Frequencies of the degree of motivation to comply	
		HIGH	LOW
Friend group/Friend	12	9	3
Boyfriend/Girlfriend	3	1	2
Brother/Sister	2	0	2
Parents	2	0	2

customer quality" and "comfortable seats" all of which were mentioned separately by the subjects, but were generally linked to the concept of atmospherics. Finally, people who significantly affected the behavior were found out to be "friends" (Table III.1.c).

Among the salient beliefs about consequences (Table III.1.b), location, cleanliness, crowdedness, fast/slow service -and to some extent, price - contributes to the service offered and taste is related with the goods offered.

III.2. QUESTIONNAIRE DESIGN

Taking the results of the face-to-face interviews as a base an initial questionnaire was prepared and pre-tested on five respondents. The revised questionnaire consisted of eleven groups of questions (Appendix II), nine of which were to be used for the independent variables in the model (i.e. attitudes toward behavior, and subjective norms) and required the choice of the respondent's thoughts on a 7-point (Likert type or Semantic Differential) bipolar (+3,-3) scale -except for one question in the tenth group which showed a 7-point unipolar (6,0) scale ,the reason for which will be explained later in this chapter. This method of scaling generally coincides with other studies made in this field, especially with the one conducted by Fredericks and Dosset (1983). For a more precise understanding of the scaling used, please refer to the second page of the questionnaire in Appendix II.

The first seven groups of questions in the

questionnaire attempted to measure the subjects's beliefs and evaluations of different consequences of going to fast food restaurants in order to gain data for "attitude towards behavior" (Aact) part of the model. There were four questions in the first eight groups, three of which were about beliefs on one aspect of going to each restaurant and required marking the appropriate number on the likely-unlikely (+3,-3) Likert scale. The fourth question measured the subject's evaluation of that particular aspect on a good-bad (+3,-3) Semantic Differential scale.

The eighth group of questions were about the "subjective norm" (SN) part of the model. The first three questions in this group were asked in order to measure the "Normative Beliefs" about the three fast food restaurants and were in the form "When we go out together , my friends think that we should go to Mc Donald's". The phrase "When we go out together" was used in the statement, as most of the subjects in the pilot study referred to restaurant going behavior as being performed within a friend group (see Table III.1.c), therefore the important norms on the respondent's behavior is inferred to originate from his/her friend or friend group. The subjects were to mark their responses again on a likely-unlikely (+3,-3) Likert scale. The fourth question in this group attempted to measure the motivation of the subject to comply (MC) with his/her friends, which was in a "very important-not important at all" (+3,-3) form of Semantic Differential scale, but while processing the

data this was shifted to a 6,0 scale, since a response as "not important at all" is not a sign of an "extremely opposite motivation" , but rather "no motivation to comply at all".

In the ninth group, the respondents were asked to state if going to each of these fast food restaurants is good or bad, again on a 7-point (+3,-3) Semantic Differential scale. These questions were asked in order to reach to an alternative Aact score, the variable for which will be mentioned as AactII, as a single-response attitude score.

The tenth group of questions asked the respondents to state their subjective probabilities of going to each restaurant on a likely-unlikely (+3,-3) Likert scale. The aim of this group of questions was to reach one of the two dependent variables to be used in the study, i.e. Behavioral Intention (BI).

The last part of the questionnaire consisted of one question, responses to which would be used in the other dependent variable in this study. The question was asked to learn about the past behavior of the respondents as a retrospective proxy and asked how many times ,on the average, the respondent visited each of these three fast food stores in one month.

The time period mentioned in behavioral intention questions (15 days) differs from that used in the behavior questions. The reason for this is to avoid possible cases like the following:

If we suppose that a respondent stated that he went 4 times

to McDonalds, 2 times to Tivoli and 2 times to Wimpy in one month, then it would be highly likely that he would mark +3 as his behavioral intention to visit each restaurant if a one month period were used in the BI questions, although his visiting frequencies are different.

If the above methodology is compared to the one employed by Brinberg and Durand (1983) for fast food restaurants, one can see that they are quite similar in nature with some differences. Brinberg and Durand applied the model to the general behavior of going to fast food restaurants, while in this thesis three different restaurants are explored. Their sample size for the pilot study was much higher (98 people). The salient beliefs they used were about quickness, inexpensiveness, no cooking, location, taste, greasiness, not nutritious, high calories, limited selection and low quality. In order to have a better comparative insight of the consequences used in this study one can refer to Table III.2 in which they are shown

TABLE III.2. COMPARISON OF THE FINDINGS ABOUT IMPORTANT ATTRIBUTES IN DIFFERENT STUDIES

THIS STUDY	BRINBERG AND DURAND'S STUDY	VIEWS OF BURGER KING MANAGER
Location	Location	Location
Price	Inexpensiveness	Price
Fast service	Quickness	Speed of service
Taste	Taste	The food
Atmospherics	Not nutritious	Friendliness
Cleanliness	High calories	
Crowdedness	Limited selection	
	Not cook	
	Greasiness	
	Low quality	

together with Brinberg and Durand's consequences and the comments of Burger King Corporation's Director of Consumer Research as the views of a services marketer.

As can be seen from the table, the first four attributes are quite similar while some are different than the ones used in this thesis. However, such differences are quite normal if one considers that they take their samples from quite different cultures.

Brinberg and Durand used "parents" in the subjective norms, instead of "friends" which was used in this study. The phrases and scales they used in the questionnaires were quite similar to the ones used in this study (see Table III.3 and Appendix II), although they used 11-point scales. Some parts of the wording used in the questionnaire of this thesis study tend to differ from generally suggested ones in Appendix I and the study of Brinberg and Durand. Because the questionnaire of this survey was in Turkish language, such differences had to be made, taking the comments of the respondents of the pre-test study into consideration, but also trying to be as close to the suggested statements in Appendix I as possible.

In this section the contents of the questionnaire used in the study were presented in detail and by comparisons to a similar study; the following section will mention the characteristics of the sample to which the questionnaires were distributed.

TABLE III.3. SAMPLES FROM THE QUESTIONNAIRE OF A SIMILAR STUDY

Belief: Eating at a fast-food-hamburger restaurant in the next two weeks means that I will have an inexpensive meal
likely | _____ | unlikely

Evaluation: Having an inexpensive meal is
good | _____ | bad

Attitude : Eating at a fast-food-hamburger restaurant in the next two weeks is
good | _____ | bad

Normative belief : My parents think I should eat at a fast-food-hamburger restaurant in the next two weeks
likely | _____ | unlikely

Motivation to comply: Generally speaking, I want to do or I want not to do what my parents think I should do
want to do | _____ | want not to do

Intention : I intend to eat at a fast-food-hamburger restaurant in the next two weeks
likely | _____ | unlikely

III.3. SAMPLING

Questionnaires were distributed to 124 Bilkent students from 14 different departments (Table III.4). 113 people returned the questionnaires. Four of the questionnaires were excluded due to faulty or missing marking. 65 of the respondents were male (59.63%), 44 were female (40.37%). Average age was 21.14 with a standard deviation of 2.22, a minimum of 17 and a maximum of 29.

The questionnaires were distributed both in classrooms and in dormitories. The respondents were not attended while they filled in the questionnaire, due to time constraints, but they were asked if they had any problem with the questionnaire when they were collected back. The participation rate was very high. Only one student refused to take part.

TABLE III.3. SOME DESCRIPTIVE STATISTICS ABOUT THE STUDENTS WHO PARTICIPATED IN THE "FAST FOOD RESTAURANT" SURVEY

DEPARTMENT	# OF PEOPLE
MBA.....	24
COMPUTER SCIENCE.....	15
ELECTRICAL & ELECTRONICS ENGINEERING.....	13
PREP SCHOOL.....	13
ENGLISH LITERATURE.....	8
AMERICAN LITERATURE.....	8
INDUSTRIAL ENGINEERING.....	8
MANAGEMENT.....	5
ECONOMICS.....	4
PUBLIC ADM. & POLITICAL SCI.	4
INTERNATIONAL RELATIONS.....	3
INTERIOR DESIGN.....	3
TOURISM.....	1
MA TEFL.....	1
TOTAL.....	109
(A total of 124 questionnaires were distributed)	
AVERAGE AGE : 21.14	
STD. DEVIATION: 2.22	
MAX AGE: 29	
MIN AGE: 17	
SEX: MALE	:65 (59.63%)
FEMALE	:44 (40.37%)
TOTAL	:109 (100 %)

IV. ANALYSIS AND RESULTS

The preceding chapter presented information about the contents of the questionnaire used in the study and about the sample. In this chapter the methods through which the data was processed, and the results of the analyses will be discussed.

IV.1. DATA PROCESSING AND ANALYSIS

The data gathered via questionnaires were essentially processed through four regression equations for each of the three restaurants. The reason for this is to be able to have more insight and comparing ability for the study. The models used were :

$$w1*Aact + w2*SN = BI$$

$$w1'*Aact + w2'*SN = B$$

$$w1''*AactII + w2''*SN = BI$$

$$w1'''*AactII + w2'''*SN = B$$

where: Aact (attitude towards behavior or action) is the independent variable that is made up of the summation of the products of belief (b) and (e) evaluation scores (first seven group of questions in the questionnaire),

AactII (the alternative for variable Aact) is the independent variable that represents the attitudes of the respondents towards the action as a single response (ninth group of questions in the questionnaire),

SN (subjective norms) is another independent variable

in the model that represents the products of NB (normative beliefs) and MC (motivation to comply) scores (eighth group of questions),

BI is the dependent variable that stands for the behavioral intentions of the respondents (tenth group of questions),

B is the dependent variable that stands for a proxy of behavior as a measure of visiting frequency (last question in the questionnaire).

$w_1, w_2, w_1', \dots, w_2''$ are the empirically determined regression coefficients.

As a summary four equations and five variables (three independent, two dependent) were used in the analysis.

PC-MDS statistical package which utilizes stepwise regression was employed for the regressions.

IV.2. RESULTS

The results of data processing led to both similar and different findings about the three fast food restaurants.

First of all, the results showed that Tivoli, among the three, is the most frequently visited fast food restaurant with an average of 2.36 times a month. Then came Mc Donald's with 1.72 times a month and Wimpy with 0.65 times a month.

The mean scores of variables for each restaurant are presented below in Table IV.1.

TABLE IV.1. COMPARISON OF MEAN SCORES OF VARIABLES FOR EACH RESTAURANT

	Aact	SN	AactII	BI	B
Mc Donald's	17.09	1.05	0.50	0.30	1.72
Tivoli	14.39	0.19	0.39	0.35	2.36
Wimpy	6.66	-5.02	0.07	-0.86	0.65
Max and min possible mean scores	+63.00 -63.00	+18.00 0.00	+3.00 -3.00	+3.00 -3.00	-- 0.00

TABLE IV.2. CORRELATION MATRICES FOR EACH RESTAURANT

MC DONALDS

	Aact	SN	AactII	BI	B
Aact	1.00000				
SN	.34988	1.00000			
AactII	.59207	.29515	1.00000		
BI	.60635	.42705	.51335	1.00000	
B	.34384	.35846	.26670	.50000	1.00000

TIVOLI

	Aact	SN	AactII	BI	B
Aact	1.00000				
SN	.48873	1.00000			
AactII	.66373	.48174	1.00000		
BI	.52752	.48071	.43973	1.00000	
B	.35534	.36929	.33090	.53974	1.00000

WIMPY

	Aact	SN	AactII	BI	B
Aact	1.00000				
SN	.38437	1.00000			
AactII	.49469	.43596	1.00000		
BI	.42496	.44819	.47485	1.00000	
B	.23474	.31015	.33484	.41736	1.00000

IV.2.1. CORRELATION ANALYSIS

The correlation matrices for the five variables used in the analyses generally showed similarities in pattern for all restaurants, although differences did exist (Table IV.2).

In general, correlations between independent and dependent variables are far from perfect, although acceptable with respect to similar studies (for example Brinberg and Durand, 1983; McCaul et al, 1988). This shows that each independent variable can account for a limited portion of the two dependent variables only by itself. The correlations between the dependent variables will be mentioned below in this section.

One significant similarity among the matrices is that the correlations between the variables Aact and AactII for each restaurant are higher than the others which shows that they tend to be similar predictors for the model.

For all three restaurants either one or both of attitude variables (Aact and AactII) have somewhat higher correlations with BI than SN has, although these values are close to each other, that is attitudes toward going to fast food restaurants seem to explain higher amount of behavioral intentions than subjective norms do, but more exact comments can be made after the regression analysis. For Mc Donald's and Tivoli the Aact-BI correlations are higher than AactII-BI correlations, while the situation is the opposite for Wimpy. The possible reasons for this will be mentioned later in this chapter.

When we examine the correlations of Aact,SN and AactII with B, SN's correlation gains more importance this time. For Mc Donald's and Tivoli the SN-B correlations are higher than both Aact-B and AactII-B correlations, and for Wimpy the correlations are very close.

The above paragraphs show us that for fast food restaurants the behavioral intentions are generally much more related with the individuals' own attitudes. When we consider the action of visiting the restaurant, the importance of the subjective norms increase.

The correlation between BI and B is around 0.50 for each restaurant. The least value belongs to Wimpy which implies that compared to Mc Donald's and Tivoli, going to Wimpy is less in line with the intentions to go there, i.e. several respondents visit Wimpy less than they intend to visit there. One should note here, however, that in this study BI and B measure related but slightly different phenomena; BI is used as a measure of how likely it is that the individual will perform the behavior (i.e. visit the fast food restaurant in the following fifteen days), whereas B is a measure of how many times he/she generally performs the behavior (i.e. visits the restaurant) -similar to some other studies, for example the one by McCaul et al (1988). Such a difference is rather inevitable, because if BI questions asked "how many times the respondent intended to visit the restaurant", he/she would most probably give an estimate of how many times he/she visited, which would lead

to the same response in his/her B responses. On the contrary, if B questions asked if the respondent visited the restaurant in one month or not, then this would again be weak in being informative, as the action is generally performed more than once in one month.

It is observed that in all three matrices there existed correlations between the independent variables. This brings a suspicion of multicollinearity in the equations, but according to what Lewis-Beck (1980) states, (as long as the number of independent variables is less than three), a correlation among the independent variables which is less than 0.80 would show that no significant multicollinearity exists, which is the case for all variables in our study. But this does not completely prevent the correlations between independent variables to affect the model. Correlations between the independent variables can, in fact, lower the t-values of the independent variables such that although the F-value seems to be significant, the t-values might show up to be insignificant. This case will be investigated in the following section.

As a conclusion of what is explored in correlation analysis one can summarize that;

- i)Correlations are generally not very high.
- ii)There exists correlations among the independent variables, but these are not so high as to cause multicollinearity,
- iii)One of the dependent variables (BI) has higher correlations with one or both of attitudinal independent variables (Aact or AactII).

IV.2.2. REGRESSION ANALYSIS

As the result of the regression analyses, the following equations were found:

a) For Mc Donald's:

$$\text{i) } -0.6545 + 0.0529 \cdot \text{Aact} + 0.0511 \cdot \text{SN} = \text{BI}$$

$$\begin{matrix} (0.5207)^+ & (0.2449) \\ r^2=0.4203, & F=38.424, & t1^{++}=6.596^*, & t2^{+}=3.102^* \end{matrix}$$

$$\text{ii) } -0.0223 + 0.5231 \cdot \text{AactII} + 0.0630 \cdot \text{SN} = \text{BI}$$

$$\begin{matrix} (0.4243) & (0.3018) \\ r^2=0.3467, & F=28.126, & t3^{++}=5.164^*, & t2 =3.673^* \end{matrix}$$

$$\text{iii) } 0.6341 + 0.0117 \cdot \text{Aact} + 0.0263 \cdot \text{SN} = \text{B}$$

$$\begin{matrix} (0.2489) & (0.2714) \\ r^2=0.1829, & F=11.860, & t1 =2.656^{*}, & t2 =2.895^{**} \end{matrix}$$

$$\text{iv) } 0.7813 + 0.1010 \cdot \text{AactII} + 0.0297 \cdot \text{SN} = \text{B}$$

$$\begin{matrix} (0.1763) & (0.3064) \\ r^2=0.1569, & F=9.860, & t1 =1.888^{***}, & t2 =3.283^* \end{matrix}$$

b) For Tivoli:

$$\text{i) } -0.2459 + 0.0404 \cdot \text{Aact} + 0.0661 \cdot \text{SN} = \text{BI}$$

$$\begin{matrix} (0.3844) & (0.2928) \\ r^2=0.3436, & F=27.738, & t1 =4.262^*, & t2 =3.247^* \end{matrix}$$

$$\text{ii) } 1.9291 + 0.0791 \cdot \text{AactII} + 0.3561 \cdot \text{SN} = \text{BI}$$

$$\begin{matrix} (0.2711) & (0.3501) \\ r^2=0.2875, & F=21.386, & t3 =2.897^{*}, & t2 =3.742^* \end{matrix}$$

$$\text{iii) } 0.9787 + 0.0141 \cdot \text{Aact} + 0.0339 \cdot \text{SN} = \text{B}$$

$$\begin{matrix} (0.2297) & (0.2570) \\ r^2=0.1765, & F=11.363, & t1 =2.274^{***}, & t2 =2.544^{***} \end{matrix}$$

 + The numbers in parantheses denote the standardized beta coefficients for the independent variables. They are the partial regression coefficients that one gets if all variables entering the analysis were each standardized to zero mean and unit standard deviation before the multiple regression equation is computed (Green et al, 1980).

++ t1,t2,and t3 stand for the t-values of variables Aact, SN, and AactII, respectively.

* p<0.001 ** p<0.005 *** p<0.01 **** p<0.05

$$\text{iv) } 1.1209 + 0.1527 \cdot \text{Aact} + 0.0360 \cdot \text{SN} = \text{B}$$

$$r^2 = 0.1669, F = 10.615, t_3 = 1.969^{***}, t_2 = 2.701^{**}$$

c) For Wimpy:

$$\text{i) } -0.6446 + 0.0341 \cdot \text{Aact} + 0.0887 \cdot \text{SN} = \text{BI}$$

$$r^2 = 0.2758, F = 20.184, t_1 = 3.311^*, t_2 = 3.733^*$$

$$\text{ii) } -0.5027 + 0.5013 \cdot \text{AactII} + 0.0790 \cdot \text{SN} = \text{BI}$$

$$r^2 = 0.2973, F = 22.423, t_3 = 3.814^*, t_2 = 3.291^*$$

$$\text{iii) } 0.4162 + 0.0059 \cdot \text{Aact} + 0.0258 \cdot \text{SN} = \text{B}$$

$$r^2 = 0.1119, F = 6.675, t_1 = 1.867^{**}, t_2 = 2.603^{**}$$

$$\text{iv) } 0.4176 + 0.1352 \cdot \text{AactII} + 0.0203 \cdot \text{SN} = \text{B}$$

$$r^2 = 0.1454, F = 9.017, t_3 = 2.470^{**}, t_2 = 2.032^{***}$$

The results of the regression analysis not only verify the findings from the correlation analyses, but they also tell more about the other vital specifications of the models.

First of all, all of the F-values for the models and t-values for the predictor variables are significant in a 0.95 confidence level ($F_{0.95;106;2} = 3.74$, $t_{0.95} = 1.645$). That is, all the models explain the relation between the dependent and independent variables at a satisfactory level. Furthermore, all the independent variables are significant predictors of the dependent variables even though there does exist correlations among them.

When one refers to the regression results for each restaurant it is observed that the model explains BI and B for Mc Donald's better than the other two restaurants, as the r^2 and F-values are generally greater than the

corresponding equations of the other two restaurants. The explanation for this could be that the variables used in the survey are much more in line with the concept of "going to Mc Donald's" than with other restaurants, which implies that any recommendations would be more consistent for Mc Donald's than for other restaurants in the light of the gathered data. Mc Donald's is followed by Tivoli and Wimpy, respectively.

For Mc Donald's and Tivoli Aact seems to be a better predictor than AactII for both BI and B equations, since the t_1 values are higher than the t_3 values and also the standardized beta coefficients for Aact variables are higher than those for AactII variables, while the reverse is true for Wimpy (i.e. Aact II is found out to be better than Aact as a predictor variable using the same criteria). The reason for this might be the relatively high amount of nongooers to Wimpy, i.e. as they do not know (or care) much about Wimpy, their detailed beliefs about visiting there are less healthy than their overall attitude, but the difference is not very high.

To sum it up, it can be said that among the three sets of equations, the first and the third equations for Mc Donald's and Tivoli are found out to be better models, because:

- i) These two equations have higher r and F values than the second and fourth ones in both equation sets.
- ii) Variable Aact, which was found to be more important than AactII, is in the first and third equations,

By using the same criteria the second and the fourth equations for Wimpy are found out to be better models, although no overwhelming superiority is observed, i.e. the second equation statistically is not very much better than the first, and the fourth is not much better than the third in the same way.

When we compare the above findings with some other researches conducted by using the Fishbein Behavioral Intention Model, we can conclude that the model has functioned quite satisfactorily. Shepherd et al (1988) report that for 87 separate studies conducted by Fishbein's Behavioral Intention Model the weighted average correlation between intention-behavior was 0.53 and the attitude+subjective norm-intention correlation was 0.66. (using Fishbein's original equation which is the first one in each regression set above). As mentioned in Chapter II a very similar study by Brinberg and Durand had an intention-behavior correlation of 0.41 and multiple correlation of attitude and subjective norms with intention was 0.64. As some different examples, in a study about dental hygiene behaviors (McCaul et al, 1988), the authors found r^2 in the BI equation to be 0.32, and the r between behavioral intention to brush teeth and the brushing frequency to be 0.52. One other study by Ryan and Bonfield (1980) has a r^2 of 0.46 and the r between BI and B is 0.33. The authors of these studies claim these findings to be quite satisfactory.

As a summary of the regression analysis one can state

that;

- i) All the models and variables are significant,
- ii) Compared to other two, going to Mc Donald's fits the models better,
- iii) For Mc Donald's and Tivoli the models which possess the variable Aact perform better whereas for Wimpy the ones with AactII are better.

IV.2.3. ANALYSIS OF THE COMPONENTS OF THE MODELS' PREDICTOR VARIABLES

After analyzing the models that were built up to examine the relations between the dependent and independent variables, and observing a significant relation between them, the independent variables can now be further analyzed in order to obtain a more concrete basis for a marketing point of view.

Below are the total and mean scores of each belief, evaluation scores toward different consequences of visiting a fast food restaurant (Tables IV.3 and IV.4). It should be mentioned here that although AactII was found out to be a better predictor for Wimpy, for a comparative insight of the restaurants its Aact variable is also decomposed to its components in the analysis below, as it is statistically only slightly worse than AactII.

Starting with the evaluations (e) we face a slight problem which is often encountered in this kind of studies, that is a tendency of the respondents to mark the extremes on the evaluation (e) scale (Table IV.4). This is observed

TABLE IV.3. MEAN BELIEF (b) SCORES FOR EACH RESTAURANT

"Visiting Mc Donald's/Tivoli/Wimpy will lead to eating/drinking in a fast food restaurant ...

	Mc Don.	Tivoli	Wimpy
-...where there's fast service"	1.25 ^x	0.67	0.77
-...which is clean"	1.65	1.16	0.99
-...whose products taste good"	1.25	0.72	0.30
-...whose prices are reasonable"	-1.03	-0.26	-0.67
-...where there's good atmospherics"	1.45	0.99	0.59
-...which is suitably located"	1.50	1.81	0.51
-...which is crowded"	2.01	1.53	1.01

TABLE IV.4. MEAN EVALUATION (e) SCORES FOR EACH RESTAURANT

"It is good/bad to eat in a fast food restaurant...

-...where there's fast service"	2.83 ^{xx}
-...which is clean"	2.82
-...whose products taste good"	2.68
-...whose prices are reasonable"	2.66
-...where there's good atmospherics"	2.59
-...which is suitably located"	2.56
-...which is crowded"	0.15

*The scores are on a scale of +3,-3 where higher positive numbers indicate more positive belief strengths.

**Scores on scale +3, -3 where higher numbers indicate more positive evaluations.

in the first six consequences. (One should recall from the previous chapter that most of the consequences used in this study is services related.)

The highest mean evaluation among these consequences belongs to "eating/drinking in a fast food restaurant where there is fast service and short queues". In this category Mc Donald's comes the first with a mean belief score of 1.25, which is followed by Wimpy and Tivoli, respectively. Then comes "eating/drinking in a clean fast food restaurant", at which Mc Donald's is still the leader, followed by Tivoli and Wimpy. The third evaluation rating is "eating/drinking at a fast food restaurant whose products are tasty", where the restaurant ordering is again the same. The fourth evaluation ranking belongs to the suitability of the prices that people incur when visiting a fast food restaurant. This one turns out to be the most negative consequence of visiting a fast food restaurant as can be seen in the all-negative beliefs. Mc Donald's is the weakest at this category, while Tivoli is the best among all, but still with a negative belief rating. This is followed by "good atmospherics", at which Mc Donald's is the first. Finally, most of the respondents believe that when they eat/drink at Tivoli, this would mean eating/drinking at a better located fast food restaurant. The above six evaluations logically all required positive evaluations (e), although the scale was bipolar due to the format of the questionnaire. The last one, namely "eating /drinking at a crowded fast food

restaurant" received both positive and negative evaluations, this is why it is placed after others in the ranking. The respondents believe that when they go to a fast food restaurant Mc Donald's would most probably be the most crowded one.

More important for marketing implications are the mean b*e scores (Table IV.5) and subjective norm scores (Table IV.6). Similar to belief scores Mc Donald's and Tivoli compete in attitude scores. Generally, the respondents have negative attitudes toward eating in a crowded and/or unreasonably priced fast food restaurants, as the attitude scores for all three restaurants show. In the consequences of eating/drinking in a clean, fast-serving, good-atmosphere, and tasty product offering fast food restaurant, eating at Mc Donald's attracts more positive attitudes. Eating at Tivoli is preferred to others mainly because it is well located. Also compared to the other two, respondents carry leading -although negative- attitudes toward Tivoli that stem from crowdedness and prices.

Disintegration of SN to its components NB and MC shows that about going to Mc Donald's and Tivoli, the friends of the respondents are almost indifferent, and negative about Wimpy (Table IV.6). The mean NB scores are 0.34, 0.00, and -1.24, respectively. The respondents seem to care considerably about their friends' views as the mean motivation to comply rating (4.03) is above the mid-rating (3.00) on the scale of the corresponding question.

TABLE IV.5. MEAN (b*e) SCORES FOR EACH RESTAURANT

- Attitude towards eating/drinking at Mc Donald's/Tivoli/Wimpy as a fast food restaurant ...

	Mc Don.	Tivoli	Wimpy
-...where there's fast service	3.56 [*]	2.02	2.17
-...which is clean	4.82	3.44	2.68
-...whose products taste good	3.75	2.38	0.96
-...whose prices are reasonable	-2.66	-0.94	-1.95
-...where there's good atmospherics	4.20	2.76	1.76
-...which is suitably located	3.86	4.83	1.45
-...which is crowded	-0.41	-0.11	-0.42
TOTAL	17.12	14.38	6.65

TABLE IV.6. MEAN SCORES OF NORMATIVE BELIEFS (NB) AND MEAN MOTIVATION TO COMPLY (MC) SCORE

- "When we go out together, my friends think that we should go to ..."

Mc Don	Tivoli	Wimpy
0.34 ^{**}	0.00	-1.24

- "When going to fast food restaurant, the thoughts of my friends are important for me." Mean score: 4.03^{***}

 *Scores on scale +9, -9 where higher positive numbers indicate more positive attitude toward the consequence.
 **Scores on a +3, -3 scale where higher positive numbers indicate more positive normative beliefs
 ***Scores on a 6, 0 scale where higher numbers indicate higher motivation to comply

In this section the data were analyzed more thoroughly after observing the statistical significance of the models and variables. The analyses of the mean b, e, b*e, NB, MC scores for each restaurant showed that;

i) in mean b scores Mc Donald's leads in five consequences, and is the last in one category, while Tivoli leads in two consequences, and Wimpy is the last in six categories among seven,

ii) the mean e scores are generally close to each other, and the leading evaluation belongs to "eating in a fast food restaurant where there is fast service",

iii) the mean b*e scores show that the respondents have leading attitudes towards visiting Mc Donald's in four consequences, while that restaurant is the last in one consequence, and Tivoli leads in three consequences,

iv) Tivoli and Mc Donald's are very close but almost neutral in mean NB scores and the mean MC is above the mid-scale value.

The reliability of all the mean scores depicted in this section is linked with the findings from the correlation and regression findings, that is as the regression and correlation findings for example, for Mc Donald's imply that the models function better with this restaurant (hence the higher r^2 , F values, etc.) the mean scores are more reliable indicators for this restaurant.

What these findings imply for marketing purposes will be discussed in the next chapter.

V. CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS OF THE STUDY

Now that there is detailed information about the attitudes and subjective norms, improving the independent variable scores to reach more positive dependent variable scores can be further analyzed.

Before going on to any recommendations it should be mentioned that the fast food restaurants in Turkey generally do not employ advertisements. The main means of communications with their customers is through in-store efforts. In fact Mc Donald's did have a TV commercial, but it disappeared after a short period of time. Although there is no available information on the financial positions of the three restaurants, it is advisable that they give a little bit more importance to advertising in order to communicate with the customer, for example through billboards.

Dealing with the attitudes, it would be logical to start with the negative attitudes first. One of the negative attitude components was "eating/drinking at a crowded restaurant". Bilkent students' beliefs are quite common about this consequence, although their evaluations differ drastically in both positive and negative ways. This means that the restaurants should address both crowd-haters and crowd-lovers. This could be attained, for example by discriminating some limited parts of the restaurants for people who dislike crowds.

Prices are also a problem for all three restaurants. Most of the respondents believe that eating/drinking at a

fast food restaurant (especially at Mc Donald's) will lead to being overcharged. Therefore it seems that the restaurants should consider a decrease in their prices, or maybe increase the sizes of the products in order to offer more value-for-money. Another alternative could be trying to change price perception.

The above two consequences were two critical phenomena, as they held negative attitude scores, therefore a belief change strategy rather than an evaluation change strategy was suggested, as the latter is generally a difficult one to employ. The other consequences, however, can be dealt with more easily.

Other than the negative attitudes toward eating/drinking at a crowded and unreasonably-priced fast food restaurant Mc Donald's performs weaker than its main competitor Tivoli at serving at a suitable location for young customers, as respondents state. Therefore it is quite inevitable to consider opening a branch on Tunali- which is a meeting place for the young people, especially at weekends- to be more close to the young market, to increase the belief scores, and also hurt Tivoli where its the strongest. Tivoli is currently making use of this consequence since it has its highest b*e score on eating/drinking at Tivoli as it is suitably-located. In fact this one is the highest b*e score among all others. As long as its competitors are away from Tunali, Tivoli should further utilize this advantage by an evaluation change

strategy, by communicating the goodness of eating/drinking at a suitably-located fast food restaurant.

Although Wimpy was one of the most recalled fast food restaurants in the pilot study, its average BI score turned out to be negative and B scores were quite low in the survey. Only in fast-service category does Wimpy seem to leave Tivoli behind. In categories except this one the strategy that Wimpy should use is to try to affect the belief scores; it should not attempt to change the evaluation scores, as this would work much more in favor of the b*e scores of the other two restaurants. For fast-service category Wimpy can try to increase the evaluation score of eating/drinking at a fast food restaurant, besides its belief score, in order to beat Tivoli. But first of all, besides taking care of the recommendations common for each restaurant, Wimpy should specifically try harder to communicate more positive beliefs on each of the seven consequences that build up Aact, through advertising and promotion, considering the evaluation rankings.

The restaurants can also try to change some non-salient consequences to salient ones, trying to communicate messages about, for example, hygienic quality of the products, or offering lower priced fixed-menus, etc.

The subjective norms should also be given importance. The motivation of the respondents to comply with their friends' thoughts were found out to be considerably high, although mean normative beliefs varied from almost neutral to negative, therefore normative beliefs should be aimed to

be changed rather than motivation to comply. For this purpose the restaurants should try to focus on the "reference group" concept, and try to communicate that the friend or friend group of the young customer tends to prefer, for example, Tivoli and that they (i.e. the friends) expect that he/she also prefers Tivoli. The group theme may be more successfully communicated, if it is tied to specific events like visiting the restaurant prior to or after going to the movies together, etc.

Addition of a non-salient referent is not recommended, since in the pilot study that one (i.e. family members) was observed to be quite insignificant.

A summary of the important findings based on the components of Fishbein's Model is presented below for each restaurant so that the managements of these restaurants can make betterments in their 3C's as services marketers (who should be offering fast service, cleanliness, good atmospherics, suitable location, etc., as found out in this study) in such a way that once they learn, for example, the customers' beliefs about the speed of service in their restaurant, the management can take this information as an indicator for the necessity of:

- i) Trying to increase the speed of service in order to keep the customer satisfied (customer orientation),
- ii) Trying to put across that the restaurant is always a fast serving one -after being sure that the speed of service has reached the satisfactory level (creed and

consistency).

The above mentioned summary is as follows:

-Mc Donald's should take extra care of its prices, crowdedness and location, and try to keep on with its positive image coming from all the remaining four belief scores and the normative belief score.

-Tivoli should also deal with its prices and crowdedness. It was mentioned above that Tivoli was believed to be the best located restaurant of all three, but aside from this, Tivoli falls behind Mc Donald's in the remaining consequences which requires giving closer importance to fast service, cleanliness, taste, atmospherics and normative beliefs.

-Wimpy is perceived to be less crowded -which is good for people who dislike crowds- and also a relatively fast serving and reasonably priced restaurant. Aside from these all its b and NB scores are quite low, which means that, according to Bilkent students, customer orientation is low and it is not able to have a positive creed in the eyes of the customer.

Taking these findings as a basis, and also paying attention to e and MC scores, the managements should utilize them, as in the above example about the speed of service, in order to be a better services marketer in the fast food market.

Naturally, this study has some limitations. First of all, Fishbein's Model is not the only way to perform this kind of an analysis, as mentioned in Chapter II. Another

method to be used for the same purpose might show up to be more efficient.

In addition, as mentioned in Chapter II prediction of behavior suffers from problems like behavior's affect on attitudes and the ignorance of extraneous events in the model that might be important in prediction.

Furthermore, the questionnaires might suffer from some problems as mentioned by Oskamp (1977). These are:

i) Carelessness or unmotivation which might reduce the questionnaires' reliability and validity.

ii) Social desirability, that is the tendency to give the most socially acceptable answer to a question.

iii) Extremity of response which means the tendency to mark the extremes on a scale.

iv) Acquiescence/disacquiescence, that is the tendency to agree with any questionnaire item regardless of its content.

The third and the fourth items above, seem to exist in the present study (Table IV.4), but it is quite difficult to deal with these kinds of disturbances which generally occurs in all similar surveys.

Besides these, although the young segment is a major part of the customers of fast food restaurants, the findings of the study cannot be attributed to all the customers. It would also be wise to be tolerant even when/if attempting to generalize the results to other university students, since Bilkent students cannot represent all the university students in Ankara.

Nevertheless, this study has hopefully supplied some clues for people who are interested in this popular subject and especially for the management of these restaurants at least about one segment of their market.

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APPENDICES

APPENDIX I
SAMPLE SCALES FOR FISHBEIN'S BEHAVIORAL INTENTION MODEL
(Ger, unpublished lecture notes)

Attitude toward behavior (Aact):

Buying Nikon is
good | _____ | bad

Belief (b):

Buying Nikon is
likely | _____ | unlikely
to result in obtaining a dependable camera.

Evaluation (e):

Buying a camera which is dependable is
good | _____ | bad

Normative Beliefs (NB):

My friend thinks
I should | _____ | I should not
buy Nikon.

Motivation to comply (MC):

In purchasing a camera
I want to | _____ | I do not want to
do what my friend thinks I should do.

APPENDIX II.a. QUESTIONNAIRE USED IN THE SURVEY

Bu anket Bilkent Üniversitesi öğrencilerinin Ankara'daki "fast food restaurant"ları hakkındaki düşünceleriyle ilgili olup, bir Yüksek Lisans Tezi için kullanılacaktır.

Soruların doğru veya yanlış yanıtı yoktur, sadece sizin kendi fikirleriniz önemlidir.

Lütfen tüm soruları düşünerek ve atlamadan yanıtlayınız.

İsminizi yazmanıza gerek yoktur.

Bilimsel bir çalışmaya yardımcı olduğunuz için şimdiden teşekkür ederiz...

OKUDUGUNUZ BÖLÜM:

YAŞINIZ :

CİNSİYETİNİZ : ERKEK ... BAYAN ...

Bundan sonraki sorularda eğer yanıt ölçeği

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

şeklindeyse; +3 rakamı "kesinlikle evet"
+2 rakamı "büyük olasılıkla evet"
+1 rakamı "muhtemelen evet"
0 rakamı "fikrim yok"
-1 rakamı "muhtemelen hayır"
-2 rakamı "büyük olasılıkla hayır"
-3 rakamı "kesinlikle hayır"

eğer yanıt ölçeği

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

şeklindeyse +3 rakamı "çok iyi birşeydir"
+2 rakamı "oldukça iyi birşeydir"
+1 rakamı "iyi birşeydir"
0 rakamı "ne iyi ne de kötü birşeydir"
-1 rakamı "kötü birşeydir"
-2 rakamı "oldukça kötü birşeydir"
-3 rakamı "çok kötü birşeydir" anlamına gelmektedir.

Her soruda sizin düşüncelerinizi yansıtan rakamı daire içine almanız istenmektedir. Örneğin:

Mc Donalds'a gittiğinizde temiz bir fast food restaurantta yemek yemiş
(ve/veya birşey içmiş) olacağınıza büyük olasılıkla inanıyorsanız
ilgili cümlelerin altındaki değerlendirme ölçeğini;

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

şeklinde işaretleyiniz.

LÜTFEN "FAST FOOD RESTAURANT" LARIN SADECE ANKARA'DAKİ ŞUBELERİNİ DÜŞÜNEREK İŞARETLEYİNİZ. ANKARA DIŞINDAKİ VE BİLKENT'TEKİ ŞUBELER BU ÇALIŞMANIN KAPSAMI DIŞINDADIR.

-Mc Donalds'a gittiğimde temiz bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Tivoli'ye gittiğimde temiz bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde temiz bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Temiz bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Mc Donalds'a gittiğimde kalabalık bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Tivoli'ye gittiğimde kalabalık bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde kalabalık bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle evet +3____+2____+1____0____-1____-2____-3 Kesinlikle hayır

-Kalabalık bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi birşeydir +3____+2____+1____0____-1____-2____-3 Çok kötü birşeydir

-Mc Donalds'a gittiğimde lezzetli yiyecek/içecekleri olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle evet +3____+2____+1____0____-1____-2____-3 Kesinlikle hayır

-Tivoli'ye gittiğimde lezzetli yiyecek/içecekleri olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle evet +3____+2____+1____0____-1____-2____-3 Kesinlikle hayır

-Wimpy'ye gittiğimde lezzetli yiyecek/içecekleri olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle evet +3____+2____+1____0____-1____-2____-3 Kesinlikle hayır

-Lezzetli yiyecek/içecekleri olan bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi birşeydir +3____+2____+1____0____-1____-2____-3 Çok kötü birşeydir

-Mc Donalds'a gittiğimde konumu (şehirdeki yeri) uygun olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle evet +3____+2____+1____0____-1____-2____-3 Kesinlikle hayır

-Tivoli'ye gittiğimde konumu (şehirdeki yeri) uygun olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde konumu (şehirdeki yeri) uygun olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Konumu (şehirdeki yeri) uygun olan bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Mc Donalds'a gittiğimde servisi hızlı olan/uzun kuyruklar bulunmayan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Tivoli'ye gittiğimde servisi hızlı olan/uzun kuyruklar bulunmayan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde servisi hızlı olan/uzun kuyruklar bulunmayan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Servisi hızlı olan/uzun kuyruklar bulunmayan bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Mc Donalds'a gittiğimde hoş bir ortama sahip olan bir "fast food restaurantta" yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Tivoli'ye gittiğimde hoş bir ortama sahip olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde hoş bir ortama sahip olan bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Hoş bir ortama sahip olan bir "fast food restaurant"ta yemek yemek (ve/veya birşey içmek)

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Mc Donalds'a gittiğimde fiyatların uygun olduğu bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Tivoli'ye gittiğimde fiyatların uygun olduğu bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Wimpy'ye gittiğimde fiyatların uygun olduğu bir "fast food restaurant"ta yemek yemiş (ve/veya birşey içmiş) olurum.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Fiyatların uygun olduğu bir "fast food restaurant"ta yemek yemek
(ve/veya birşey içmek)

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Birlikte çıktığımızda arkadaşlarım bir "fast food restaurant" olarak
Mc Donalds'a gitmemiz gerektiğini düşünürler.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Birlikte çıktığımızda arkadaşlarım bir "fast food restaurant" olarak
Tivoli'ye gitmemiz gerektiğini düşünürler.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Birlikte çıktığımızda arkadaşlarım bir "fast food restaurant" olarak
Wimpy'ye gitmemiz gerektiğini düşünürler.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Bir "fast food restaurant"a giderken arkadaşlarımin düşünceleri benim
için

Çok Hiç önemli
önemlidir +3____+2____+1____0____-1____-2____-3 değildir

-Mc Donalds'a gitmek

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Tivoli'ye gitmek

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Wimpy'ye gitmek

Çok iyi Çok kötü
birşeydir +3____+2____+1____0____-1____-2____-3 birşeydir

-Önümüzdeki 15 gün içinde Mc Donalds'a gideceğim.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Önümüzdeki 15 gün içinde Tivoli'ye gideceğim.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Önümüzdeki 15 gün içinde Wimpy'ye gideceğim.

Kesinlikle Kesinlikle
evet +3____+2____+1____0____-1____-2____-3 hayır

-Hatırlayabildiğiniz kadarıyla, Ankara'da bulunan aşağıdaki "fast food restaurant"lara bir ay içinde kaç kez gidersiniz?

Mc Donalds: Tivoli : Wimpy :

ANKET BİTMİŞTİR. İLGİNİZE TEŞEKKÜR EDERİZ...

APPENDIX II.b. ENGLISH TRANSLATION OF THE QUESTIONNAIRE

This questionnaire is about the thoughts of Bilkent University students on the "fast food restaurants" in Ankara, and it will be used for a Masters Thesis.

The questions have no right or wrong answers, the only important thing is your own thoughts.

Please answer all the questions after thinking and without passing.

You do not need to write your name.

Thank you for your helpful participation for a scientific study.

DEPARTMENT :
AGE :
SEX : MALE ... FEMALE ...

In the following questions if the answer scale is in the form

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

then; +3 means "extremely likely"
+2 means "highly likely"
+1 means "likely"
0 means "no idea"
-1 means "unlikely"
-2 means "highly unlikely"
-3 means "extremely unlikely"

if the answer scale is in the form

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

then +3 means "very good"
+2 means "quite good"
+1 means "good"
0 means "neither good nor bad"
-1 means "bad"
-2 means "quite bad"
-3 means "very bad"

In every question you are asked to circle the number on the scale which reflects your thoughts. For example:

If you believe highly likely that visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant which is clean, then mark the scale following the statement as shown below:

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

PLEASE MARK CONSIDERING THE FAST FOOD RESTAURANTS IN ANKARA ONLY. THE RESTAURANTS OR BRANCHES THAT ARE OUT OF ANKARA OR THAT ARE IN BILKENT ARE OUT OF THE SCOPE OF THIS STUDY.

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant which is clean.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant which is clean.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant which is clean.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant which is clean is
Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant which is crowded.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant which is crowded.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant which is crowded.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant which is crowded is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant whose products taste good.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant whose products taste good.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant whose products taste good.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant whose products taste good is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant which is suitably located.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant which is suitably located.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant which is suitably located.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant which is suitably located is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant where there is fast service/no long queues.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant where there is fast service/no long queues.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant where there is fast service/no long queues.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant where there is fast service/no long queues is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant where there is good atmospherics.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant where there is good atmospherics.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant where there is good atmospherics.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant where there is good atmospherics is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-Visiting Mc Donald's will lead to eating (and/or drinking) at a fast food restaurant where the prices are reasonable.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Tivoli will lead to eating (and/or drinking) at a fast food restaurant where the prices are reasonable.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Visiting Wimpy will lead to eating (and/or drinking) at a fast food restaurant where the prices are reasonable.

Extremely likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Extremely unlikely

-Eating (and/or drinking) at a fast food restaurant where the prices are reasonable is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3 Very bad

-When we go out together, my friends think that we should go to
Mc Donald's.

Extremely
likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Extremely
unlikely

-When we go out together, my friends think that we should go to
Tivoli.

Extremely
likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Extremely
unlikely

-When we go out together, my friends think that we should go to
Wimpy

Extremely
likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Extremely
unlikely

-When going to a fast food restaurant the thoughts of my friends are
Very
important +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Not important
at all
for me.

-Going to Mc Donald's is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Very bad

-Going to Tivoli is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Very bad

-Going to Wimpy is

Very good +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Very bad

-I intend to go to Mc Donald's in the following 15 days

Extremely
likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Extremely
unlikely

-I intend to go to Tivoli in the following 15 days

Extremely
likely +3 ___ +2 ___ +1 ___ 0 ___ -1 ___ -2 ___ -3
Extremely
unlikely

-I intend to go to Wimpy in the following 15 days

Extremely
likely +3____+2____+1____0____-1____-2____-3 Extremely
unlikely

-As far as you can remember how many times in one month do you visit
the fast food restaurants below?

Mc Donald's:..... Tivoli:..... Wimpy:.....

THE QUESTIONNAIRE ENDS HERE. THANK YOU FOR YOUR PARTICIPATION!