

**Purchase Intentions towards Fast Food Restaurants: Mediating Role of
Attitude towards Fast Food**

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MC-MSBA 162

A Research Thesis Submitted to the Faculty of Management Sciences, National University of
Modern Languages, Multan Campus in Partial Fulfillment of the Requirements of the Degree

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**DEPARTMENT OF MANAGEMENT SCIENCES NATIONAL UNIVERSITY OF
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ABSTRACT

This study highlighted the role of knowledge about fast foods and focused on what traits will change individuals' intentions toward fast food purchases. Moreover, it analyzed how individual attitudes toward fast food acted as a mediator and family structure acted as a moderator in the relationships between knowledge of fast food products, unique seeking traits, Social impact and fast food purchase intentions. Data was collected through a questionnaire based on adopted scales, and the sample consisted of 279 fast food customers of renowned and local stores in Multan District, Pakistan. Exploratory factor analysis, confirmatory factor analysis, and multi-group moderation were carried out to provide statistical evidence for hypotheses. Knowledge about fast food and change seeking traits were found significant in predicting fast food purchase intentions directly and through mediation. Furthermore, family structure was found to be significant moderator of the hypothesized path between attitude towards fast food and fast food purchase intentions. This study is the only one of its kind and helps to expose fast food purchase behavior of consumers in a developing country like Pakistan. Particularly, in light of a changing social experience that is, shifting of joint family systems to nuclear family structures.

CHAPTER 1

INTRODUCTION

The fundamental goal of this section is to discover issue of the research and to progress research enquiries. This part begins with background of the study and it involves of importance of the learning and connection among planned variables i-e awareness around ice-covered diet, modification in search of behaviors, assertiveness in the direction of solid nutrition and cold food stuff buying goals. In this paper, information about the cold food and different characteristics which may affect the buying of the ice-covered food observed. It also observed that how families thought about the cool food and what their response towards the purchase of these food items. This following section of the study includes the goals of the investigation, research methodologies and tools used for the research. It also includes the short description of the body of the study and outcome.

1.1 Background of the Study

Fast food industry is developing enormously, vastly opens door for financiers. This development has pulled in the advertisers to recognize the components behind buyers 'desires to buy fast food. As apparent from Central Bureau of Statistics (CBS) (2006) expanding pattern of utilizing fast food among buyers exists. Taste & hygiene are the main points of view of fast food for the buyers (Terpstra et al., 2005). Not with standing its affability and development, variables influencing fast food decision are still underestimated and inactive, particularly in developing countries.

Reasonable number of researches and literature discloses the elements prompting the decision of fast food, but predictable and convincing discoveries are not revealed properly. Previous researches did not discloses to some significant variables influencing client's fast food decision as learning and uniqueness seeking for qualities. As Wardle et al. (2000) surveyed that learning about food nourishment is in all respects firmly related with the nourishment buy particularly on account of meat and vegetables. Main issue of the present sellers is to understand the purposes for this changing pattern from family preparing to fast food decision. Learning of fast food and uniqueness seeking for attributes can be potential components, which may impact fast food

decisions. Earlier impressive work is performed on these components to investigate connection between these variables and conduct expectations towards fast food.

This thesis deals with the study of Value-belief-norm theory and theory of planned behavior to determine the customer behavior expectations. This theory Stern et al. (1999) depicts the convictions which are shaped by numerous elements (learning, qualities, and commonality), and are center explanations for attitude development. Further, attitude gives premise to the conduct towards an article (Fishbein & Ajzen, 1975). In this study to distinguish their importance in the clarification of social aims towards fast food, VBN (value belief norm) hypothesis and TPB (theory of planned behavior) are incorporated. These hypotheses are additionally examined well in past inquiries about to clarify attitude, convictions, and different variables for behavioral expectations.

Expectations mean plans, intentions, or things which are anticipated. Aims behind various purchasers' purchasing choices have snatched sellers' core interest. Therefore, buyers' expectations about different items are generally planned in past writing yet aims towards fast food are still miscalculated uniquely in underdeveloped nations like Pakistan. In prior studies, intentions are examined for food items, social insurance items, religious, and expectations with respect to several different items and administrations. As Roe et al. (1999) surveyed that buyer, for the most part like smart dieting and they include themselves in purchasing solid items. So also, Sherman (1980) chipped away at buyers' goals towards social standards and he found that purchaser show one-sided expectations when gotten some knowledge about their social obligation. Normally individuals don't prefer to endeavor to conceal their real expectations towards an item for various reasons for example to demonstrate a constructive identity within society capable individual as Sherman illustrated in his 1980's examination.

As indicated by U.S. Statistics Bureau (2000) clients go over to buy items about which they have adequate knowledge. Further, the educated clients get learning about items from various sources as inventories, online data pages, and friends' sites now and then from their group of friends as well. As per the report deals are expanding because of increment in learning about the items as clients have a great deal of sources to get knowledge or data about various items. Further, hand Akhter (2003) enlightened that less learning concerning an item outcome in less exclusion of an item further he referenced about more established clients as they have lesser information about

newer items so they will indicate more negative expectations towards new items. Further Akhter (2003) included that as more seasoned for the most part clients have less learning about new items and do scan for it or are not any keener on hunting down new items data's so they show feeble conduct towards new items. So also, Nielsen (2007) told that twenty to thirty-year-old' purchasing conduct with respect to wine is intervened by their insight, implies they get it to an ever-increasing extent on the off chance that they adequate knowledge about it. In this way, knowledge about various items builds their deals. This is the reason due to which it is examined a ton in writing from various purpose of perspectives as knowledge of games items, learning of medicinal services and forms items yet knowledge about fast food is still underemphasized. In this way, effect of learning about quick still should be investigated to see its effects on clients' buy expectations. In view of knowledge client's uniqueness their conduct and go for various kinds of items. Thus, previous knowledge is detrimental in clients' uniqueness-seeking (choice of different products).

Uniqueness seeking is an identity characteristic which could be characterized as the scan for run into items, which are "not same as the standard thing, new, multidimensional and solid", likewise by the enthusiasm to accept various kinds of dangers as physical, social, legitimate, and money related only for taking a stab at new things (Zuckerman, 2009). Unique seeking characteristics may produce interest in the brain of clients to be innovative. The usage of comparable things on consistent schedule makes clients bored them generally. So, clients go for the different ones for delight, experience, to uniqueness taste or for more advantages. So also, Gordon and Foxall (1993) showed that individuals go for various kinds of sustenance some of the time just to try them or in some cases to exclusivity of the taste. They might likewise adopt alternate home cooked food just to uniqueness of the daily exhausting schedule. Later Ratner, Kahn & Kahneman (1999) Read & Loewenstein (1995) Simonson (1990) surveyed about clients need oddity or uniqueness in items or administrations as they held on for typical routine things and along these lines; they increment their fulfillment in utilizing a particular item.

Risk in utilizing new items affects client's basic direction. Typically, individuals dodge dangerous things to endeavor to maintain a strategic distance from physical, money related, or mental misfortune. Small & Prescott (2004) surveyed that clients maintain a strategic distance from one of a kind or distinctive food to dodge diverse sort of bad luck. It implies a few clients

carry on inverse to uniqueness seeking for client to maintain a strategic distance from risk appended with newer stuff. Likewise in medical field individuals maintain a strategic distance from to attempt new medications or techniques for treatment to avoid any sort of mental or physical problem because of new prescriptions. Individuals don't demonstrate uniqueness in their conduct in medical field to protect them with more established strategies and medications (Andresen, 2000). Consequently, leaving for the newer things or not depend on assessment for innovative articles is in the identity of individuals. New things are attempted for delight and they maintain a strategic distance from them to spare themselves from a risk.

Personality is an additional part of examining uniqueness-seeking conduct of clients. Past studies disclose to us how identity characteristics as uniqueness-seeking impacts clients' behavior. Sensible work can be followed on the structures examining identity attributes and their connections on client decisions. As Sivarama krishnan et al. (2007) thought that it was unchallengeable in individuals who are curios searchers (uniqueness seekers) utilize a fringe way to build up their mood to an item. Moreover Lynn and Snyder (2002) evaluated that attempting to be diverse by picking various inclinations or consuming distinctive food is a mental requirement of individuals and becoming one of a kind is in reality for individuals. Uniqueness theory talks about a similar idea as individuals attempt to be diverse by utilizing various things. Individuals prefer to purchase things, which are exceptional and does not follow other individual, additionally they purchase from stores which are nontraditional (antique houses, garage deals and sales, swap meets, second-hand shops etc.) (Tepper, 1996). Essentially, it is surveyed by numerous authors that individuals need to be not the same as others in all angles for example Brewer (1991); Maslach (1974); Ziller (1964); Snyder & Fromkin (1980) significantly Snyder & Fromkin depicted in their uniqueness seeking for hypothesis. Fast food buying expectations are underestimated in talking about their association with personality attributes.

Assessment of somebody's convictions, contemplations or ideas is called as attitude (Understanding Psychology, 10th Ed.). Generally, attitude changes over into conduct or social goals if a behavioral control is utilized (Ajzen, 1985). Later in principle of contemplated activity tells us attitude is precursor of social expectations (Ajzen and Fishbein, 1975). So, if the individuals have better attitude to an item, there are incredible possibilities that de a positive conduct towards that item would be demonstrated. Additionally, Kiesler et al. (1965) surveyed

there are numerous circumstances where attitude changes behavior and it may have a capacity to compel individuals to act with a firm goal in mind. Likewise, Solomon et al. (2002) established that attitude needs to show a role to general population in carrying respect to food and other articles. Further, it is viewed as that attitude is generally changeless and certainly creates the comparative conduct. What's more Schiffman & Kanuk (2004) surveyed that shopper attitude is like the behavior. Also, Mazursky and Geva (1989) discovered that a solid connection between the constructive behavior and limited expectations (behavior) with respect to an item. Moreover, Solomon (2004) surveyed that purchasers assess and carry on in a way to buy an item dependent on the attitude. Attitude is considered on an extraordinary level yet disposition towards quick still should be investigated, as an adequate work should be done uniquely in developing nations like Pakistan. Clients figure out how to act with a particular goal in mind like their attitude.

Observation of the attitude is a type of leaning. These qualities of the behavior can be said as a shape. There are number of Philosophies, which gives the idea about the attitude as a solid reason behind the behavior change, as the theory of Reasoned Action (TRA) Fishbein and Ajzen (1975) and the further is theory of Planned Behavior (TPB) (Ajzen, 1991).Further Mellott (1983) evaluated that if individuals resembling somewhat and advance progressive arrogance on the way to that, here insolence shows a character of schooling and force purchaser to perform surely.

A number of literatures provide adequate knowledge about the purchasers purchasing intensions for variety of produced items as O'Cass & Frost (2002) observed shoppers' intensions about fashion items. Likewise, O'Leary & O'Leary (2005) analyzed obtaining purposes for broadband facilities in cellular manufacturing. Supplementary Ottman (1993) judged consumption goals for green crops and Feldman and Lynch (1988) deliberate securing aims for vehicle but purchasers' buying intents concerning ice-covered are still understated particularly these are not premeditated on a satisfactor side by side in emerging states similar as Pakistan. Present paper may help in discovering the features in arrears ice-covered nutrition obtaining purposes.

Importance of the paper depends on giving the practical ideas of the information and variations in the characters which affect the purchasing of the ice-covered food items. The following paper may help to understand the many factors which have significant affect in the selection of food items. An extraordinary plan may help to understanding the factors from schooling point of view. Additional, scholastically VBN and TPB concepts clarify cause's together influence of

customer's ice-covered sustenance selections. As to be seen that ice covered food market is increasing day by day, so before going to perform research in cool food item sector, we should have to know the proper characters which are include in the ice covered food market growth. In other words it can be said that market can brings modification in behavior of the consumers about ice-covered food. This paper will help the marketing team to prepare good plans of advertising in the market about fast food items effectively

1.2 The Theory of Planned Behaviour

Arrogance is an assessment of somebody's philosophies, feelings, or theories. It is expected to transfer the likely attitude into desirable behaviours if encouraging behavioural tools are available (Ajzen, 1991). An extension form of the theory of reason action was presented, the theory of planned behaviour (TPB) states that a positive attitude towards the good translate its purchasing behaviour (Ajzen, 1991). Behavioural intentions dependant on attitude as attitude produce similar behaviours (Schiffman & Kanuk, 2004). Furthermore an explanation of behaviour through attitude, the theory of planned behaviour explains the space among attitude and behaviour by introducing the concept of behavioural controls (Ajzen, 1991). This paper considered family structure as important determinant of attitudes towards the ice-covered diet and their purchasing priorities.

The family structure means different type of living standards of families. Some household prefer to live as combined family while some prefer to live as isolated or nuclear. If a household contains of a couple of maternities and their offspring, it is named a nuclear or a dissimilar household. A family involving of nuclear household affiliates and additional containing uncles, aunts, and/or grandparents is called a combined family. The structure has very significant role on the buying of appropriate meal. The verbal rules of the families restrict the purchasers buying decisions. Osborne & McLanahan (2007) examined that the structure of a household plays a moderating rule in the buying decisions. In a particular increasing family relations increasing with joint family systems, the use of appropriate nutrition is a fewer possible choice than in nuclear family systems. Thus, we may propose that.

1.3 Dispositional Prediction of Human Behavior

There is much have be said that common dispositions tend to be weak forecasters of attitude in particular conditions. It has been examined by the common structure of mind regarding

administrations and relations (ones business, the congregation, open loading) minority gatherings and particular individuals among a person is associated (See Ajzen & Fishbein (1977) for a literature review). The calls for surrendering the frame of mind concept if due to disappointed result of these common attitudes to estimate the important behaviour's targeted of the attitude (Wicker, 1969). In a same way, the scholar are leads to believe that characteristic idea is said to be a wide ranging defining the personality is illogical due to absence of proper empirical connections among the personality characters and activities (Mischel, 1968). It was tried to link the summed up locus of control for an important benefit for the current (Rotter, 1954, 1966). The outcomes were also disappointed as with other characters. To be instance, the saw locus of control, which was evaluated from the Rotter*s scale, was regularly failed to forecast success linked with behaviour see Warehime (1972) or political connection see Levenson (1981) in a organized style and to some extent additional focussed actions, just like well-being locus of control and realization-connected locus of control, have not fared much better see Lefcourt (1982) and (Wallston & Wallston, 1981).One suggested therapy for the deprived prophetic strength of arrogances and personalities is the accumulation of detailed behaviors through occasions, situations, and procedures of exploit (Epstein, 1983; Fishbein & Ajzen, 1974). The idea behind the value of collection is the supposition that any particular generous of behaviour replicates not only the inspiration of a related wide-ranging personality but also the encouragement of numerous extra causes exclusive to the precise instance, circumstances, and act existence experimental. By combining dissimilar behaviours, detected on not the same instances and dissimilar situations, these other bases of inspiration lean towards to abandon each other, with the consequence that the cumulative characterizes an additional lawful extent of the fundamental behavioural temperament than any one behaviour.

1.4 The Theory of Planned Behavior

Variation among the conditions, it does not predict the specification behavior in the given situation. The meaning of this was to explain the common characteristics and individual characteristics in human manners, however their affect can be distinguished only by observing at comprehensive, collected, effective samples of behavior. The effect of these particular deeds is lessening due to the presence of other deeds such as, more instant aspects. In fact, it can be

argued that comprehensive attitudes and personality characters have an influence on precise activities only indirectly by manipulating some of the elements that are more narrowly connected to the behavior in question (see Ajzen & Fishbein, 1980, Chap. 7). The current study examined the nature of these behavior-specific reasons in the agenda of the theory of planned behavior, a philosophy planned to forecast and describe human conduct in detailed frameworks.

The extension form of the theory of reasoned action is the theory of planned behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) made essential by the innovative model's boundaries in dealing with behaviors over which individuals have imperfect volitional control. The theory has been graphically displayed in Figure 1. To make the presentation, likely reaction effects of behavior on the forerunner variables are not exposed. The main factor in the philosophy of the planned behavior is the individual's purpose to execute a given behavior, as in the original theory of reasoned action. The goals of an individual are expected to determine the motivational factors that effect a behavior; these goals show that how people are eager to try, it also shows their effort's which they are planning to apply, in order to perform the behavior. The most common rule tells that performance of an individual depends on its objective, stronger the objectives better will be performance.

Perceived behavioral control. Self-evident is the noteworthy of actual behavioral control; to get the behavioral targets of a person, major rules played by the available properties and chances. To be more mental control than the genuine control, notwithstanding, is the observation of conduct control and its process on objectives and deeds. The most important work has been done by the perceived behavioral control it was stated by the philosophy of planned behavior. The difference between the theory of planned behavior and theory of reasoned action is the addition of perceived behavioral control. Previously in view of the room of observed conduct in the forecast of objectives and deeds, the important is to associate this build to further formations of control. The important thing was that, apparent behavior control varies significantly from Rotter's (1966) idea of supposed locus of control. The main and continues focused on particular issues which was openly connected to an explicit behavior, professed interactive control states about the mentality of individuals about these comfort or struggle of execution the conduct of concern. However locus of control states that commonly expectance which remains unchanged among conditions and approaches of deed, seeming interactive control explains that the

expectancy and method of actions varies across conditions. So, an individual can believe that the outcomes of her life are result of his deeds (internal locus of control) and it has been believed by the particular individuals that probability to be a pilot is less (low observed conduct control). Atkinson*s (1964) philosophy of achievement inspiration can be taken as idea of perceived control. The most vital issue of philosophy is the hope of achievement, clear as the supposed chance of success at a assumed mission. It is clear that this concept is same to perceive communication control as it denotes to a particular interactive framework and not to a comprehensive disposition.

Predicting Behavior: The performance of the individual outcome of a combine role of targets and perceived behavioral control stated by the experiential outcomes, (philosophy to planned behavior). Many important conditions are required to meet with the for the purpose precise forecasting. The first one is methods of objective and of perceived behavioral control essential resemble to Ajzen & Fishbein (1977) or it should well matched with Ajzen (1988) the conduct that has to be forecasted. So, it was required that observations & targets of control essentially evaluated relative to specific behavior of concern, identified framework required to be the similar as that in which the behavior is to take place. To be as instance, if the conduct of someone to be forecasted of “donating money to the Red Cross,” then we needed to evaluate purposes “to donate money to the Red Cross” (not intentions “to donate money” in overall nor objectives “to help the Red Cross”), as supposed control completed “donating money to the Red Cross.” The 2nd requirement is that, the precise behavioral forecast is that intents and perceived behavioral control necessary to be unchanged in the pause among the evaluation and reflection of the behavior. The different happenings can bring variations in objectives or in observations of behavioral control, due to the outcome of these happenings, it will not allow accurate forecast of behavior. The 3rd necessity for forecasting rationality has to do with the precision of perceived behavioral control. As it was previously found, forecasting of conduct from perceived behavioral control should increase to the scope that sensitivities of behavioral control faithfully reveal genuine control. In the forecasting of the behavior the relative significant of intentions and perceived behavioral control is anticipated to vary among the situations and among diverse behaviors. Only purposes should be enough to forecast behavior, when the behavior/situation have enough money a person comprehensive control over interactive performance, as stated in the TRA. The accumulation of perceived behavioral control should become more and more

suitable as volitional regulator over the behavior drops. It is found that in the forecasting of the behavior the important part played by the both intentions and perceptions of behavioral control, but at a time or in one particular case one may play more vital role or one may be required other is unnecessary. The evidences are found out in the many studies about the link between aims and deeds, these researches are done in direction of agenda of TRA (e.g., Ajzen, 1988; Ajzen & Fishbein, 1980; Canary & Seibold, 1984; Sheppard, Hartwick, & Warshaw, 1988). The behaviors which observed as sample in the laboratory are very simple games to actions of considerable private or communal meaning, just like going through an abortion, burning marijuana, and selection of a candidate in election. As a wide-ranging regulation it has been examined that when conduct are not facing any kind of problem they forecasted more efficiently (see Ajzen, 1988; Sheppard, Hartwick, & Warshaw, 1988). There are many cases but the god case is the participating in a choice where alternatives are available. The first example is the people attitude towards casting vote at the short time of presidential election, it will be correlated to actual voting.75 to .80 (see Fishbein & Ajzen, 1981). One more illustration is, for a mother, she have two option of feeding to her child (breast versus bottle) and outcomes of this observation shows that there is around about correlation of 0.82 for some weeks after the birth of a child. (Manstead, Proffitt & Smart, 1983). Perceived behavioral control and behavior. This paper will emphasis on the one particular aspect and that is it may be the only one option to go outside completely manageable features of human conduct. This paper is conducted according to agenda of the TPB, the following analysis had attempted to forecast behavior by joining intents and perceived behavioral control. The outcomes of the different papers which deal with many activities are summarized in table 1. These activities are such as playing video games and losing weight to cheating, shoplifting, and lying. It is confirmed by the first four columns of the table that both forecasters, meanings and perceived behavioral control, are correlated very healthy by behavioral performance. It is showed by the parameters of regressions that in the prior five articles, the important part has been played by the each of the two antecedent variables to the forecast of behavior. The other studies which are remaining shows that intentions displayed the more significant of the two forecasters; just in objective (Netemeyer, Burton & Johnston, 1990; Schifter & Ajzen, 1985) .The general projecting validity of the theory of planned behavior.

Hence, it has been tried to be explained that the TPB gives an important agenda to understand the complications of human social behavior. This philosophy includes few central ideas in the

communal and performance disciplines, and it explains that these concepts allows the forecasting and thoughtful of specific deeds in specified perspectives. The variables include in the forecasting are such as arrogances in the direction of the performance, particular customs regarding to the behavior and apparent control over the behavior are generally originated to forecast communication meanings from a great point of correctness. In opportunity, given targets, in grouping with perceived behavioral control, can description for a significant percentage of modification in behavior. However, there are many other problems remained unsolved at the same time. The model of planned behavior touches approaches, individual customs, and perceived behavioral control to fundamental groundwork of principles about the conduct. The precise relation between the various variables are uncertain so far but there are many evidences for important associations among interactive principles and arrogances in the direction of the conduct, among normative principles and personal standards and concerning control opinions and observations of interactive control. It has been most broadly accepted that the landscape of the associations in terms of expectation-worth representations, has got some sustenance, but the space has been available for growth. Of precise concern are associations of only reasonable scale that are regularly observed in tries to relate belief-based methods of the theory's builds to other, more global measures of these builds. Optimally rescaling procedures of belief strong point, consequence assessment, inspiration to fulfill, and the seeming supremacy of control factors can help overwhelmed scaling restrictions, but the experimental gain in connections among worldwide and belief-based procedures is inadequate to deal with the difficult. From a universal view, however, application of the theory of planned behavior to a specific part of attention, be it problem drinking (Schiegel, Avernas, Zanna, DeCourville & Manske, 1990), leisure behavior (Ajzen & Driver, in press, a,b) delivers a host of information that is tremendously beneficial in any effort to recognize these behaviors, or to implement interferences that will be effective in varying them (Van Ryn & Vinokur, 1990). Aim, perception of behavioral control, attitude toward the behavior, and subjective customs all of these exposes a dissimilar feature of the behavior, and these can be used to check and work as to change it. The fundamental groundwork of principles delivers the comprehensive explanations required to gain fundamental evidence about a behavior's elements.

1.5 The Value Beliefs Norm Theory

Beliefs: one section of the philosophy is of Value-Belief-Norm theory is the beliefs and it has been constructed on the on the purchasers interpretations of opposing outcomes of behavior and the perceived effect of their behavior in covering these penalties. Egocentric values →Beliefs these are the part of VBN theory, the individual own values which provide benefit to the individuals are called as egocentric values. The most important egocentric value is that one self from everything else. These standards are possible to effect principles in that the acknowledgment of penalties of others is unheeded either completely or to some degree. Altruistic values →Beliefs altruistic values are self-sacrificing values. These are the personal morals which benefits to others then the person himself, these standards are in conflicting to egocentric values. In the theory, self-sacrificing standards are taken on characteristics from environments' values, the morals provide benefit to the environment. The important example of self-sacrificing values are the individuals, he or she are willing to do for the people who are in trouble what they can do. The morals are not affected by the colures or race they are poses by everyone and all the individuals have both the selfish and self-sacrificing moral having fluctuations in weights. Biosphere values →Beliefs the environmental standards depends on the reaction and thoughts of the purchasers that how much they think about the environment. If the individual believes in the environmental values they go for the buying of environment friendly items and it will protect the environment from worsening. However, it has been noticed the community which realize the importance of the environment go for environment friendly purchase and keep benefiting the environment. Social norms →Beliefs the effect of the social customs are greater than the any other on the beliefs of the people. Although all the purchasers make decisions that they are going to buy only those products whom consumptions provides benefit to the environment, at the same way this type of buying going to alter the consumption behavior of purchasers altogether. Perceived context →Beliefs the public and its hopes are certain to effect principles to the grade that it is undecided, so we can say that the majority agrees that nutrition goods will support the atmosphere. The other thing can alter the consumers beliefs is the providing facilities by the government in the production of food items.

Social norms →Attitude towards behavior Derived from the Theory of Planned Behavior, the customs of the community gives the impression of attitudes and influence of noteworthy others when founding an attitude towards a behavior. A purchaser will have more intentions towards the purchasing of food items if he is surrounded by the individuals which shows the intentions

towards the purchases of nutrition items, it depends on the behavior of the consumer that how much he take the effect of others.

Perceived context → the attitude towards behavior this is again connected with the perceived ease or difficulty of conducting a behavior. Perspective will effect arrogance towards behavior, as customers are expected to put their surroundings into the calculation when founding an attitude. This attitude is depends on the perceived context as certain framework only have an influence when execution behavior. When creating an approach in the direction of obtaining nutrition, the customer can assessed their awareness of such features as styles and other helpful motivations produced by the perspective, as well as obstacles existing by anti-trends or perceived physical restrictions on the way to directing the behavior.

1.6 Research Questions

Other than the pressure put on each and every variable separately, a deficiency of literature on variables mix proposed in current studies, particularly in under developed nations like Pakistan. The former studies concentrated on edifying the importance of connection among the accompanying association of knowledge about fast food and its purchase intentions and relationship between uniqueness seeking for qualities and fast food buying expectations. The research clarifies the relationship of three variables (knowledge about fast food, social impact and uniqueness seeking traits) on fast food buying desires interceding by attitude. Attitude towards fast food and its purchase intentions are moderated by family structure variable which inter-relates them.

1. The following study mainly focuses on the perception of the working the knowledge of fast food and uniqueness seeking traits influence buyer's fast food buying goals. Thus, current study tries to respond the following questions:
 1. What determines the fast food purchase intentions?
 2. What is the mediating effect of attitude towards fast food between the relationship of fast food purchase intentions and its predictors?
 3. How family structure affects as a moderator on the relationship of attitude towards fast food and fast food purchase intentions?

1.7 Research Objectives

Current studies center on connections between factors on fast food and uniqueness seeking traits (Independent variables), Attitude to fast food (mediator) and fast food buying expectations (dependent variable). The arbitrator in connection between attitude for fast food and fast food purchase desires is assumed by family structure. In previous studies, the variables and connection were examined in a different view. These objectives have been designed for current study:

1. To classify effect of knowledge determining fast food on fast food purchase intentions
2. To classify effect of uniqueness seeking attributes on fast food purchase intentions
3. To classify effect of attitude on fast food on its purchase intentions
4. To classify effect of social impact on fast food on its purchase intentions
5. To classify the mediator influences of attitude on fast food in the relation between knowledge of fast food, uniqueness seeking attributes, social impact and fast food purchase expectations.
6. To classify effect of family structure on relationship between attitude on fast food purchase intentions

1.8 Literature GAP

The novel idea in this research is that it presents a proof: in a coordinated system no blend of variables was observed previously, it suggests filling the exploration breach. Effect of the three independent variables on fast food purchase aims were never contemplated considering inter-mediating job of attitude towards fast food. Fast food area is chosen because of numerous possible causes. It is the quickly developing sector in advanced nations and also in developing nations. Fast food customers are expanding enormously in Pakistan. Yet no study was done to check the impact of knowledge about fast food, uniqueness seeking and attitude towards fast food on fast food purchase intention. Also in Pakistan family structure plays vital role in overall purchase of commodities and none of the earlier researchers studied this aspect in their studies. According to the literature that information of fast food and uniqueness-seeking qualities are a portion of the significant elements which helps in development of fast food industry. In this manner, importance of this study is useful for the development of fast food division.

1.9 Problem Statement

There is a problem in fast food producing organizations in Pakistan. Despite of high sale of fast food (as it is in many other countries), its sale is very low. This problem has negatively affected the growth of many organizations producing fast food. Possible causes of this problem can be low knowledge of customers about fast food products, Social impact and their lifestyle. Perhaps this study, which investigates factors behind purchase of fast food by a quantitative research, could remedy the situation. What determines the fast food purchase intentions? What is the mediating effect of attitude towards fast food between the relationship of fast food purchase intentions and its predictors? How family structure affects as a moderator on the relationship of attitude towards fast food and fast food purchase intentions?

1.10 Thesis Structure

Present investigation comprises of five portions, which are portrayed to sum up things as

Chapter One: gives an extensive introduction of this research.

Chapter Two: shows details of work, done on the variables, which were incorporated in the study, for example fast food knowledge, uniqueness-seeking attributes, attitude for fast food, purchase aims and family structure. This section briefly explains about the system in unique environments to retail site clients in the city of Multan.

Chapter Three: describes theoretical framework portrayed of the investigation. This conceptual structure demonstrates relationship of different variables and the effects on the dependent variables. Moreover, this section gives clarity to the methodology, which is used for data gathering system, knowledge collection tool and study plan. Also, this section shows organized meanings of variables and eventually, description of hypothesis.

Chapter Four: shows outline of sampled demographics, techniques which were utilized for knowledge testing and estimation of models. Furthermore, this section depicts rundown of fit lists, measurement models and analysis of path.

Chapter Five: describes all the conclusions, discoveries made during the investigation with suitable suggestions and recommendations. This section also describes scholarly and practical applications of the investigation. This study's restrictions and future prospects for the researchers are included and examined in this part.

CHAPTER 2

LITERATURE REVIEW

2.1 Knowledge about Fast Foods

Commonly knowledge is estimated as power. It shows a significant job in our lives. Various individuals utilize their insight with respect to a topic for various reasons. The vast majority of the general population use knowledge to break down circumstances, occasions, choices, other individuals, or items. Knowledge likewise goes about as a main impulse for some individuals to take activities. Each activity, choice, or conduct needs a type of learning. Holding this quite a bit of significance, knowledge turned into an extraordinary focal point of the rationalists, analysts and of one and all. Remembering this much significance of knowledge, numerous examinations have led on learning. These examinations incorporate significance of learning, job of knowledge in client basic leadership, learning and are impacts on identity and in design garments and so forth. Not with standing, client learning identified with nourishment and effects of clients' sustenance knowledge on the purchase intentions is underestimated. Effects of client learning on purchasing choices or social expectations still needs an incredible worry to be laid on. This is somewhat least centered part of learning, which is ever considered. Current investigation investigates some significant utilizations of client's knowledge in regard to fast food. The knowledge on fast food impacts clients' attitude for fast food and purchase intentions are investigated in the following examination.

Meaning of learning isn't fixed. As knowledge is viewed as a significant part in life, so it is characterized diversely as indicated by various fields of study. As a well-known logician, scholar and researcher (Plato) characterizes knowledge as sensible right conviction. As indicated by him, learning depends on convictions. It implies individuals have comparative convictions as the knowledge they have. On somewhere else Dictionary, website characterizes learning like mastery with certainties, guidelines, or principle convictions. Further, it is commonly acknowledged that individuals as a rule demonstration as indicated by their convictions

(knowledge) and we can say here on the off chance that individuals have positive learning about fast food; at that point definitely get it.

Less knowledge of things, it winds up hard for clients to get it. Knowledge can produce trust in clients to attempt newer items as fast food. Bettman (1980) tells that consumer past experience and knowledge greatly affect their decision for a nourishment. Further, they informed knowledge regarding nourishment helps in intellectual procedure of clients while they choose to purchase a sustenance item. So also, Szymanski (1987) found that knowledge an observation in regards to a particular kind of nourishment enormously impacts clients 'purchase intentions. Whereas, brand knowledge, extrinsic signals, quality uniqueness, perceived hazard, and incentive on pay, cash and family structure are affecting components in clients purchase intentions (Richardson, 1996). Additionally, it was discovered that distinction learning of shoppers about the advertising improvements results diverse in real life of acquiring conduct, low knowledge less goals to purchase an ordinary sustenance and the other way around (Livesey, 1978). Along these lines, item knowledge assumes a significant job in its deal and expanding brand quality.

Knowledge of an item (as about fast food) is typically of high incentive than mindfulness of that item or nature of the item; that would be a proportion of the knowledge and accepting the consumer, for the brand (Adams, 2012). Shopper dissects the item by various points as by size, taste, shape and smell. In this regard the client finds zero dissimilarity when she/he needs to choose between two comparable items, almost certainly, she/he won't give a reasonable inclination to any of the items. In these circumstances, the brand increasingly commonplace or about which clients have additional learning also had positive experiences already will be ideal. Clients translate in connection to encounter beforehand with the item, inside and outer components and data they have about the item. Expanded in knowledge about the item might be because of presentation to the brand in promotions and in a store, acknowledgment of the brand name, or earlier buy and additionally use of the brand from some referral as group of friends (Sundaram, 1999). So, client makes a relationship with the brands and assesses on this premise to purchase them.

All the invisible concepts and information in any form in which spoken or written is called as knowledge. It was comprised that source of knowledge are information and the source of this information is figures, (Prusak, 1998). Furthermore the knowledge was divided into the statistics,

information, and knowledge, statistics is the primary for of information, (Machlup, 1983). Information of any specific field is comes from the procession of the data and when this information being understood in any field then it becomes knowledge. Due to the dual functions of knowledge such as goods and also a constitutive force, few researchers call it polemical (Reichman & Franklin, 1999; Braman, 1989). From double functioning of the knowledge the one is the mortal required and second is the commercial product, this duality. The duality gives the complexity of the nature of reserve. The acquisition and education knowledge is known as communal and private method (Polanyi, 1958). On the basis of all these, it has been said that the knowledge has various kinds and use without regarding the evaluation source.

Evaluating the knowledge has come to be stress-free. After examine the knowledge one can easily guess that this knowledge has been come from where and also the ways from which it has been obtained. The most common ways of getting knowledge are such as books, journals, teachers, or social circle. Another source of the getting knowledge which is known as good as well as reliable source is called literature. It was said that knowledge as good as it may be used by someone for private purpose or for some public purpose, (Samuelson, 1954).

To more elaborating, it has never got importance that from where knowledge has been got but it has been used by the people for various objectives such as: judgment, purchasing or to give proposals to others. It has been observed that the decision making of the purchasers are positively affected by the knowledge. It was observed that consumers buy only those items about which they have sufficient information. It was also evaluated that the positive behavior of the individuals about preserving the environment is connected with the knowledge, (Kallgren & Wood, 1986).

2.2 Uniqueness Seeking Traits

Psychologists consider uniqueness-seeking traits as identity qualities. As indicated by current study, uniqueness seeking is connected with investigative sort of exercises dependent on new stimulus (Cloninger, 1993). Uniqueness-chasing qualities power individuals to look for the new articles. Individuals having solid uniqueness-chasing characteristics attempt new things and normally settle on drive choices and have an unrestrained kind of identity. Uniqueness seeking for qualities impact individuals to discover new answers for old issues so as to expel dissatisfaction joined with old arrangements. Furthermore, Loranger et al. (1997) evaluated that

individuals having solid uniqueness-seeking traits attempt newer stuff to expand their fulfillment levels and the individuals share four properties practically speaking as listed underneath

1. Investigative sensitivity
2. Impulsiveness
3. Extravagance
4. Chaos

It implies uniqueness seeking (personality characteristics) may create interest in individuals to want for new things. There can be various explanations for hunting down unexpected items in comparison to normal.

Uniqueness-seeking traits are identity characteristics and immediately impact buyer social expectations. Once in a while an individual demonstrates inverse to his/her identity generally his/her activities are none other than impressions of his/her identity. Also, Gray (1987) suggested that identity was an outflow of an inspirational framework that created to expand a person's adjustment towards a particular item. After following the thought, MacDonald (1995) proposed that the most fundamental dimension identity shows phenotypic uniqueness in frameworks, which show three basic versatile capacities as:

1. The need to come close to the humankind and assemble its assets, like cash, sustenance and sexual assets, in pecking order sorted out species, social supremacy
2. The need to moderate nature for threats and looming disciplines, to continue on in undertakings that are not characteristically fulfilling, and to look for novel sort of assignments
3. In expansion, inquiry of newer items, unlike other typical products

The situation of identity measurement, which demonstrates people's attitude for the earth and new articles for example, uniqueness seeking, and oddity chasing (Dellu, 1996, Cloninger, Svrakic, and Przybeck, 1993). Uniqueness-seeking personality is made up of lot of attributes which are not just described by the methodology/shirking response to fresh articles or hazard circumstances, yet in addition by the air to purchase remarkable items (Gray, 1987). Both investigation and interest would be its primary highlights, which power clients to purchase novel items. The conduct reaction to novel articles contrasts not just contingent upon the kinds and on

facts and identity qualities Fragaszy & Mason (1978), yet in addition on person's attributes, for example, early formative encounters and the past with the item (Sumni, 1991). The outcome is subjective motivational preconceptions and inclinations such as hereditary, physiological segments and age (Bemstein & Mason, 1962). Or we can say that identity attributes does not just physiological and conduct premise, yet in addition cognitive, motivational and genetic components. In this manner, uniqueness seeking for identity characteristics has extraordinary effect on clients' decisions in regard to various items.

By mentally categorizing learning is a personality trait (CS) which is connected with investigative sort of happenings in answer to different inspiration, thoughtless judgment building, nonessential in panache and speedy damage of anger and escaping from obstruction (Free Dictionary). It was stated that learning of different types is combination of a set of characters that helps to keep us away from the uncertain deeds but sometimes also helps to do some risky things to get experience to understand the variation in the daily regular actions of someone, (Gray, 1987; MacDonald, 1995; Zuckerman, 1984). Furthermore, it was evaluated that variation in the learning are the characters which provide help to remain away from the uncertain things and also these are the characters who make us able to take new steps to get rewards and pleasure, (Dellu, 1996). In the same way, the base of the Uniqueness seeking (CS) is philosophies from the main sub-disciplines of psychology. These disciplines consist of psycho-physiological, neuropsychological (section, 2.2), personality (section, 2.3), psychosocial and social cognition (section, 2.5), psychodynamic (2.6) and clinical neuropsychological components (2.7) of the uniqueness generation system. Furthermore, the different types of following philosophies tells the information that how imagination is linked with uniqueness seeking behavior (Cloninger, 2004).

Always individuals are looking to get new things by doing the same work but they cannot get it, that's why to get new things people try involve themselves in new things have to get new things. It was found out there are two types of people in the society one are those who depend on others to get something and get less compared with others who are independent and they try new things, (cacioppo and petty, 1982). It was evaluated the learning in various fields was directly connected with to various kinds of intellectual innovation, variety and originality as individuals shows more and positive intentions towards the modern items (Zuckerman, 1994).

2.3 Attitude towards Fast Foods

Attitude has some definitions as per the subject of this study and finds of various other researchers. In spite of the fact that topic of the definitions for attitude continues as before however, words are distinctive in different situations. In 1960 Alexander Bain first utilized “attitude” and he clarified as inward mental condition of being prepared to make a move. Later the meaning of word “attitude”, numerous scientists dove to the variable to think about its connection with conduct. By Feldman (tenth Ed.) considering psychology, attitude is characterized as somebody's close to home assessment about someone else's ideas, contemplations of convictions. Later, Wood (2000) characterizes attitude as assessment of an article or individual from pessimistic extraordinary to optimistic outrageous. On somewhere else, Main (2004) clarifies Jung's description of disposition as condition of preparation of mind of an individual to make a move and show response to that activity in a definite way. So, in this view the significance of the variable 'attitude' numerous researchers have characterized it contrastingly in various investigations. To summarize this attitude is a significant variable, so it is broadly examined in various studies.

Past investigations talk about attitude with profound clarification and its effects on client social expectations. Ajzen and Fishbein (1975) talk about most significant discoveries viewing disposition as these it is forerunner to the social expectations. They present an exceptional term in this situation as conduct control. As indicated attitude results in conduct expectations if a few controls are there. Also, numerous different discoveries in detail talk about attitude with its effects on conduct. Particularly attitude for fast food is significant enthusiasm of the present industry and advertisers as fast food and medical problems related with nourishment are some way or another hot issue nowadays. As food provision emergencies are expanding from various sorts of ailment, the foot-and-mouth epidemics, the dioxin scandal of Belgium, and worries over the utilization of chemicals like pesticides in ranches just as anti-infection agents and hormones in cattle feed, have incited customers to lose a few or utilize little quantity of these medications. Buyers turned out to be progressively aware of the nourishment, utility, joy, satisfaction of need, health, and character of the sustenance they consume, and constitution turned into a significant model for foodstuff buyers (Magnusson et al., 2001, Wandel and Bugge, 1997).

It was defined that boldness is assessment of someone's principles, opinions, or notions concerning somewhat, Feldman, (10th Ed.). The understanding of something by the individuals according to their own way is called as attitude. The decisions making by the individuals about the other people or about any particular good is based on what they think and what type of ideas they have. It states that attitude is the main factor regarding the way in which individuals observe and practice evidence about particular item or service. People show about any product what they learned means on the basis of the information about the product consumers will make decisions weather they have to buy product or not, (Doob, 1947).

It is said that attitude is antecedent of behavioral intentions because consumers behavioral intensions are mainly impacted by the attitude of the individual, they behave with a good according to their attitude. The basic force behind our market planning's is our attitude, (Hawkins, 1989). That's why we make our marketing planning's according to our insolence and awareness around the particular variety. It was establish out that the US restaurants holder don't like the Chinese customers as they don't offer services, (Piere, 1934). US people displays their undesirable attitude and adverse communication aims towards the chines customers as they think that they are less social.

2.4 Family Structure

For the most part, family structure implies various kinds of family frameworks or family gathering with specific relatives. Normally a family comprises a couple of guardians and their kids in a joint family or a separate family. Thus, Encyclopedia Britannica (2011) characterizes as a family unit or separate family is a family, which comprises a couple of grown-ups and their kids. Where a family comprising these individuals and further incorporates uncles, aunties, grandma and so forth it turns into a joint family. In this manner, a family structure may have two primary classes as combined family and separate family. Joint family incorporates numerous relatives for example grandparents, uncles, aunties and self-parents. While a separate family incorporates just a couple of parents and simply their own youngsters. A few researchers likewise characterize family unit structure as simply pair of a couple or just kids. Still there is exceptional contrast between two family structures. In Pakistan it has been estimated that 67 percent of families are joint Gallup Pakistan (2010) outstanding 31 percent are separated and as indicated by Gallup's experts while 2 percent families did not react. In this way, Pakistan has

equally significant kinds of family structures which are accessible with the very particular family esteems and standards. It supports the present examination.

Family structure does affect clients' behavioral expectations. Family esteems, rules, guidelines limit clients' purchasing choices. As individuals carry on as per their family esteems so they demonstrate a conduct, which is perfect according to your values. Additionally, Hendin (1987) evaluated that family structure influences its individuals' aims. Later, they included that greater intricacy in family issues more are the odds that their individuals will demonstrate a negative conduct.

In the biosphere individuals have diverse kind of household constructions; it may be consist on separate or combined family. There may be many reasons of having family structure either it is separate or combine, but it have great effect on purchasers behavior. It examined by the numerous investigators in the dissimilar grounds that family structure affect a lot on consumers behavior, just like researchers analyzed the effect of family buildings on the sociological, well-being, nutrition and medication practices topics.

To find out the character of the household arrangement in the development of people behavior was the main motive behind these researches. The uses of drug at the time of young age, family plays vital role, (Hoffman, 1998). The children which are deprived from mother and father grow less compared with children who are blessed with parental care. It was stated that variation in the family structure have bad effect on the offspring nature and choice building linked with stable families, (Albrecht et al., 2004).

2.5 Fast Food Purchase Intentions

From previous numerous years, clients' purchase intentions have turned into a substance of extraordinary worry because of number of associations for conceivable rising issues with the clients alternating conduct aims. Purchase intentions got various descriptions, which shift a little, with the uniqueness in the sort of investigation. Few analysts' say purchase intentions can be the clients' assessment and positive reasoning for an item brand. So also, (Hsu et al., 1987) characterizes purchase intentions for an association as shopper's judgment of an item or administration dependent on assessment of various components to get it. Shopping intentions (as expectations to buy fast food) has remained the key focal point of numerous searchers.

Numerous investigations research this variable. As Ailawadi et al. (2010) analyzed that buyers which are quality cognizant, depict lesser purchase desires to confidential name brands. Then again, Laaksonen and Reynolds (1995) surveyed those customers having extremely high aims to purchase private name brands. Investigations demonstrate that purchase intentions have an extraordinary significance for the scientists, and it ought to be studied extensively.

Purchase intentions (as goals about fast food) assume a significant job in the buy and buy basic leadership process. Clients get impact from their purchase intentions about purchasing an item. Ajzen (1991) referenced that intentions assume extremely pivotal function in behavioral activities of individuals. Keller (2001) distinguished that purchase aim is the most important variable for a client's choice. Moreover, Ghosh (1990) surveyed that purchase intention is a decent apparatus to figure buy strategy. In spite of the fact that purchase expectations impact clients in purchasing products or administrations, which can be uniqueness. Moreover Zeithaml (1988) analyzed purchase aims can be uniqueness by value, quality or esteem understandings. Subsequently, client's conduct aims are the center focal point of various scientists and it is inspected from a wide range of edges in past examinations.

Business industry says that making a plan to buy a good in future is called as purchasing intentions. In marketing research the key focus is on purchasing intentions. Already there has been much studied done in context of consumer's behavior regarding the health care products, sports or fashion items, however the space is available for the study about the purchasing intentions of the ice-covered food. There are many studies which state that the increasing globalization is declining the homogeneity in the purchaser's behavior concerning style goods and nutrition matters inside the matching nations (Cleveland and Laroche, 2007). So the many companies are trying to maintain the difference in wearing products and promoting cultural consonance through consumer clusters. Furthermore, it has been that the consumer's strategies about market for the self-esteem are used by the firms to increase buying intentions in direction of fashion items (Horowitz, 2009).

Intentions are taken as preconditions of the behavior. Particular intentions are required to behave in the similar manner. The motivator act has been performed by the intentions to done the work positive according to the intentions. Intentions are the central factor in performing behavior explained in the philosophy of planned behavior, (Ajzen, 1991). It was evaluated that if the

individuals have positive attitude in direction of internet using and online purchasing they will go for it in practical (Nelson, 1992).

2.6 Influence of Knowledge about Fast Food and Uniqueness Seeking Traits on Fast Food Purchas Intentions

Individuals have never been equivalent; few are great and exceedingly regarded as their very own intellect, genuine aptitudes, choices and deeds and some are awful and more terrible being denied of these abilities. Of the considerable number of aptitudes and assets an individual possesses, knowledge is the nearly all profitable resource as it assumes a crucial job in everyone's life. It has a progression of employments. Most clients use learning for basic leadership. In the event that something is obscure to clients and they don't have any data whatsoever about it, they may never choose to do it. Then again, learning goes about as upgrades, which trigger clients to choose decidedly about a thing they know more. In this manner, knowledge has turned into an essential requirement for every single person.

Importance of knowledge in our day by day life, various parts of learning and its benefits are accessible in past literature. This is the most contemplated variable in various fields as in innovation Mesthene, (1979) stated, knowledge leads to innovation and technology which is very efficient. He thinks about technology as knowledge that is sorted out for various kinds of utilizations of learning. Later, Waetjen (1993) said innovation ought to be instruct as a kind of learning like knowledge. As per scientists like above, innovation relies upon learning about a particular item. Essentially in the turf of design and fashion Vieira (2009) analyzed that clients' decision for various style brands relies on their insight in regard to that brand. Clients show behavior reflecting as far as anyone is concerned about a particular design brand. Similarly, Manrai et al. (2001) said decision of design in garments relies upon clients' getting, mindfulness and learning of various style garments. It relies upon client awareness what kinds of design go well with them dependent on their past learning about the garments. Essentially, knowledge in numerous different fields has likewise been concentrated commonly as client learning and client conduct, learning and game soul and so on yet learning in regard to fast food and its connection with purchaser conduct is still under stressed. Knowledge about fast food is some way or another concentrated in created nations like U.S., Germany, and France however in the creating scene, further pressure should be set down. Present examination plans to fill this hole. This

investigation investigates effects of learning about fast food on demeanor towards fast food and fast food purchase intentions. Also, existing research endeavors to look at clients' nourishment purchasing aims and conduct. Likewise, to what degree knowledge is in charge of client fast food purchase intentions.

People move only in that direction about which they knowledge. If individuals have positive knowledge about a good they show the positive attitude towards that good. It has been believed by the many researchers that people attitude about the food is most important in the consumption of the food. It has been found that the beliefs about the particular good is built in the human feature on the base of knowledge influences the people toward that particular good, (Solomon, 2008). It was evaluated by the Wardle et al. (2000) that the purchasing intentions of the consumers about vegetables and meat depend on their knowledge. It was also stated that if people have knowledge about the health and its relation with the food, they will purchase more food and especially they purchase that food which have more positive effect on health. A study find out that the knowledge about the food and health was main concern of the people and people have low knowledge about food that's way they were least desire to buy it, (Lindeman and Stark, 1999).

Variety/uniqueness states that there should have to be different from normal. By having same things for a long time people get bored, so something different, something new is required to get the attraction of the consumers. So to fulfill this, there is a variety required in the production of firm's i.e food, clothes or in any other products being used by the human.

It was found out that those items on sensations, show a diversity in the production, which may show some similar behavior, (Hoyer et al., 1992). It was also examined that consumers want variety in the purchasing as similar goods makes them bore, (Trijp, 1995). Furthermore, their character of liking variety prevents them from boring, (Rolls, 1986). To make satisfied, it became routine of the people to buy new things and get pleasure, (Kotler, 1973). This kind of attitude to being is become a type of investigation attitude which is a new thing from their routine actions (Gordon and Foxall, 1993). The characters of uniqueness are constructed in the consumers which force purchasers to purchase new goods to fulfill these. In the same way, it was examined that there are characters built in human body which makes them bore by using old products regularly, Rolls (2000).

H₁: Knowledge about fast food affects fast food purchase intentions.

H₂: Uniqueness seeking traits affects fast food purchase intentions.

2.7 Influence of Attitude towards Fast Food on Fast Food Purchas Intentions

Attitude is an appearance of support or disapproval for an individual, a spot, an object, or an occasion and would be mainly recognizing and basic idea in psychology (Allport, 1935). Learning psychology release characterizes attitude in an unexpected way. As indicated by it demeanor is somebody's assessment with respect to others by and large identity. So also, a few different definitions by various researchers are accessible in various investigations. Distinctive researcher and therapists characterized attitude in an alternate way as indicated by their discoveries. Along these lines, attitude is broadly contemplated variable in various fields as brain science, logic, instruction and so on.

Attitude is a more-contemplated variable which can have an effect on fast food purchase aims. Many advertising specialists chipped away at attitude, its measurements and effects on buyer conduct with respect to various items. As Hawkins (1989) shows that attitude is central for the advertiser for making promoting systems. Later, effects of demeanor are talked about commonly however effect of attitude towards food and effect on fast food purchase intentions still needs center. This investigation enables advertisers to see the working of attitude towards fast food impacts fast food buying intentions and the amount it is critical to concentrate on clients' demeanor for nourishment. In creating nations, clients' attitude towards fast food has contemplated a great deal yet in creating nations like Pakistan, still it is underemphasized. Ideally, this investigation satisfy look into hole in considering fast food in creating nations like Pakistan has been to be filled and it helps the advertisers on an incredible dimension.

H₃: Attitude intervenes the connection between learning fast food and fast food purchasing intentions.

2.8 Impact of Social impact on Fast food Purchase Intentions

A standout amongst the most analyzed variables' source in the writing on communal impact is if the convincing proposition is thought to be embraced by lion's share or a minority of other individuals. Both the congruity and the influence literary works have amassed extensive proof

proposing that support by numerical larger parts regularly applies more noteworthy impact on the buy expectations of the clients than by mathematical alternatives (Wood, Lundgren, Ouellette, Busceme, & Blackstone, 1994). Be that as it may, under certain conditions, minorities be progressively persuasive equally on straight procedures e.g., Baker & Petty (1994) and particularly when disposition transformation is surveyed with roundabout, idle, or private trials particularly towards the purchase intentions of clients towards marked items (e.g., Crano & Chen, 1998; Moscovici, 1980; Mugny & Perez, 1991). Just like the supply reliability several of the instruments have appeared to eat for dominant part against marginal underwriting. Least difficult system is when larger part initiates an agreement heuristic and prompts a frequent and keen acceptance (Cialdini, 2001).

H4: Social impact influences fast food purchase intentions.

2.9 Impact of Knowledge about Fast Food and Uniqueness Seeking Traits on Attitude to Fast Food

Dispositions are depicted as universal assessments of individuals in view to them, other individuals, various items, and various concerns too (Petty, 1986). As indicated by elaborated meaning, attitude is one of numerous nonexistent variables utilized by various analysts which are not straightforwardly detectable (Eagly, 1993). Insignificant and Cacioppo (1986) just as Zanna and Rempel (1998) examined the basis of demeanors and confirmed the components of incredible significance in connection with attitude: (an) effect, feeling or sentiments, (b) insight or convictions and learning, and (c) practices and activities. Later, Rosenberg and Hovland (1960) surveyed that principally three variables form frames of mind and that these components can expanding or diminishing their relationship. Notwithstanding, late research stresses that just a couple of variables are sufficient to create attitude (Eagly, 1993).

Attitude is a most persuasive variable that impacts clients' social expectations towards various items. This is the reason on account of which analysts give incredible worry to investigate this variable from various viewpoints. For its total investigation, analysts contemplated what attitude really is, the thing that forms a disposition, and what variables do affect it. Past examinations educate us regarding various elements influencing demeanor yet attitude for fast food is considered less. For instance, influence of knowledge on fast food and uniqueness seeking for attributes are exceptionally solid elements that can have extraordinary effect on attitude for fast

food, however regardless they require a number of spotlights to investigate their impact on attitude for fast food.

Uniqueness seeking for attributes is identity qualities, which may shift face to face to individual. Identity characteristics make distinction in individuals. These attributes make them interesting. In view of various qualities individuals carry on in an unexpected way. For the most part, wellsprings of various identity qualities are at least two than two. Most the characteristics individuals get are from their folks. Rest they get from the earth where they develop and from the lessons, they get from various establishments. In this manner, holding diverse identity qualities individuals act distinctively on account of various demeanors they dependent on various attributes. So also, (Liska, 1984; Medsker et al., 1994; Agarwal and Prasad, 1998) clarifies individuals having various sorts of identities or diverse identity characteristics settle on choices contrastingly as they discovered clients' gripes particularly for innovation-based items. Further, they discovered clients' various convictions (various attributes as learning, uniqueness chasing, and oddity chasing) goes about as improvements for them to make a move. For instance, two buyers may hold comparable convictions yet the effect of these convictions (uniqueness seeking for attributes) on the improvement of frames of mind may change on account of contrasts in the shoppers' utility capacities or fulfillment.

To attain evidences, statistics and expertise either by applied work or schooling is called as knowledge and knowledge has required for many objectives. The individuals evaluate the things and make decision on the basis of the knowledge about the particular good, such as fast food. The number of previous papers shows a excessive connection among the information and demand of ice-covered food items production. The behavior of the UK people was observed for 15 years for the meat, it was found out, that the knowledge greatly effects the purchasing. Moreover, a study was done in which around about 1018 UK young people were examined and the outcomes displays that knowledge about healthiness, taste and money was main reason about the demand of these items (Richardson et al., 1993). It was also evaluated that the knowledge and attitude towards the computer was positively connected, (Loyd and Gressard, 1986). In the same way, it was examined to get the knowledge about the computers and linked objects required the positive attitude in direction of computer, (Woodrow, 1992). If the people doesn't have proper knowledge about computer they will not be able to buy these computers, this show a

negative attitude towards computer. Knowledge and convenience are the important features in the demand of a good, (Cantin & Dubé, 1999). In the same direction, purchasing behavior is effected by the knowledge.

Individuals are bored from old items and looked for the new ones. People spend their time and money and purchase different type of food items to increase utility such as freezing nutrients, non-fast food, cooked and home prepared nutrition. As it was found that a group of people (overenthusiastic) have strong positive attitude in direction of buying new items (Farley et al., 1967).

H₅: Knowledge about fast food affects attitude towards fast food.

H₆: Uniqueness seeking traits affects attitude towards fast food.

2.10 Impact of Knowledge about Fast Food and Uniqueness Seeking Traits on Fast Food Purchase Intentions, with Mediating Effect of Attitude towards Fast Food

In number of investigates assertiveness has been used as a intermediary among diverse principles and interactive meanings. Behavior practically reflects the attitude depend on the different beliefs, (theory of planned behavior). It was evaluated that attitude act as a mediator and it has great effect on behavior, (Fishbein and Ajzen, 1975). In a well-establish ecological model, attitude is used as mediator, (Dunlap et al., 1978).

Knowledge has a role in building the attitude it may be positive or negative towards a product (Cohen and Higham, 2010, Hares et al., 2010, McKercher et al., 2010). It was examined that knowledge can become a reason behind an attitude towards a product, (Bamberg & Moser, 2007). The demand of product depend on the knowledge of that product consumer have about it, (Ariyawardana, 2003). By purchasing a product, brand reputation plays a vital role, (Macdonald & Sharp, 2000).

The behavior and attitude of the consumer are affected by variation looking characteristic. Consumer looks to buy new products due to their variation looking characters, which force them to do this and increase satisfaction. Due to the importance of the variation looking characteristics, these are studied by many researchers. It was evaluated that the people fluctuating insolence in the direction of the education is due to the varying nature, (Marchionini,

1995). It was also evaluated that the learning behavior of the students are greatly affected by the interest of students in direction of getting knowledge from the records and it based on the learning habits of students for new knowledge (Weiler, 2005).

H₇: Attitude towards fast food mediates the relationship between knowledge about fast food and fast food purchase intentions.

H₈: Attitude towards fast food mediates the relationship between uniqueness-seeking traits and fast food purchase intentions.

2.11 Moderation Effect of Family Structure on the Relationship between Attitude towards Fast Food and Fast Food Purchase Inattentions

The degree of our knowledge, family structure has no significant impact on the behavior of their attention to buy fast food and about the fast food in other words previously, family structure is not examined in this way. Family structure has no impact over attitudes according to Connell and Goodman studies (2002). But on the other side, a theory known as value belief norm theory explained that the different families have different attitudes and family values effect the behavior of an individual of a family. Like this variation in family structure has significant or huge impact on the behavior by (Apel & Kaukinen et al., 2008). It is better to say this that family structure command the attitudes and behavior. Moreover, variation in family structure highly effect children care and their decision-making power or abilities thus command their behavior. Various styles of bringing up produce different personalities thus this variation maybe result in same behavior. After many studies and experiments on family structure it is concluded that the impact of a single variation in a family can produce a huge variation in people attitude or behavior thus it is clear that family structure variation effect is huge (Cavanagh & Huston, 2006).

H₉: Family structure commands the connection among the attitude and behavior about fast food and fast food buying intention.

CHAPTER 3

RESEARCH MODEL AND METHODOLOGY

3.1 Introduction

According to Saunders, Lewis & Thornhill (2009), method is "...the techniques and procedures used to obtain and analyze research data, including questionnaires, observations, interviews, and statistical and non-statistical techniques". The method explains how research will be carried out and the implications of those choices. The research process is according to McGrath (1981, p.179) "a series of interlocking choices, in which we try simultaneously to maximize several conflicting desiderata". McGrath (1981) continues to argue that there is no such thing as one true method that is the methodological answer. On the contrary, there is no guarantee of success. The different approaches of methodology will be discussed in the following sections.

3.2 Research Purpose

The purpose of this study is to investigate the influence of fast food buying intention of individuals according to their knowledge, attitude, social impacts and family structure.

Attitude for fast food and its impact on fast food purchase intention are deeply documented in academic literature, but what about the impact of family structure (joint or nuclear) on it? Family structure is not examined as an arbitrator of the connection among two variables adequately, yet a few inquiries about demonstrates its extraordinary significance because of its effects on client's

conduct. As Dawson (1991) evaluated that family structure impacts individual's profession working as normally individuals having pair of guardians will in general have solid identity and basic leadership control as contrast with single individuals having one parent. Family structure is utilized as an arbitrator of the connection between attitude for fast food and fast food purchase aims. An ostensible scale as a combine family or family unit estimates it.

3.3 Research Objectives

The objectives of the study are as under.

1. To study of individuals knowledge on fast food can influence fast food purchasing intentions.
2. To study of uniqueness seeking for qualities influences fast food purchasing intentions
3. To study about social impact of individuals influences fast food purchase intentions.
4. To study the individuals attitude influences fast food purchasing intentions
5. To study the impact of family structure in fast food purchasing intentions

3.4 Choice of Method

The quantitative approach and extensive data collection as the research technique is in line with the quantitative method described by (Saunders et al. 2009). A high number of participants are needed for this sort of study; hence extensive data collection was used to measure the trends in the data. The main hypothesis of this thesis is: Impact of family structure directs the connection among attitude for fast food and fast food purchasing intentions. This hypothesis was tested through a technique where participants were asked to answer the same set of questions in a predetermined order through questionnaire.

3.5 Research Hypothesis

On the basis of arduous literature review and in line with purposes of the study, following hypotheses were developed.

H1: Knowledge on fast food can influence fast food purchasing intentions. d

H2: Uniqueness seeking for qualities influences fast food purchasing intentions. d

H3: Attitude intervenes the connection between learning fast food and fast food purchasing intentions

H4: Social impact influences fast food purchase intentions

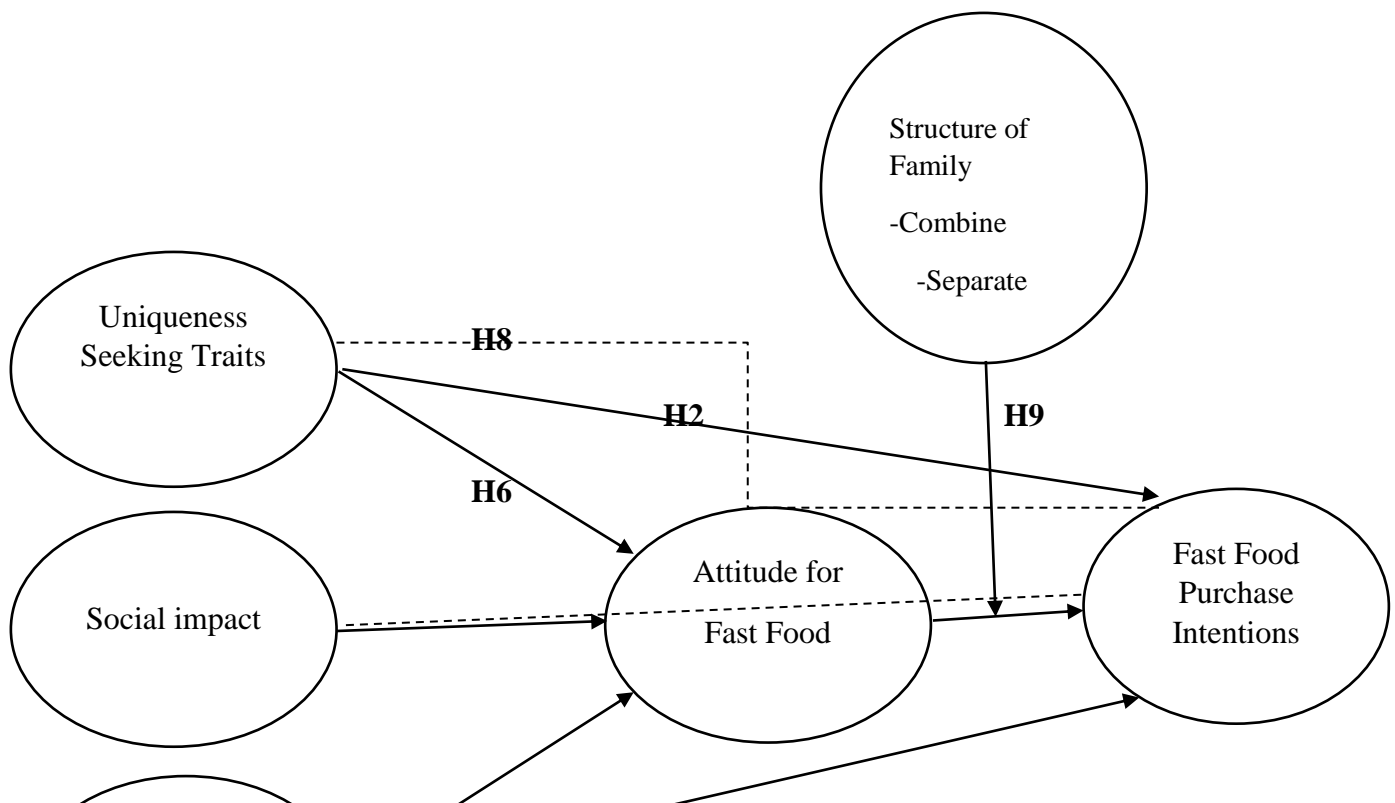
H5: Knowledge about fast food affects attitude towards fast food.

H6: Uniqueness seeking traits affects attitude towards fast food. d

H7: Attitude towards fast food mediates the relationship between knowledge about fast food and fast food purchase intentions. d

H8: Attitude towards fast food mediates the relationship between uniqueness-seeking traits and fast food purchase intentions. d

H9: Family structure commands the connection among the attitude and behavior about fast food and fast food buying intention.



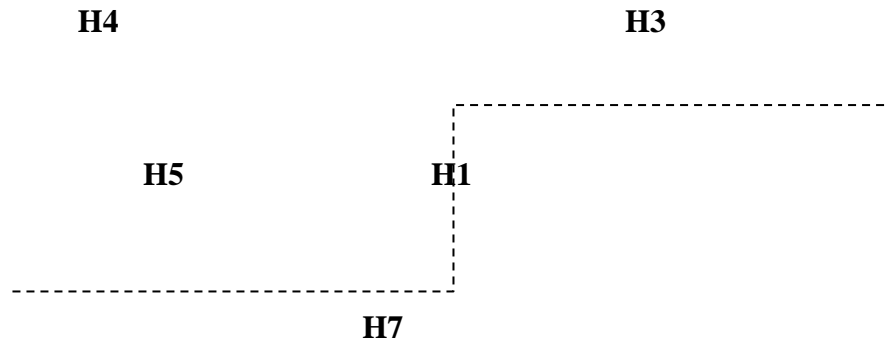


Figure 3.1. Conceptual Framework

3.6 Operationalization of Variables and Research Design

3.6.1 Knowledge about Fast Food

Knowledge is viewed as most significant variable, which impacts individuals' disposition and at last their conduct. Individuals more often than not settle on choices on the basis of their insight to degree they possess. Cantin & Dubé (1999), noticed that attitude for sustenance holds some significant highlights of conviction as awareness of qualities and accommodation. They additionally discovered that attitude have some others significant parts likewise as feelings and emotions.

In the present examination, knowledge is used as learning of fast foods. As it implies learning about statistics about the fast food items, their brands and other relevant data etc.

Measurement

For this examination, the extent that is used for learning is an eight-thing scale, which is adjusted by (Flynn & Goldsmith, 1999). Reactions on things have been done on a five-point Likert scale (1 for unequivocally concur and 5 for emphatically oppose this idea). It is a one-dimensional scale.

3.6.2 Uniqueness Seeking Traits

Assortment/uniqueness in various articles draws in customers. To manufacture assortment seeking for disposition for creative sustenance items merits consideration. Individuals get

exhausted with the standard stuffs and they want newer ones for some causes. Additionally, individuals likewise attempt various kinds of sustenance as quick, broiled, and home cooked. Assortment here and there expands utility of sustenance.

Individuals go for various sort of nourishments once in a while just to check them or once in a while to uniqueness the taste. They can likewise want for alternate nourishment from house just to uniqueness the everyday practice from which they are exhausted. To get assortment in sustenance needs an extraordinary focus (Gordon R. Foxall, 1993). In this examination, uniqueness-chasing qualities are operationalized as identity attributes, which impact individuals to purchase new items. It is in the identity of numerous individuals that, they don't fulfill with the normal things dependably attempt to get understanding of newer things.

Measurement

Estimation scale that is utilized here was created by Campbell & Goodstein (2001). This scale comprises seven things. Reactions are taped on a five-point Likert scale (1 being emphatically concur and 5 being firmly oppose this idea).

3.6.3 Attitude towards Fast Foods

Concurring hypothesis of arranged conduct attitude is made out of three significant things as learning, convictions, and contemplations. Attitude is an incredible kind inclination which has propensity to influence an individual's conduct.

Attitude is characterized as, "a suffering association of inspirational, enthusiastic, perceptual, and subjective procedures concerning some part of our condition" (Hawkins, Best & Coney, 2004). Attitude has a worked in capacity to compel individuals to carry on with a particular goal in mind. Solomon et al. (2002) found that attitude needs to play a capacity for the general population to carry on in a common way with respect to nourishment and different items.

In the present investigation attitude is described as disposition towards fast food. That implies client's attitude goes about as a power to create explicit conduct concerning fast food buy expectations.

Measurement

A four things scale is utilized to quantify attitude that is created, by (Yi and Jeon, 2003). A five point-Likert scale is utilized to tape the reactions (1 being firmly concur and 5 being unequivocally oppose this idea).

3.6.4 Fast Food Purchase Intentions

Aims are viewed as forerunners of conduct. Client demonstrates their conduct like their goals. On the off chance that a client has optimistic aims towards fast food, he/she will without a doubt demonstrate positive conduct also. This is the reason to think about client's goals has remained a center focal point of advertising analysts. As Wong & Merrilees (1998) discovered clients purchase intentions with respect to design items are impacted by big name support. Further, Jobber (2000) surveyed that clients purchasing goals about an item are affected by their purchasing power and their estimation about the impacts of that item. Also, client's expectations are contemplated with respect to a lot more items and administrations, yet fast food buy goal are not adequately examined particularly in creating nations for example Pakistan.

A seven things unidimensional scale created by Grewal et al. (1998) calculates fast food buy expectations. Purchase intentions are operationalized as purchase intentions towards fast nourishment items.

3.6.5 Family Structure

There are numerous sorts of families accessible on the planet. Every family kind has its very own portion esteems, which contrast from the others. Remembering this distinction, promoting specialist has done numerous investigations to know the effect of this distinction in family structure. But family structure is not examined as an arbitrator of the connection among two variables adequately, yet a few inquiries about demonstrates its extraordinary significance because of its effects on client's conduct. As Dawson (1991) evaluated that family structure impacts individual's profession working as normally individuals having pair of guardians will in general have solid identity and basic leadership control as contrast with single individuals having one parent. Family structure is utilized as an arbitrator of the connection between attitude for fast food and fast food purchase aims. An ostensible scale as a combine family or family unit estimates it.

3.6.6 Social impact

The scale is made out of five-point Likert-type explanations estimating the significance of a predefined improvement to one's character. Acquired three things from a four-thing scale utilized by (Kleine & Kernan, 1993). Arnett, German, and Hunt (2003) referred to Callero (1985) as the

<u>Scale</u>	<u>Cronbach's Alpha</u>
Knowledge about Fast Food	.737
Change Seeking Traits	.679
Attitude towards Fast Food	.778
Social impact	.889

wellspring of their things however they made some minor adjustments for the setting they connected the scale to (being an alum of specific college).

3.7 Data Collection

3.7.1 Instrument

Fast Food Purchase Intentions	.806
Family Structure	.892

A self-controlled survey was utilized to gather knowledge. Knowledge about fast food was estimated by an eight-thing scale (for example 'I feel very educated about fast food') from (Flynn and Goldsmith, 1999). Similarly, uniqueness seeking for attributes were estimated by seven things (for example, 'at the exhausting point of things, I like to locate some new and new experience') in view of (Campbell & Goodstein, 2001). To gauge mentalities towards quick nourishments, we depended on Yi & Jeon (2003) with four estimated things (for example 'I like fast food more than numerous others'). At last, purpose to purchase fast nourishment was estimated with seven things (for example 'the probability of acquiring fast food item is high') received from (Grewal, Krishnan, Baker, and Borin, 1998). Concerning structure, we utilized a fake direction with '1' speaking to 'joint family' and '2' speaking to 'family unit'. The scale demonstrated attractive inward unwavering quality ($\alpha = 0.892$). Responses on all things were recorded on a five-point Likert scale (1 being 'Firmly Agree' to 5 being 'Unequivocally Disagree'). The surveys were by and by disseminated and were mentioned to be filled by visiting fast food marked outlets and different stores, which contained fast food.

Unwavering quality is dictated by Cronbach's coefficient alpha, the knowledge collection should be dependable if the estimation of Cronbach's coefficient alpha is .at least 7 than .7 (Cronbach, 1951). According to Peterson (1994) Cronbach Alpha's estimation of 0.6 is worthy. Qualities under .7 demonstrates that the knowledge collection gathered is flawed and couldn't be deserving of delivering the exact or wanted outcomes. Qualities roughly equivalent to .7 are likewise adequate. One build in the present investigation (uniqueness seeking for qualities) has a Cronbach alpha of .679, which is somewhat under .7.

3.7.2 Sample Selection

Directed answerers of the investigation were fast food clients who obtained fast food from the opening or not. Likewise, repliers are taken from the shops other than fast food marked organizations stores who purchase fast food. Test of the populace comprises of 279 clients from

chose stores of the standard created by Chou & Bentler (1986), $10 \times 27 = 270$. For the exactness, test estimate was reached out to 279. Comfort examining method has been utilized for knowledge accumulation, accommodation inspecting is most proper testing procedure when populace isn't archived, and it is hard to gather knowledge. Nine additional cases are added to expand the unwavering quality of the investigation.

3.8 Data Collection Procedure

The populace for the examination was made out of clients visiting the marked stores of the Multan region in Pakistan. Multan is separated in four noteworthy towns to be specific Musa Pak, Mumtazabad, Shershah and Shah RukneAlam. In light of the rundown of marked stores, acquired from five noteworthy fast food brands including K&N's, Menu, PK, Dawn and Monsalwa, five marked superstores were helpfully chosen from every town. In addition, five non marked superstores, having accessibility of previously mentioned brands, were likewise chosen from every town. We finished the review in five weeks. Among study, a sum of 875 clients were reached and mentioned to fill the poll from every single chosen store & restaurants. 342 clients consented to give reactions of which 279 were utilized for investigation. Remaining were disposed of as a result of inadequate answers and careless reaction.

This examination has utilized the poll as an instrument for gathering essential knowledge. The poll has been utilized to perceive learning about fast food, uniqueness-chasing qualities, attitude for fast food, fast food buy aims, and family structure at fast food marked stores and different stores having fast food in Multan, Pakistan.

Poll has been utilized for knowledge accumulation. With the assistance of the poll, learning about fast food and uniqueness-chasing qualities, fast food buys expectations, attitude towards fast food and family structure is distinguished. Marked fast food outlets and different stores are actually called for the gathering of knowledge. Respondents at the spots were mentioned to fill the survey. Respondents were additionally affirmed that knowledge gathered from them will be utilized only for the exploration and instructive reason and their data will be stayed quiet.

It was anything but a simple undertaking to gather knowledge straightforwardly from the clients while they were shopping. Nonetheless, clients were mentioned over and over now and then sat tight for them for quite a while so they may get free. A few clients would not fill in the poll while

a considerable lot of them acknowledged creator's solicitation and filled the survey. Time was the fundamental block in knowledge gathering, as clients did not have sufficient opportunity to purchase their items and locate some additional opportunity to fill the survey. In any case, after many visits to the quantity of stores containing fast food test estimate ended. A part of the respondent's request remuneration as a result of filling the survey however they were not compensate as the odds of one-sided answers thusly. Vendors played a significant and strong job in gathering knowledge as they buy and by mentioned a portion of the clients to fill up the poll and got only some filled surveys the following date from certain clients who were in a rush and couldn't do it on the exact instant.

3.8.1 Sampling Bias

The sampling bias in research is not the sample itself because it is the way or technique of sampling. As sampling bias refers to choose a sample in random way so it is not specifically confirmed that the sampling bias is the true representative of sample but if full sample is not collected by using sampling bias then sampling biased way is significantly non representative of the whole population.

3.8.2 Nonresponse bias

Sample selected for research purpose are not prepare or interested for survey. Non response bias creates when the participant are different from the non-interested participants in a though full method. The explanation of this issue is shown in Literary Digest survey. Interested and responsive participants are tend to be London supporters , while the non-interested participants are tend to be Roosevelt supporters. From selected sample only 25% gives response to the email or online survey, this survey consequences in the extra number of voters for the Alfred London. Due to the low rate of responses in the online survey, this method of survey is supposed to be unbeneficial or non-response bias.

3.8.3 Self-selected bias

For example a university give advertisement in newspapers to students and ask them about their sex lives the students that want to show their self in which their sex lives will be discussed. So the students who are willing to complete the survey will be those who are not from the university that gives add. Another online survey tells that people are more likely to use technology in their

lives then the no use of it. In above examples it is proved that the people who selected themselves for survey are different in many ways from the other population that only want to find results. Many non-official surveys like TV surveys or web browser surveys face self-selected bias.

Self-selected bias happens when there is nonrandom factor happen after the powerful subject occurrence in the experiment. Again think in which a person is asked deeply to tell about the sex lives detail it is supposed survey, and the person is unaware of the survey type that what it is until the experiment is shown to him. It is expected that due to biases many person will left the survey after showing them.

3.8.4 Under coverage Bias

Another usual type of sampling is the taking sample from very few observations from the unit of population. A common example of cited under coverage is the survey done by literary digest in 1936 in which it is supposed that Landon will win against the Roosevelt with great victory, but in real Roosevelt wins by the great victory. A usual explanation is that the poor people do not have cell phone and they were with Roosevelt so due to this bias the survey failed.

After it there comes a detailed explanation of this biases in 1988 which shows that it was just a wrong indication of elections consequences. Moreover it is concluded that it was a non-response bias a type or self-selected bias or the people those were with Landon were more anxious to return back the survey paper then those who were with Roosevelt.

3.8.5 Survivorship Bias

It is a type of sampling in which the bias creates when the non-random set of sample is investigated at the end are similar to that with at the start of the survey. When the stock funds raised up survivorship bias is important and play a significant role here. The main issue is this the funds that are not working well moved or mixed in other funds that are working well. For example a stock fund is examined on its present value and examined its value after 10 years also on that information. Now could these predictions are able to apply on other stock funds of same type? The issue is this the poorly working stock funds are not in existence because of mergence

(did not work for 10 years) thus are not included while survey that's why there is bias in choosing best working funds. Thus this is good prove that survivorship bias is actually real (Malkiel, 1995).

Anti-aircraft fire hits is examined by the statistician Abraham Wald after coming back of aircrafts from mission in World War II. Basically the thought behind this is that the information collected from this will use after it for placing the coat of mail. An approach name naive is for locating the coat of mail at that place on which the sudden hit influence less damage. But in this the survivorship bias is ignored because the only small set of aircrafts come back. On the other hand wald's approach is opposite, which explains that for coming back of planes there were less hits, then these hits will help to bring back these planes down. So it is advised that the area without hits are given more extra coat of mail for returning of planes. A deep or explanatory description is told about the Wald's work in (Mangel & Samaniego, 1984).

3.9 Structural Equation Modeling (SEM)

Structural Equation Modeling describes huge number of statistical model, those are useful in calculations of basic important theories with the data this is explained by (Lei & Wu, 2007). SEM is of great importance that it has extra quality of finding the hidden variables or its connection with various methods. This application is useful or can apply on cross sectional data, longitudinal data, experimental data or non-experimental data. Moreover Lei and Wu (2007) explained that for hidden construct another application Confirmatory Factor Analysis is helpful. It is better to say that the SEM model explains two model's distribution that is Measurement model and path model. By the use of SEM analysis its study include the way diagrams of the connection, their predictions, or the summary of the model has been described in it. The main objective of SEM is predict that the hypotheses is constant with the data collection or not. The hypotheses connection is acquired on which level is examined by the constancy of the model and its fit summary.

CHAPTER 4

4 ANALYSIS AND FINDINGS

Overview

There are 3 different phases of survey. First include the descriptive investigation in detail, 2nd phase gives explanation of the Exploratory factor analysis (EFA) and the last one will describe the hypotheses result that either the behavior towards the fast food has the connection among choosing the fast food information, variation in its trend fast-food buy intension.

4.1 Phase 1

In first phase it includes the investigation of the statistical analysis of the participants about the present study about the people who filled survey paper by their will during their shopping of fast food or KNN in the stores or shops which has items of fast food.

4.1.1 Measurement of Normality

The symmetry (Skewness) or tailness (kurtoses) of an investigation is described in its check. Some different points are also significant for checking of data with it a) normally distributed data, b) multi collinearity doesn't occur, c) or the data should not ignore the values or outlines in the data. Kurtosis or skewness tells about the nature of the analysis either it is normal or it is not. By Hall & Wang (2005), kurtosis, skewness, mean or Variance tells about the normality of the data or assure it, but Tabachnick & Fidell (2001) tells that another method that is histogram is enough to describe the Normality of data. On other side Freund et al (2000) it is important to see the multi-collinearity of the data by the Variance inflation factor usage or drawing correlation matrix. So that the value of mean, Variance, kurtosis, skewness and VIF measured that the data is meet the main providing of Normality or multi collinearity.

In some study it is predicted that the non-normality has no significant impact on survey if you have large data set. Due to large size of data (>200or 300) if the data is not following the normal assumption then it would not create problem or dispute according to (Ghasemi & Zahediasl, 2012). This shows that we can use measurement methods for the measure of all points in the absence of normal data collection. To ignore the data distribution it is compulsory to use hundreds of inspection. According to central theorem a) the sampling will be normally if the

sample collected for survey has normal data; b) in large sample of like 200 or 300 the data collected is normal mostly and the shape of data has no impact over it. Giving up the above discussion the data collected for survey now is normal, so there is no dispute in this investigation. According to Ghasemi & Zahediasl (2012) an experiment with large sample size of 200 to 300 if data is not normal it will not impact a lot on the analysis by the above discussion proofs.

4.1.2 Multi-collinearity Related Issues

The issue in statistics which can create is written below those are due to multi collinearity. In multi collinearity the dependent variable y has impact on other factors is examined and similarly the other factors are in hand so data is not so accurate due to less connection between them. The variation due to one unit on independent factor is examined in the regression coefficient proves but the other element is kept constant. In the analytical if the one X_1 variable has high interference with the independent variable Y_1 then the set resulting from this has variables of X_1 or X_2 in linear stochastic connection. In experiment there is not a single outcome of X_1 that will not effect by the changes in X_2 so it gives inaccurate estimation of data collection in accordance with the independent variable changes on X_1 .

In other cases, collinear variables has similarity in information for the dependent variables. If there is same method for nominally different parameters then the data will be surplus in number. If the variables has various names or these have different values in number measurements or the coordination among them is same then the data is not surplus.

Multi-collinearity assumptions includes the errors that are standard are relatively large in number. If co efficient is zero or equal to it in result it is failure of the hypotheses or the hypotheses is of no explanation and it is type II error. Thus the survey is not accepted.

There is another conflict with multi collinearity is that a very little change in the sample effects greatly on the on the consequences in the model, like the change of signs in measurement is not bearable for this method.

An important hazard in the surplus of data is overfitting in the regression of data investigation in this model. The best type of regression model is that in which each estimated variable has great connection with the outcome (dependent) factors but in real there is little correlation among

these. These types of models are thus called low noise so it is numerically strong (the conclusion from the same numerical variable drawn from the various samples and those are accurate).

The underlying implications are correct, multi collinearity is not actually produce bias, and for independent factors it only create large errors. Significantly the regression use is taking the variables and help them in other data analysis. Thus if there is variation in its usage with new data then the previous one then it creates error due to non-fitting in the result.

Average multi collinearity does not create dispute. But the high multi collinearity creates problem because of its feature of small change creates extra variation in the data analysis. So it is concluded that the coefficient investigation is inaccurate and difficult for predictions. Multi collinearity lessens the statistical ability of the investigation, thus it difficult to find out the perfect or good model for estimation and it creates coefficient to change signs.

Variance inflation factor (VIF) is good method to check the occurrence of Multi-collinearity by Stine, 1995. By the help of some experiments it is concluded that if the VIF is greater than 10 but the tolerance rate is 0.1 it indicates that the multi-collinearity is present here. Above table 4.3 shows the multi-collinearity with references in current study model.

4.1.3 Data Analysis and Processing

Current rendition of SPSS (variant 20) was used for knowledge analysis handling. SEM (auxiliary condition displaying) examination with AMOS was used for this investigation. Factual Package for Social Sciences (SPSS) is utilized for the investigation of the collected knowledge and characterize scale in the survey coding is finished. In addition, the appropriate responses are penetrated by the requirements of this investigation. According to need, study of Moment Structures (AMOS) is also used for examination of the knowledge by using Structural Equation Modeling (SEM).

To assess the dependability of the apparatus in the examination, SPSS was used. Further, SPSS is used to understand the knowledge in terminology of complete enlightening measurements. For the justification of the results achieved in the examination, investigative Variable Analysis (EFA) and Confirmatory Variable Analysis (CFA) are used. Further, for the examination of proposed speculation in the investigation and model, Structural Equation Modeling (SEM) is

used. Auxiliary Equation Modeling (SEM) is also used as fundamental capability of AMOS to check the tested model by removing esteems structure SPSS knowledge sheet.

Amos and Structural Equation Modeling (SEM)

Analysis of moment structure (Amos version 5) is add on module in SPSS which has two major components that is AMOS GRAPHICS and AMOS BASIC. Amos graphics gives the explanation of the work by using graphs, diagrams explanation or graphical description of the model. Amos basic gives equational explanation of model. Amos is important in this way that it has important quality of using Amos for producing confident time period for measurement and bootstrapped the issues or errors.

4.1.4 Structural Equation Modeling (SEM)

Structural Equation model is one of the usual usage method for the conducting confirmatory factor investigation. SEM investigate various models by the statistical analysis usage that predict the ability of objective theories with the collaboration of empirical data (Lei et al, 2007). SEM is an important method that investigate the deep erect connection used with the parameters of various items but other methods does not do these things (Lei et al, 2007). Moreover Suhr (2006) give his point of view about this method that it is the best and most accurate way to calculate data because of its feature or estimating the nature of the data and tests that are fit and helpful for model. By creating a connection among multiple variables this method is working with confirmatory approach with the hypotheses tests. Various theories show the usual drawings of design of models. Pre-specified patterns are accepted in the study of the data set collection and SEM is used commonly to confirm the hypotheses tests by researchers. Moreover this model fit evaluate the compatibility of common patterns(Lei et al, 2007).SEM (structural equation modeling) is a method which is commonly used for large number of sample data like size of 200 and the data needed for it is dependent on complexity, the investigation way used for it and features of the variables (Kine, 2005).

SEM (structural equation modeling) is a dual method that is used for measurement model and the structural model. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) is used to correct the structure of the study. EFA is used for cause of the variables and lessen the direction. The main objective of EFA is to check the deep variables and the observations

variables. The variables examined by EFA investigate the latent variable and thus included in the final model or the model that is used for the analysis. But the CFA (confirmatory factor analysis) examined the pack of observed factors thus gives the suggestion either the hypotheses model is accepted or rejected. But CFA is divergent from the EFA because we first determine the CFA for the variable pattern or used empirically rather than derived data (Lei et al, 2007).

SEM is very beneficial and easy method to find out the interposed role of variables with each other. It's because in SEM (structural equation modeling) investigation variable can act dually like it can act as external factor (independent variables) or as endogenous factor (dependent variables); this is called the interpose factor in it. (Lei et al, 2007). Moreover, Mcquitty (2004) said that SEM follows some steps for its procedure for final result of model or these are following:

1- Model specification

2-Model estimation and

3-Evaluation and modification of model

Or, Yuan (2005) said that SEM has another characteristic that it can fit in the data set of the observations. SEM is also used to find the way techniques and to find out the connection among the direct or indirect variables (Lieras, 2005).

4.1.5 Sample Demographics and Missing Value Analysis

This segment examines socioeconomics of the model (age, salary, marital status, education and sexual orientation) through illustrative assessment; it likewise incorporates the issues recognized with knowledge transmission and dissimilar methods used for dealing with the missing behavior.

4.1.6 Data Entry and Identification of Missing Data

As described by Hair et al. (1998) a top to bottom study of the knowledge is important for the probability of knowledge passage blunder and also for the treatment of the absent qualities in the knowledge collection. Thusly, the knowledge collected by utilizing SPSS-20 missing worth analysis with regard to each case and everything. First and foremost, complete 350 polls disseminated in individual fast food stores of Multan and luckily, 342 investigations were back. Around 30 surveys refused from the investigation on the grounds that those questions missed

data dealing with some new development or items were left in light of careless response. So, a model of 279 was chosen for the final examination.

Descriptive study was carried out in second step for pronouncement of any plausibility of quality of exceptions. Later, any non-ordinary sort of changes was as well checked in the knowledge by illustrative investigation. Fortunately, there were no instances of exceptions in the inspection. The results got through repetitive dissemination, mean deviation and standard deviation checked exactness of the knowledge segment. Missing traits in progress were disqualified by straight forward surveillance of the surveys. No survey having missing qualities entered in the SPSS sheet. Along these lines, knowledge in the present investigation is liberated form missing qualities.

4.1.7 Measurement of Normality

By inspection normality assumptions is especially significant before pushing ahead to the SEM investigation. Kurtosis is a straight gauge to verify normality of the knowledge, Skewness and drawing normal bend also tells about typicality of the knowledge. So that Kurtosis and skewness mutually have qualities, it shows non-typicality in the knowledge (Hall & Wang, 2005). The disconnect qualities of kurtosis and skewness extend in the middle of +5 to - 5. Qualities underneath are given in table that demonstrate the knowledge is typical. As every one of the qualities subsequent to value by sexually transmitted disease. Blunder is in the center of the required scope of skewness and kurtosis in the middle of +5 to - 5. Thusly, knowledge is regularly on all focuses. As test measure in current investigation is more noteworthy than 200, we can reason that non-typicality of the present discoveries does not possess real issues.

Table 4.1
Descriptive Statistics

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>	<u>Skewness</u>		<u>Kurtosis</u>	
	<u>Statistic</u>	<u>Statistic</u>	<u>Statistic</u>	<u>Statistic</u>	<u>Statistic</u>	<u>Statistic</u>	<u>Std. Error</u>	<u>Statistic</u>	<u>Std. Error</u>
KFFM	279	1.00	5.01	2.1374	.75854	.550	.146	-.312	.291
CSTM	279	1.00	5.00	2.0502	.76538	.865	.146	.684	.291
AFFM	279	1.00	5.00	2.5806	.97561	.323	.146	-.843	.291
SIM	279	1.00	5.00	2.1134	.89770	.432	.146	.324	.291
FFPIM	279	1.00	5.00	2.5411	.94654	.399	.146	-.588	.291
Valid N (according to list)	279								

In this examination while organizing the skewness and kurtosis obviously, knowledge is typical. As we separate the value by the assessment of STDs. Error, the appropriate response has to be in the center of +5 to - 5. This examination shows the results after splitting up of skewness with their regard STDs. Deviation is in the center of +5 to - 5. Further, the evaluation of mean in the given enlightens us concerning the mean assessment of the feedback by the respondents. It shows that each respondent's answers were almost 2, which implies they were concurring with the situations in the investigation.

4.1.8 Assessment of Multi-Collinearity

Another significant suspicion to check is, regardless of multi-collinearity existence in the knowledge or not. Occurrence of the multi-collinearity shows measurable problems and inconsistencies in the application of model; moreover, it is significant to abandon any such examples.

Table 4.2		
Collinearity Statistics		
	<u>Tolerance</u>	<u>VIF</u>
Social impact	.745	1.681
Knowledge about Fast Food	.593	2.681
Uniqueness Seeking Traits	.612	1.679

Qualities beneath in the table reveal that non presence of multi-collinearity in knowledge. Collinearity diagnostic in SPSS shows VIF and Tolerance esteems that are complementary measurements used in investigation of the multi-collinearity (Hair et al., 2006). Underneath table affirms presence of multi-collinearity of knowledge collection.

Multi-collinearity problem implies autonomous variables connect with one another with the estimation of 0.90+. If the estimation of VIF and Tolerance were as indicated by the depicted criterion then multi-collinearity does not exist. Above given table obviously demonstrates that present examination is free of multi-collinearity subject. Every one of the estimations of VIF are less <11 and estimations of resilience are > 0.10. Both the qualities show the criterion of non-multi-collinearity.

4.1.9 Sample Demographics

Table underneath showcases the unmistakable measurements for conjugal status, pay, tutoring, age and sexual orientation. It shows that diversity exists in respondents as for pay, sexual choices, age and conjugal position. Nonetheless, level of guy respondents was 58.5%, as in Pakistan; regularly guys do the vast majority of the buying including nourishment things. Women do shop generally identified with their own utilization things. Lately, female customers have uniqueness, so quantity of females in the nourishment stores and shopping regions has expanded however not as much as quantities of guys.

Table 4.3					
Gender					
		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	Male	166	58.5	58.5	58.5
	Female	113	41.5	41.5	100.0
	Total	279	100.0	100.0	

Female's level of purchasing quick is not as much as guys yet not unreasonably significantly lesser in the ongoing investigation 41.5% were females purchasing fast food in the shops. Furthermore, table 4.1 told that the vast majority of the respondents have a place with the salary extending from 21k-30k.

In table below demonstrates that the greater part of the fast food clients has pay in the middle of 21000-30000 which indicates center families are purchasing quick more than different families. Shockingly 24.4% clients have a place with the pay level under 20000. It is seen in the writing that generally uniqueness searchers and knowledgably clients purchase fast food however individuals from such a low dimension additionally purchase fast food it is an exceptional option in the past investigations. 13.3% clients have a place with salary dimension of more prominent than 60000, which were, normal as generally higher pay families like fast food as found in the writing.

Table 4.4					
Income					
		<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid	less than 20001	68	24.4	24.4	24.4
	21001-30001	94	33.7	33.7	58.1
	31001-40001	48	17.2	17.2	75.3
	41001-50001	17	6.1	6.1	81.4
	51001-60001	15	5.4	5.4	86.7
	More than 60001	37	13.3	13.3	100.0
	Total	279	100.0	100.0	

The table for Marital status (M.S) demonstrates that among 278, just 94 respondents (implies 33.4% individuals) were solo and 63.9% were hitched. It demonstrates those develop and wedded individuals be fond of fast food more than singles. Also likewise underpins that pattern are varying for family nourishment utilization as lion's share for present investigation was of the hitched couples who obtained fast food while already family sustenance was well known between couples. Furthermore, these outcomes demonstrate that solitary individuals have a poor decision for the fast food however not all that terrible as 33.7% individuals in the ongoing

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid Single	93	33.4	33.4	33.4
Valid Married	182	63.9	63.9	98.6
Valid Divorced	5	2.7	2.7	100.0
Valid Total	278	100.0	100.0	

investigation who are purchasing quick were single.

As it was normal, more the learning of fast food more it is the closeout of fast food. Plainly appeared of the general population purchasing fast food had ace dimension instruction. It implies instructed individuals like fast food more than uneducated.

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
Valid 20-25 years	143	51.3	51.3	51.3
Valid 25-30 years	122	43.7	43.7	95.0
Valid 30-35 years	14	5.0	5.0	100.0
Valid Total	279	100.0	100.0	

The table above demonstrates 51.3% client fall in the age section of 21-25 years (adolescents) and comparable outcomes are normal as in the writing it is discovered that curiosity searchers and uniqueness searchers (for the most part youths) like fast food more than the non-assortment searchers (maturity individuals). Normally it guessed that youthful age looks for the novel items and look for experience in their day by day life and as fast food is another kind of sustenance in Pakistan, so for the most part adolescents like it.

Comparative, results have been accomplished in this investigation that a large portion of the fast food clients have a place with the age section of 20-25 years. An accommodation inspecting procedures have been utilized in present examination and clients having age between 21-35 years with some seniority clients were drawn nearer and mentioned to fill the survey. Because of shy of time and occupied circumstance while shopping, a portion of the clients would not fill the survey while some acknowledged the solicitation and completed it. Lion's share of the clients who consented to complete the poll is adolescents and the majority of the seniority clients wouldn't fill it. This is the primary reason that in age segment (given above) 51.3% respondents were inside the age section of 20-25 years. Amid knowledge accumulation, it was noticed that a large portion of the fast food store guests were youthful in age. A not many maturity clients came into the store and bought fast food among which the vast majority of the clients wouldn't fill the poll. It is unmistakably referenced in the theory that age of the respondents in the example will be between 20-35 years. Moreover, socioeconomics table demonstrates that surveyed persons from all specified age sections are available in the examination. Accordingly the clarification, it tends to be told that this examination has no test biasness problem. Besides, Powell (2009) stated, if an analyst recognizes contrasts between respondents in his example and in the objective populace, he should be cautious about how he reports the outcomes. Report the outcomes regarding who did react, and the outcomes can be connected to the general population in the age sections of those cases who did reaction.

As guys in Pakistan do a large portion of the shopping, in this manner, on account of sustenance items shopping indeed guys commands in buy. Male clients, which are 59.5% in the stores, plainly demonstrate that for the most part guys purchase sustenance items in Pakistan.

4.2 2nd Phase

4.2.1 Factor Analysis of Knowledge about Fast Food

Further, rule pivot considering, and Eigen searched two variables in which on variable-2 there was just a single thing with not an excessive amount of solid connection but rather marginally more prominent than the relationship with the variable-1. Hence, just one measurement held in KFF with eight things. At first, uniqueness-chasing characteristics had just one measurement with 7 things. After EFA of uniqueness seeking for characteristics, (CST) 3 things (item one, item six, and item seven) were erased because of low connection with the elements. Further, EFA indicated two potential variables in CST.

Table 4.7

Factor analysis KFF(knowledge about Fast Food)

<u>Initial Items</u> (8-Items)		<u>Final Items</u> (7-Items)		
<u>Dimensions</u>	<u>Items</u>	<u>Dimensions</u>	<u>Items</u>	
KFF	KFF1, KFF2, KFF3, KFF4, KFF5, KFF6, KFF7, KFF8	KFF	KFF1, KFF2, KFF3, KFF4, KFF6, KFF7, KFF8	

4.2.2 Factor Analysis of Attitude towards Fast Food

Attitude for fast food had just a measurement in begin and later EFA, there stayed just a measurement, as EFA had not demonstrated other conceivable measurement. In this manner, AFF is held all things considered with four things as appeared table underneath.

4.2.3 Factor Analysis of Fast food purchase expectations

Fast food purchase intentions' goal at first (FFPI) is unit measurement with 7 things however EFA investigated 1 more measurement. EFA investigated one thing (item two) with less weight and it was erased. Outstanding things with stacking more prominent than 0.5 were present in the table

Underneath.

Table 4.8			
Factor analysis FFPI (Fast Food Purchase Intention)			
<u>Initial Items</u>		<u>Final Items</u>	
<u>(Seven-Items)</u>		<u>(Six-Items)</u>	
Dimensions	Items	Dimensions	Items
FFPI	FFPI1, FFPI2, FFPI3, FFPI4, FFPI5, FFPI6, FFPI7	FFPI	FFPI1, FFPI3, FFPI4, FFPI5, FFPI6, FFPI7

4.2.4 Factor Analysis of Social impact

Social impact had four items in start and all the four items remain after factor analysis. All the items were within in threshold value. Therefore, no item was removed from the study.

Table 4.9			
Factor analysis SI (Fast Food Social impact)			
<u>Dimensions</u>	<u>Items</u>	<u>Dimensions</u>	<u>Items</u>
SI	SI1, SI2, SI3, SI4	SI	SI1, SI2, SI3, SI4

4.3 KMO and Bartlett's Test of Sphericity

The examination discoveries for KMO and Bartlett's Test for proposed build are accounted for in table beneath

Table 4.10					
KMO and Bartlett's Test					
<u>KMO and Bartlett's Test</u>	<u>Knowledge</u> <u>about Fast</u> <u>Food</u>	<u>Change</u> <u>Seeking</u> <u>Traits</u>	<u>Attitude</u> <u>towards Fast</u> <u>Food</u>	<u>Fast Food</u> <u>Purchase</u> <u>Intentions</u>	<u>Social</u> <u>impact</u>
Kaiser-Meyer-Olkin Measurement of Sampling Adequacy.	.707	.791	.755	.817	.863
Approx. Chi-Square	486.165	351.373	304.753	660.875	308
Bartlett's Test of Sphericity df	28	21	6	21	20
Sig	.000	.000	.000	.000	.000

4.3.1 INFORMATION about Fast Food

Knowledge on the subject of Fast Food (KFF) is an autonomous variable in this examination and involves 1 measurement, which incorporates Eight-things. The main measurement is inspected in the principal request CFA to assess model fitness, however because of disadvantaged stacking of a thing on its measurement, it stayed just seven things on just one variable when EFA was kept running on the build on Knowledge about Fast Food. Thusly, just firstly request CFA is kept running for KFF. The combination unwavering quality of this scale is 0.714.

4.1 Model Fit Summary					
Confirmatory Factor Analysis of Knowledge about Fast Food					
<u>Quest. Item</u>	<u>Item wordings</u>		<u>Final</u>		
	<u>In-Group Bias</u>		<u>Standardized</u>	<u>C.R</u>	
			<u>Loading</u>		
KFF1L	quite familiar about fast food		.395	4810	
KFF2L	I'm one of the experts in fast food among my circle of friends		.559	6403	
KFF3L	I hardly ever come across a fast food brand that I have not take notice of		.618	6.767	
KFF4L	I know pretty well about fast food		.694	7.047	
KFF6L	I know less about fast food as compared to most other people		.375	4.800	
KFF7L	I really don't know a lot when it comes to fast food		.267	3.487	
KFF8L	About new fast food brands that are around I have heard of most of them		.569		
	<u>CMIN/DF</u>	<u>RMSEA</u>	<u>GFI</u>	<u>TLI</u>	<u>CFI</u>
	<u>(χ^2/df)</u>				
Model Fit	2.755	.079	.975	.913	.960

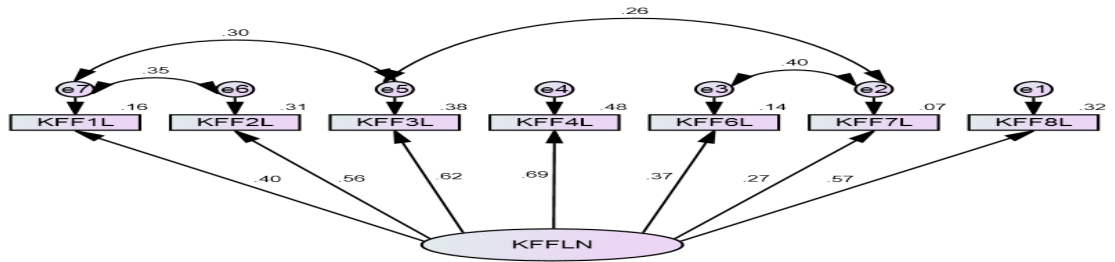


Figure 4.1. Confirmatory Factor Analysis of Knowledge about Fast Food

4.3.2 Uniqueness Seeking Traits

Uniqueness Seeking Traits was in use as a free variable for the model with initially 7 things in all out that speaks to the entire development and its build was one-dimensional in any case. At the point when EFA examination was connected, stacking of certain was immaterial because of number of things with inconsequential load was expelled. The general level dependability is 0.689. Right off the bat, first request CFA is connected for producing a model fit of uniqueness and were connected by combination of lingering terms. The merged dependability of this scale is .726. According to Fornell & Larcker (1986) item having a value of 0.5 or above can be retained for the study.

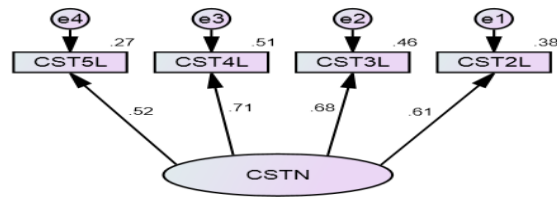


Figure 4.2. Confirmatory Factor Analysis of Uniqueness Seeking Traits

4.2 Model Fit Summary

Confirmatory Factor Analysis of Uniqueness Seeking Traits

<u>Quest. Item</u>	<u>Item wordings</u>	<u>Final</u>			
	<u>In-Group Bias</u>	<u>Standardized</u> <u>Loading</u>			
		<u>C.R</u>			
UST2L	novelty and change in my daily routine is the thing I like to experience	.615			
UST3L	change, variety, and travel, even if it involves some danger is I like in a job	.681	7.604		
UST4L	new ideas and experiences are what I am continually seeking	.714	7.681		
UST5L	changing activities are I like continually	.512	6.456		
	<u>CMIN/DF</u> <u>(χ^2/df)</u>	<u>RMSEA</u>	<u>GFI</u>	<u>TLI</u>	<u>CFI</u>
Model Fit	1.343	.026	.995	.994	.999

4.3.3 Attitude towards Fast Food

The build of disposition for fast food, that is going about as a go between in following investigation, at first comprised of 4-things, as it is a single-measurement the EFA examination is dependent on preset number of variables, after effective use of EFA, first request CFA is connected on this develop. Every one of the variables had $>.5$ institutionalized relapse load so nothing was expelled after first request CFA. Things were appeared in table in the wake of running first request CFA. The composite dependability of the build is 0.761.

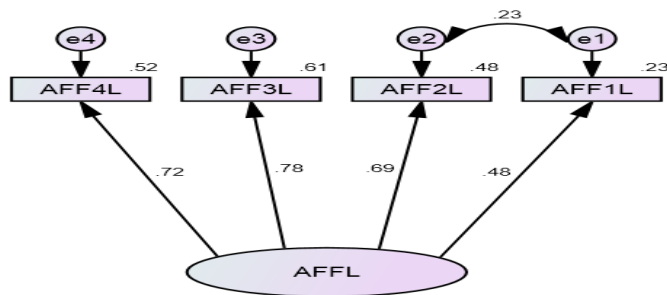


Figure 4.3. Confirmatory Factor Analysis of Attitude towards Fast Food.

4.3 Model Fit Summary

Confirmatory Factor Analysis of Attitude towards Fast Food

<u>Quest. Item</u>	<u>Item wordings</u>	<u>Standardized</u>	<u>Final</u>
	<u>In-Group Bias</u>	<u>Loading</u>	<u>C.R</u>
AFF1L	than many others I like fast food more		
AFF2L	for fast food I have a strong preference	.692	7.543
AFF3L	when I have a need for a product as a food I give prior consideration to fast food	.782	6.607
AFF4L	to others I would recommend fast food	.719	6.602
	<u>CMIN/DF</u> <u>(χ^2/df)</u>	<u>RMSEA</u>	<u>GFI</u>
Model Fit	1.771	.053	.997
			<u>TLI</u>
			<u>CFI</u>
			.985
			.997

4.3.4 Fast Food Purchase Intentions

The development of fast food buying intentions, which is a reliant variable in this examination, at first comprised of 7-things. It is a one-measurement build. EFA examination is dependent on preset number of variables, after fruitful utilization of EFA, 6-things remained and one thing was evacuated because of poor stacking with the measurement. After EFA, first request CFA is connected on this build. Because of poor institutionalized relapse loads of specific things, they are co-changed. Every one of the variables had adequate institutionalized relapse (>.4) weight so nothing is evacuated after first request CFA. Things are appeared in the table in the wake of running first request CFA. The merged dependability of this develop is 0.824.

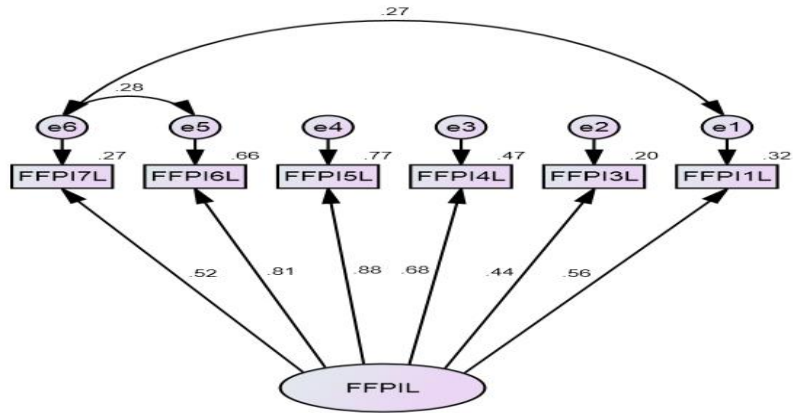


Figure 4.4. Confirmatory Factor Analysis of Fast Food Purchase Intentions.

4.4 Model Fit Summary					
Confirmatory Factor Analysis of Fast Food Purchase Intentions					
<u>Quest. Item</u>	<u>Item wordings</u>		<u>Final</u>		
	<u>In-Group Bias</u>		<u>Standardized</u>		<u>C.R</u>
			<u>Loading</u>		
FFPI1L	The purchasing fast food product has high likelihood		.563		
FFPI3L	I would consider buying the fast food product at the price shown		.444		6.199
FFPI4L	I would consider buying the fast food product has high probability		.683		8.493
FFPI5L	To buy the fast food product my willingness is always high		.880		9.570
FFPI6L	The probability of buying fast food is high if I were going to buy something to eat		.815		9.354
FFPI7L	Purchasing fast food is the thing I would love to do		.514		8.000
		<u>CMIN/DF</u>	<u>RMSEA</u>	<u>GFI</u>	<u>TLI</u>
		<u>(χ^2/df)</u>			<u>CFI</u>
Model Fit		2.420	.071	.979	.965
				.965	.985

Fit Indices

According to the Barrett (2006) GFI is well-defined as “Goodness of fit index and the purpose of this to determine the level of divergence in the model”. If it has been said that the model is excellent then the value of the GFI should have to be more than 0.90 (Wang, 1999). The sample is the variable which varying the values of IFI, GFI, and TLI by great degree in the paper. There will be good values of IFI and GFI, if the sample used in the model is relatively large (Wang, 1999). Chi-square are based on the null hypothesis in the research, these values take on that the all variable in the model are have no relation, it was stated that for the comparing of chi-square values IFI values are used, (McDonald et al., 2002). Suhr (2006) said that Comparative fit indices measure the divergence in the particular sample used in the paper. It was also said that if the value of CFI are more from 0.90 then the model is good, (Bentler & Bonett, 1980). It was explained by the Hooper et al. (2008) that Normed fit index (NFI) “measures the model by linking the χ^2 value of the model to the χ^2 of the null model”. The values ranges from 0 to 1. When data is non-normed the Tucker-Lewis Index (TLI), Bentler & Bonett (1980) and it adequate is 0.80 explained by the Hooper (2008) and at another place lowest value TLI should be larger from 0.9 (Hu and Bentler, 1999). The competence of a sample explained by the fit static Hoelter effect Hoelter (1983), an sufficient sample size for a particular model explained by the value of HOELTER and higher limit suggested is 200 (Hu & Bentler, 1995).

It have been seen that if model is not fit, it is due to the correlation of error terms and the errors which have value more than 10 are commonly connected. The objective behind the bringing changes in the indexes approximations “when a proper constant coefficient is independently collected the scale of reduction in model chi-square (for one grade of independence) while predictable factor changes come close to the projected extent of modification in the consideration estimation” (Lewis & Byrd, 2003). The consistent loadings are examined later getting a fit model from end to end variation of indices. The worth of consistent reversion must have to equal or more from 0.40 Lewis & Byrd (2003) there may be items which have less value from 0.40 they should have to remove the items before last examination, (Anderson & Gerbing, 1988). The given tables show the accepting limit of an appropriate model.

By Suhr (2006) fit indices is used to find out the level of uniformity among the patterns of stable factors or important measures of the variances or the co-variances for the data that will use for

estimation. To show that either a collected data is fit in it or not, this method is maintained of model fit worth with the collaboration of the regression wright's that are standardized. Due to many researchers every researcher do their own research to find out the fit model in this perspective, kenny and Mc Coach (2003) explained that some other models are used it find out the model fit like Goodness-of-Fit Index (GFI), Tucker-Lewis Index (TLI), and the Comparative Fit Index (CFI) and Root mean square error of approximation (RMSEA) etc. The relatable level of Chi square parameter is between 5.0 to 2. Wheaton et al. (1977), Tabachnick & Fidell (2007), but RMESA tells about the goodness of the fit model with the help of the new or unaware variables but are selected by the population covariance matrix for finding the fitness of the model(Byrne, 1998). To find the fitness of model in the RMESA its value must be less than one or .08 (Browne and Cudeck, 1993). But the value more than 1 like .10 is also relatable or can be accepted by the researchers in some perspectives (Mac callum, 1995).

4.4 Measurement Model Fit and Modification

This part of the model consist on early dimension model appropriate sideways through confirmatory factor analysis (CFA). To check the acceptance of factorial structure and to assassinate the model and observe that item or loaded in their regarding sides or not, CFA is best technique, (Byrne, 2004). There is a possibility of link among the residuals in case of general causes in the presence of CFA, (Lei and Wu, 2007).

To test whether the model is fit or not, using CFA is a basic procedure. If the fit model is not accepted then critical step are required to check that model is good or hardly fit. Various results of the AMOS give choices which help to analyze the model, (Saleh, 2006). To attain a fit model due to the characteristics of regression weight variance and covariance modification indices are helpful. Modification index is the decline in freedom of chi-square basically due to variation of coefficient valuation regarding to sure static coefficient assessment and suggests that any adjustment index (>3.84) required to attain better model, (Lie & Wu, 2007). Another significant factor that displays the product are really stuffing on that latent variables and smallest filling is 0.40 (Lewis & Byrd, 2003). If the loading is not helping the model, then steps are required of removing, adding variables or connecting the errors to get appropriate model (Anderson & Gerbing, 1988). That's why there has been more explanation about following suppositions.

4.4.1 Common Method Variance

Common method variance is spurious discrepancy that contained to the measurement technique reasonably than to the constructs the methods are predictable to characterize or correspondingly as methodical residual dispersion jointly between variables calculated with and presented as a purpose of the equal technique and/or foundation (Podsakoff, 2003). A type of study in which for the purpose of data collection one method is applied is a issue of common method variance as the researcher have the information about the method and recognize that the theme of the study, they can give the wrong answers of the asked question which may have negative effect on research. That's why to get rid from this issue the researchers used more than one method to collect the data about a specific study. But in case of one manner used for the gathering of statistic, it should have to be checked weather it is the problem of shared change or not. The one important method of checking the communal inconsistency issue is to apply the EFA on Eigen value rule, if there is solitary one feature then there is a difficult of collective difference otherwise not. Because Eigen value method states that if there are more than one factors than learning is permitted since mutual discrepancy, it is known as Harman's one factor test.

4.4.2 1ST and 2nd Order Confirmatory Factor Analysis

CFA is an assenting procedure and is concept-determined. That's why the research is carried to examine to check hypothetical associations among the detected and undetected variables. The objective of the examiner is reduce difference among the approximation and experiential matrices (Hair et al., 2010). The impartial of the CFA is examine that how will model is presenting the variables in a small idea. The analysis were used before CFA are Cronbach Alpha, exploratory factor analysis (EFA) and uni-dimensional (CFA). Variables were further carried out for the second level after the Cronbach-Alpha of the first order model, to attain the fit model for data as well as theoretical maintenances overdue the established model (Hafiz and Shaari, 2013). Intricate censored-off standards of CFA were delivered by (Yu, 2002).

4.5 Overall Measurement Model Fit

The following part elaborate the complete dimension model by ailing CFA's and EFA's deliberated earlier to measure and confirm the scopes. So far, the debate has been done about the measurement model of dependent and independent variables. By doing this method, there are 8 item are removed to attain the better fit model depend on outcomes attained from EFA, 1st order

CFA. Some items were excluded from the model due to the little uniform packing and the irritated filling of an element on numerous aspects. Here, a complete model has been examined to check the competence of measurement model, it has been developed by checking the covariance constructions of dependent and independent along arbitrating variables. When further five items were excluded, it increases the efficiency complete measurement model. So the final 13-items of the diverse builds delivered suitable fit among data and measurement model. To give a fit statics model these 8 items were removed.

4.6 Social impact

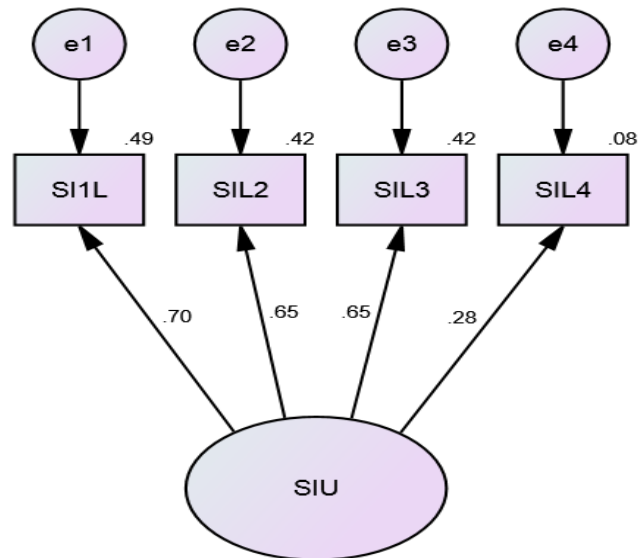


Figure 4.5. Confirmatory Factor Analysis of Social impact

Model fit 4.5					
Confirmatory Factor Analysis of Social impact					
	CMIN/DF (χ^2/df)	RMSEA	GFI	TLI	CFI
Model Fit	2.420	.061	.989	.945	.924

1

¹ Df < 5, GFI, TLI, CFI > .9, RMSEA < .08, HOELTER > 200

4.7 Phase 3

4.7.1 Construct Validity

Process approval goes as noteworthiness test for the examination, providing a fundamental foundation that the exploration process and hypothesis validated because it is pragmatic in application. If it must have be an incident of review instrument the worry for material and develop legitimacy are zones to be occupied. As indicated by Hair et al. (2010) build legitimacy was a fundamental constituent to make sure that the thing set is authentic delegate of hypothetical idle develop for the purposed plan.

Table 4.11

VALIDITIES OF THE CONSTRUCT

	<u>Knowledge About</u>		<u>Uniqueness Seeking</u>		<u>Attitude Towards Fast</u>		<u>Fast Food Purchase</u>		<u>Social impact</u>	
	<u>Fast Food</u>		<u>Traits</u>		<u>Food</u>		<u>Intentions</u>			
Knowledge about Fast Food										
		1								
	CR	(.708,.669)								
Uniqueness Seeking Traits	r	.637**								
	AVE	(0.447, 0.402)		1						
	√AVE	(.668, .634)								
Attitude Towards Fast Food	CR	(.775,.669)	CR	(.775,.708)						
	r	.485**	r	.389**						
	AVE	(0.535, 0.402)	AVE	(0.535, 0.447)		1				
	√AVE	(.731, .634)	√AVE	(.731, .668)						
Fast Food Purchase Intentions	CR	(.839,.669)	CR	(.839,.708)	CR	(.839,.779)				
	r	.446**	r	.495**	r	.719**				
	AVE	(0.569, 0.402)	AVE	(0.569, 0.447)	AVE	(0.569, 0.535)		1		
	√AVE	(.754, .634)	√AVE	(.754, .668)	√AVE	(.754, .731)				
Social impact	r	.446**	r	.495**	r	.719**	r	.495**		
	AVE	(0.569, 0.402)	AVE	(0.569, 0.447)	AVE	(0.569, 0.535)	AVE	(0.569, 0.447)		
	√AVE	(.754, .634)	√AVE	(.754, .668)	√AVE	(.754, .731)	√AVE	(.754, .668)		1

It states that there is no issue of general variance (already discussed in this paper). That’s why know the attention is required on the characteristics of divergent and convergent rationality as

proposed by (Zhu, 2000). Parameters of these are helpful acceptance or refusal of hypothesis rationality.

The other name of the differing rationality is discriminant legitimacy. It examined that on independent rely different on a variation in the reliant variables comparing among other sovereign, whereas variance proportion for all factors is explained by the convergent validity, Hair et al. (2006) or to find the influence to link among items representing a suppressed concept (Brown, 2006). The measurement convergence is observed by the convergent validity which is measured by the regular change take out, (Bagozzi, 1981). The value of AVE > 0.5 is the value which suggest the outcomes that convergent or not, (Hair et al. 2006) and if the value is MSV < AVE presenting that the static have no any serious issue. It was also stated that if the value of association is below the .80 the discriminant validity does not present, (Brown, 2006).

To evaluate the significance of the model, the association and standardized estimation weights are presented in appendix 7 after going through the procedure. The outcome displays that when convergent validity was examined, The value of two from 4 constructs are greater from the beginning significance of 0.5 and other both have to some extent below .5. Fornell and Larcker (1981), Michael et al., (2004), and Bermin (2001) states, if AVE is fewer than .5, and the assessment of AVE is about 0.3 to 0.4 it is defensible if the rate of CR is larger than 0.60. The outcomes of this study displays, information about ice-covered nutrition and modification pursuing characters has .402 and .447 somewhat below from 0.5 however it is justified rendering to (Fornell & Larcker, 1981; Michael et al., 2004).

4.7.2 Bootstrapping (Statistics)

Bootstrapping may be used as to build the hypothesis tests. It can be used in place of the statistical inference constructed on the supposition of a parametric model when it is possible to perform statistical inference then bootstrapping used as alternative. Further, statistics can also be used to calculate the characteristics. One average selection for an approaching sharing is the experimental distribution function of the experiential facts. Efron (1996) said, if it is possible to take a set of observations as an independent and identically distributed population, it may be applied by building with lot of resampling additional of the experiential dataset.

This section of paper, it displays the outlook of examination. The central aim of following part is to evaluate connection among used variables in this model. The variables which are used in the model are information about fast food, variation-looking characters, insolence in the direction of fast sustenance, and food stuff buying aims where household construction performed as an arbitrator. From the literature review, a plenty of work was done, which gives predictions about fast food purchase intentions. This is another case that these predictions are may be positive and negative. However, there is space available for the analysis because so far no study has elaborate the idea of “fast food purchase intentions” along through discussing the variables. Addition, this type of topic has minimum focused in growing nations particularly in southern regions in Punjab, Pakistan.

This section explains the outcome of the research as well as part of the both academic and managerial implications, including the sure restrictions of paper. It also provides the passage of forthcoming investigation in particular or slightly diverse.

4.7.3 Direct and Indirect Effects

The immediate and roundabout connections between the free, subordinate variable& attitude for fast food with and without go between are given underneath in a table. The outcomes spoke to the two ways with and without intervened ways were huge which prompts fractional intervention. Moreover, different ways, for example, autonomous variables (learning about fast food and uniqueness seeking for attributes) having an effect onward variable (fast food buy expectations) is likewise critical alongside interceding variable (like attitude for fast food). The middle person (approach towards fast food) also shows a noteworthy way with ward variable of this examination. The main irrelevant way is immediate way in the middle of learning about fast food and fast food purchase intentions. Each other single connection is critical at $p < .05$. Relations are shown in the table below.

Uniqueness seeking for characteristics (CST) significantly affects fast food buy expectations (FFPI) at ($p < .05$, $\beta = 0.357$). While, Knowledge about fast food (KFF) has an immaterial connection FFPI at ($p > .05$, $\beta = - 0.037$). In any case, CST has a critical connection with FFPI interceded by disposition towards fast food (AFF) at ($p = .000$, $\beta = .112$). Correspondingly,

KFF significantly affects FFPI intervened by AFF at ($p=.000$, $\beta = .298$). Further, AFF fundamentally influences FFPI at ($p=.000$, $\beta = 1.008$).

Table 4.12

Direct and Indirect Path on Dependent Variable

Direct Effects - Two Tailed Significance (BC)

	Uniqueness Seeking Traits	Knowledge about Fast Food	Attitude towards Fast Food	Social impact
Attitude towards Fast Food	.039	.002001
Fast Food Purchase Intentions	.002	.521	.002	.021

4.7.4 SOBAL TEST OF MEDIATION: (INDIRECT EFFECT)

Sobel test is a method of testing the significance of a mediation effect. The test is based on the work of Michael E. Sobel, a statistics professor at Columbia University in New York and is an application of the delta method. In mediation, the relationship between the independent variable and the dependent variable is hypothesized to be an indirect effect that exists due to the influence of a third variable (the mediator). As a result when the mediator is included in a regression analysis model with the independent variable, the effect of the independent variable is reduced and the effect of the mediator remains significant. The Sobel test is basically a specialized t test that provides a method to determine whether the reduction in the effect of the independent variable, after including the mediator in the model, is a significant reduction and therefore whether the mediation effect is statistically significant.

Sobel's Test 4.	
Model	Sobel's Test
	p-value
KFF-FFPI	0.523
CST-FFPI	0.002
SI-FFPI	0.001
AFF-FFPI	0.002
KFF-AFF-FFPI	0.001
CST-AFF-FFPI	0.038
SI-AFF-FFPI	0.001

4.7.5 Analyzing the Moderator for Latent Constructs

As Zainudin (2014) said that if there is a difference in the values which is more than 3.85, it shows the moderating variable has played its role significantly. The main role of the multigroup moderation is to tell whether two groups are different from each other or not. In the current study the two different groups were named as joint family structure and the separate family structure. The above tables present the analysis of the constraints model which is done by the multi group moderation. The difference between constraints and the unconstraint model is 3.85 which represents that the moderating variables has significantly moderated the path. The variation in chi-square value is 31.369 (324.421 – 293.052), and the degree of the freedom differs by 12 (134-122). Zainudin (2014) has told that for significant results the value of the chi-square should be greater than the value of the chi square of degree of freedom 1 and in this case, here the difference is 3.85.

The hypothesis test for moderation which is carried out finds that the moderator variable “family structure” does temperate the connecting property approach towards fast food and fast food purchase aims .In the non-changing table “NO” depicts that factions are alternative. Or we can say that it means moderating variable doing its job as the relationship between attitude for fast food and fast food buying aims as it was anticipated. Therefore, moderator in the current fulfills its need by having an impact on the relationship among attitude towards fast food, and fast food purchase intentions.

	<u>Chi-square</u>	<u>df</u>	<u>p-val</u>	<u>Invariant?</u>	
<u>Overall Model</u>					Step 1. Provided chi-square and df unconstrained and constrained models. The thresholds (green cells) will be updated automatically. And provided the number of groups.
Unconstrained	294.052	122			
Fully constrained	325.421	134			
Number of groups		2			
			0.002	NO	Groups are diverse at the model level.
<u>Chi-square Thresholds</u>					Verify path differences.

The following steps are involved in showing multi-group CFA:

- 1) Two data groups were made to split moderating rating variables data.
- 2) Two separate files were made naming dataset file 1 and dataset file 2 to saving purpose.
- 3) Path of the interest was select to check the moderating impact in the study.
- 4) Two separate models were also created naming model 1 and model 2.
- 5) Constraint the parameter in the path of attention to be equal to one in model one.
- 6) Model number 1 shows the constraints model.
- 7) Path interests in the model 2 were not constrained.
- 8) Model two is the name of the unconstrained model.
- 9) For the estimation s of constrained model one data set 1 was used.
- 10) But for the unconstrained model's estimation the dataset 1 was used.
- 11) Difference between the chi-square vales of the constraints and the unconstrained model was checked. It was noticed that the assessment differed by more than 3.85, then the moderation occurs in that path.
- 12) The same method was repeated by using the dataset 2.
- 13) To estimate the constrained model use dataset Two
- 14) To estimate the unconstrained model, use the same dataset 2.
- 15) Find the difference in chi-square value between the constrained and the unconstrained model.

4.8 Hypothesis Analysis

4.8.1 Knowledge about Fast Food Affects Fast Food Purchase Intentions

The untruths are irrelevant connection among Knowledge about Fast Food and Fast Food buying Intentions, where P-esteem is .523. According to theory of Darren & Kenny (1986) direct relation among two variables cannot exist if the indirect relation is insignificant. Though it justified my current result that If the customer knowledge increase in some case of foods than customer purchase intentions decrease for that food. Consequently, speculation 1 isn't upheld that expresses learning about fast food impacts fast food buying intentions. As per the outcomes, getting information about fast food contrarily impacts fast food purchasing intentions with an impact of - .038. Nonetheless, the relationship isn't significant. The situation here, by one way or another restricts past examinations in order it was discovered that learning about nourishment and sustenance's buy expectations have a positive connection between one another. It was recently demonstrated by Ariyawardana (2003) that knowledge and food buying expectations have a positive connection among one another. As indicated by Ariyawardana (2003) purchaser expectations and demeanor towards sustenance and different items relies on their insight they have with respect to that item because consumers like to purchase an item about which they have some knowledge as it builds their trust and certainty to purchase that item. Then again, Martin (2014) revealed that expansion in data about sustenance and its fixings decline its deal. In this manner, a negative connection of knowledge about fast food and fast food purchase intentions is legitimate. Further, Ailawadi et al. (2010) analyzed those customers who are quality mindful, show low purchase intentions to private mark brands. On somewhere else, Grace & Cohen (1993) found that eagerness among dental staff to treat people with HIV did not uniqueness in the wake of proceeding with instruction on blood infectious ailments. This finding additionally bolsters the negative connection between the learning about fast food and fast food purchase intentions. Later, Baron & Kenny (1986) described that intercession is especially significant in building up the connection in the middle of two variables. So, two variables can't have connection or effect on one another without a go between. Along these lines, the rejected way in the middle of learning about fast food and fast food buy expectations is reasonable as indicated by (Baron & Kenny, 1986). Further, Imram (1999) investigated that knowledgeable clients dismiss nourishment based on its quality and diseases connected with it.

4.8.2 Uniqueness Seeking Traits Affects Fast Food Purchase Intentions

The institutionalized assessment in this CST-FFPI relationship gives estimation of .358 with a p-value=.002 speaking to that there a critical connection between both of these constructs is present. Rolls (2000) found a comparable association that people have organically worked in characteristics, that made them held on for use of same things (for example same nourishment) and power to purchase some (new sustenance as fast food). So, the outcomes bolster the Hypothesis 2 expressing Uniqueness seeking for attributes positively affect fast food purchase aims.

4.8.3 Knowledge about fast Food Affects Attitude towards Fast FOOD

The P-value = 0.002 of KFF-AFF relationship leading to the result that there is a significant effect of information about fast food on attitude for fast food, so it acknowledges hypotheses 3. SO, study outcome is supporting the existing. According to Loyd & Gressard (1986) there was a positive association between knowledge of a product (computer, food, mobile phone etc.) and attitude for that product. It is observed that having some knowledge about an item for consumption increases chances of that being preferred. So, the knowledge about a specific good does create a positive attitude. Standardized regression weights .296.

4.8.4 Uniqueness Seeking Traits Affects Attitude towards Fast Food

A huge association exists between the Uniqueness Seeking Traits and Attitude for Fast Food, where the P-esteem is 0.038. In this manner, speculation 4 is upheld. Correspondingly, past looks into backings, connection between these two variables and the present examination does likewise bolster. An impact of uniqueness seeking for qualities and attitude for fast food association is legitimized in the writing review. Standardized relapse weight is 0.358.

4.8.5 Attitude towards Fast Mediates the Relationship between Knowledge about Fast Food and Fast Food Purchase Intentions

Attitude for fast food fundamentally intervenes the connection among knowledge about fast food and Fast Food Purchase Intentions with P = .001.

4.8.6 Attitude towards Fast Food Mediates the Relationship between Uniqueness-Seeking Traits and Fast Food Purchase Intentions

Attitude for fast food fundamentally intervenes the connection among Uniqueness seeking for attributes and fast food buying aims with institutionalized relapse loads of and p-esteem .038 and have a positive connection with the go between having a weight of .113.

4.8.7 Attitude towards Fast Food Influences Fast Food Purchase Intentions

Here exists a noteworthy connection along with disposition for fast food and fast food buy expectations, where p-esteem is .002. Subsequently, speculation Seven is bolstered that expresses Attitude towards fast food impacts fast food purchase intention. As per the outcomes, got, attitude towards fast food decidedly impacts fast food buying intentions having a weight of 1.009.

4.8.8 SOCIAL IMPACT INFLUENCES FAST FOOD PURCHASE INTENTIONS

Here exists a noteworthy connection along with disposition for fast food and fast food buy expectations, where p-esteem is .001

4.8.9 FAMILY STRUCTURE COMMANDS THE CONNECTION AMONG THE ATTITUDE AND BEHAVIOR ABOUT FAST FOOD AND FAST FOOD BUYING INTENTION

Family structure was found to be significant moderator of the hypothesized path between attitude towards fast food and fast food purchase intentions.

4.9 Discussion of Results

The examination shows that every one of the theories are acknowledged and comparative outcomes have been seen in past investigations directed in a similar field. This examination affirms the outcomes from prior investigations clarifying a positive connection between knowledge about fast food, uniqueness for qualities, and attitude towards fast food. As David et al. (2012) studied, individual knowledge about product assumes a positive role in its purchase, particularly when it is produced or delivered in another nation. Also, Lynn and Snyder (2002)

expressed that individuals look for uniqueness in their food, an alternate food from the everyday practice to fulfill their psychological needs of being one of a kind and different. Furthermore, family structure was found to be significant moderator of the hypothesized path between attitude towards fast food and fast food purchase intentions.

The understanding of how information about fast food and change seeking for qualities impact fast food buying behavior. And whether different family structures have impact on purchase intention, is the central question of this research. The study further adds to develop awareness that organizations may need to fabricate their methodologies as per individuals' knowledge about fast food and their personality traits. In this study, two diverse family structures were chosen for a comparison due to moving socio-demographic parameters in urban territories of South Punjab, Pakistan. The findings uncover that the developing nuclear family framework is a significant indicator of purchase intention towards fast foods. The results additionally recommend that knowledge regarding fast food has a positive relationship with both fast food purchase intention and attitude towards fast food, and this adds to existing literature. The mediation impact of attitude towards fast food is also significant in this situation, which further arguments that a positive attitude towards fast food increases knowledge and can influence buying behavior of fast food positively. It is therefore appropriate that organizations should expand their business first by understanding the personality traits related to food purchase expectations and second, expanding the product knowledge of their customer base.

CHAPTER 5

CONCLUSION, RESEARCH IMPLICATIONS AND FUTURE RESEARCH

5.1 Conclusion

Structure last numerous years fast food industry is developing a wide margin, making colossal open door for financial specialists. Regarding the connection between uniqueness looking for qualities and fast food purchase intention, the results demonstrate a positive huge impact. This relationship is mediated by attitude towards fast food. At the point when individuals have a change looking personality, they may have a changing attitude towards products to fulfill their utility through assortment in their choices.

This study provides point to point analysis of how knowledge about fast food and uniqueness seeking traits positively influence intentions for buying fast food. Furthermore, family structure was found to be significant moderator of the hypothesized path between attitude towards fast food and fast food purchase intentions, where nuclear family structure more inclines towards fast food purchase behavior as compare to joint family structure.

Previous studies also depicted similar discoveries; however, from a developed nation's point of view. This study is one of a kind as it analyzes individuals' food knowledge and behavior from a developing nation's point of view, where the context is different. The current discoveries supports previous studies. Particularly, uniqueness seeking traits have direct impact on individuals' behavior to but a different product. Similarly, knowledge about fast food impacts individuals' to purchase fast food.

5.2 Research Implications

Current investigation has a noteworthy commitment from scholarly just as authoritative points of view on account of the accompanying ramifications

5.2.1 Academic Implications

This study is an important contribution to the field of research in this area as it supports the current literature with a new scale that addresses the issues of “Purchase intentions surrounding fast food” from the perspective of individuals from the developing country like Pakistan. It is evident through the literature review that the concept of knowledge about fast food and uniqueness seeking traits in relationship to fast food purchase intentions are neglected. Therefore the study fills this GAP. And the other contribution of this study is a new yet simple conceptual framework that can be applied in future studies in the same direction and with more complex arrangements of the constructs.

This study has introduced a new direction of studying purchase attention; especially, the mediating effect of attitude towards fast food by understanding the relationship between individual knowledge about fast food and uniqueness seeking personality and the increase or decrease in the purchase of fast food. Furthermore, this current study explores how different individual's family structures influence their buying behavior.

In this regard, current study is a significant contribution in the field of studying customer's fast food purchase intentions and a valid study because the data was collected from the customers directly from a very big city in Pakistan like Multan. It is apparent through writing audit that the ideas of learning about fast food and uniqueness seeking for attributes with their connection to fast food buy expectations are disregarded. Consequently, in this investigation it is endeavored to fill this hole.

5.2.2 Managerial Implications

The present study provides valuable insights and guidelines for marketers of Fast food brands. The findings highlight that the Fast food market needs to observe the predictors of customer behavior that are causing an increase in this market. Thus, by focusing on customers' knowledge about Fast food and their change seeking traits, marketing managers can develop ideal strategies to capitalize on this growing market and maximize profits. Marketers need to provide fair and ample information about the product in their marketing campaign in order to educate the customer about a brand. The change-seeking traits of customers also create curiosity towards something novel or unusual. New variants in the brands can satisfy customers' pursuit of new products. Moreover, marketing campaigns should be focused on highlighting the factor of convenience to attract the emerging segment of nuclear families.

5.3 Limitation of the Study

This study is an important contribution to the field of research in this area as it supplements the current literature with a new scale that addresses the issue of “purchase intentions surrounding Fast food” from the perspective of customers from a developing country like Pakistan. It is evident through the literature review that the concepts of knowledge about Fast food and change seeking traits in relation to Fast food purchase intentions are neglected. Therefore, this study fills this gap. Another contribution of this study is a new yet simple conceptual framework that can be applied in future studies in the same direction and with more complex arrangements of the constructs.

This study has introduced a new perspective of studying purchase intentions; specifically, the mediating effect of attitude towards Fast food by understanding the relationship between customers' knowledge about Fast food and change seeking personality and the increase or decrease in the purchase of Fast food. Furthermore, this current study explores how different customers' family structures influence their buying habits.

In addition, new variables can be included in the model, including accommodation, cost, quality and bundling, taste, and customer wellbeing. Therefore, a longitudinal study can also give a different result as compared to the cross-sectional study. Because people change choices with the

passage of time. Due to time limitations data was collected from a specific aged people but other age groups were ignored. Therefore, new age groups can also present different results. Children response can be checked because they like fast food more than the elders. Similarly, older people may also have varied responses. Hence, by changing variables, locations and other demographics, study can be made rich.

5.4 Future Research Directions

This study was done by particular planned and it gives directions towards the other areas to perform and applied advanced research tools. The suggestions provided by this study for future are followings;

After increasing replacing constructs and increasing the complexity a conceptual model can be developed. A study in comparison to this can done by changing the sample set; it can be done cross-national on cross-country basis. In the future studies the probability sampling technique can also be used for the data collection. This paper only analyzes the purchasers of the southern Punjab who buy fast food items, it can be done in any other region of the country to find weather the behavior of consumer across the country is same or not. Other variables can be added in the future studies such as suitability, charges, packing, taste, and wellbeing maintenance etc. which can affect the behavior and preferences of the people toward fast food. To get understand the influences in arrears cold nutrition obtaining purposes and time may also affect the result of exploration, longitudinal analysis can be done.

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APPENDIX 1: OVERVIEW SCALE, REFERENCE, AND RELIABILITY

Scale	Author	Number of Questions		Cronbach's Alpha	Composite Reliability (CR)
		Before Analysis	After Analysis		
Knowledge about Fast Food	Flynn and Goldsmith (1999)	8	4	.737	0.669
Uniqueness Seeking Traits	Steenkamp and Baumgartner (1995)	7	5	.679	
Attitude towards Fast Food	Yi and Jeon (2003)	4	4	.778	0.708
Fast Food Purchase Intentions	Grewal et al., (1998)	7	6	.806	0.775
Social impact	Arnett, German, and Hunt (2003)	4	4	.86	0.839
					0.662

APPENDIX 2: EXPLORATORY FACTOR ANALYSIS

Table 2.1

Factor Analysis of Knowledge about Fast Food

	Initial Items (8-Items)	Final Items (7-Items)
Dimensions	Items	Items
Knowledge about Fast	KFF1, KFF2, KFF3, KFF4, KFF5, KFF6, KFF7, KFF8	Knowledge about Fast KFF1, KFF2, KFF3, KFF4, KFF6, KFF7,

Table 2.2
Factor Analysis of Uniqueness Seeking Traits

	Initial Items (7-Items)			Final Items (4-Items)		
Dimensions	Items			Dimensions	Items	
Uniqueness Seeking Traits	CST1,	CST2,	CST3, CST4,	Uniqueness Seeking Traits	CST2,	CST3, CST4, CST5

Table 2.3
Factor Analysis of Attitude towards Fast Food

	Initial Items (4-Items)		Final Items (4-Items)	
Dimensions	Items		Dimensions	Items
Attitude towards Fast Food	AFF1,	AFF2, AFF3, AFF4	Attitude towards Fast Food	AFF1, AFF2, AFF3, AFF4

	Initial Items (7-Items)		Final Items (6-Items)
Dimensions	Items	Dimensions	Items
Fast Food	FFPI1, FFPI2, FFPI3, FFPI4,	Fast Food	FFPI1, FFPI3, FFPI4,
Purchase	FFPI5, FFPI6, FFPI7	Purchase	FFPI5, FFPI6, FFPI7
Intentions		Intentions	

Factor Analysis of Fast Food Purchase Intentions

Table 2.4

Confirmatory Analysis of Knowledge about Fast Food

APPENDIX 3: EXPLORATORY FACTOR ANALYSIS

Table 3.1

Knowledge about Fast Food (KFF)

Component Matrix

	Component
	1
KFF1L	.579
KFF2L	.684
KFF3L	.719
KFF4L	.664

KFF5L	.408
KFF6L	.533
KFF7L	.537
KFF8L	.623

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 3.2

Uniqueness Seeking Traits (CST)

Component Matrix

	Component	
	1	
CST1L		.491
CST2L		.690
CST3L		.689
CST4L		.770
CST5L		.676
CST6L		.449
CST7L		.292

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 3.3

Attitude towards Fast Food (AFF)

Component Matrix

	Component	
	1	
AFF1L	.683	
AFF2L		.821
AFF3L		.815

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 3.4
Fast Food Purchase Intentions (FFPI)
Component Matrix

	Component	
	1	
FFPI1L		.685
FFPI2L		.470
FFPI3L		.474
FFPI4L		.702
FFPI5L		.836
FFPI6L		.858
FFPI7L		.652

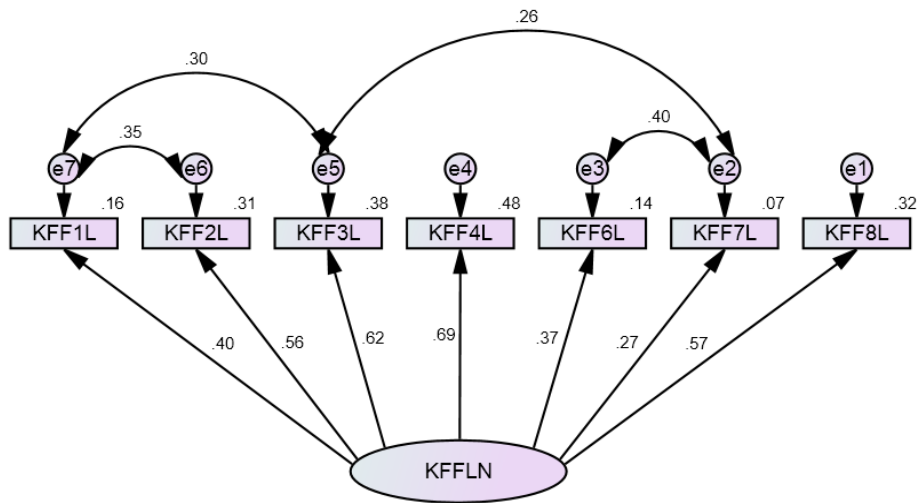
Extraction Method: Principal Component Analysis.

a. 1 components extracted.

APPENDIX 4: CONFORMATORY FACTOR ANALYSIS

Figure 4.1

Confirmatory Factor Analysis of Knowledge about Fast Food



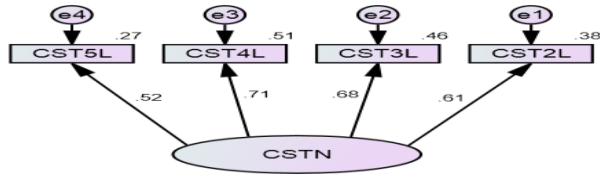
Model Fit Summary

Quest. Item	Item wordings	Final	
		Standardized Loading	C.R
KFF1L	I feel quite knowledgeable about fast food	.395	4810

KFF2L	Among my circle of friends, I'm one of the experts in fast food		.559		6403	
KFF3L	I rarely come across a fast food brand that I have not heard of		.618		6767	
KFF4L	I know pretty much about fast food		.694		7047	
KFF6L	Compared to most other people, I know less about fast food		.375		4800	
KFF7L	When it comes to fast food, I really don't know a lot		.267		3487	
KFF8L	I have heard of most of the new fast food brands that are around		.569			
		CMIN/DF	RMSEA	GFI	TLI	CFI
		(χ^2/df)				
Model Fit		2.755	.079	.975	.913	.960

Figure 4.2

Confirmatory Factor Analysis of Uniqueness Seeking Traits

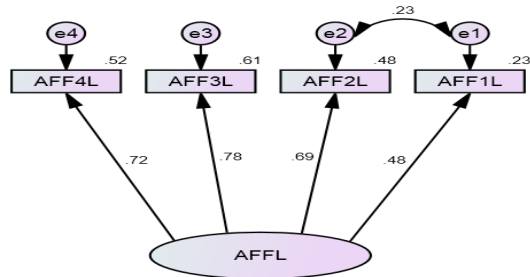


Model Fit Summary

Quest. Item	Item wordings	Final	
		Standardized Loading	C.R
CST2L	I like to experience novelty and uniqueness in my daily routine	.614	
CST3L	I like a job that offers uniqueness, variety, and travel, even if it involves some danger	.682	7.604
CST4L	I am continually seeking new ideas and experiences	.711	7.671
CST5L	I like continually changing activities	.516	6.446
	CMIN/DF	RMSEA	GFI
	(χ^2/df)		TLI
Model Fit	1.344	.026	.995
			CFI
			.997

Figure 4.3

Confirmatory Analysis of Attitude towards Fast Food

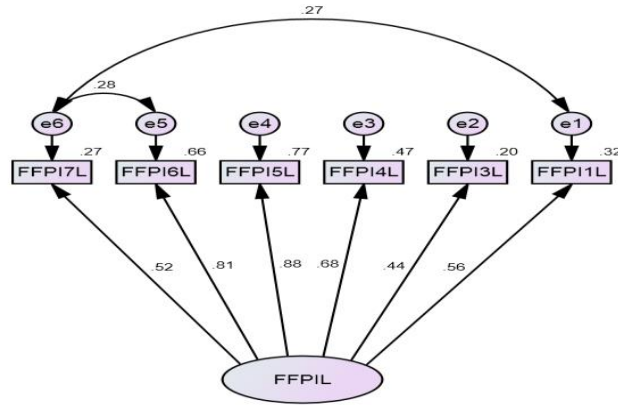


Model Fit Summary

Quest. Item	Item wordings	Final			
		Standardized Loading	C.R		
AFF1L	I like fast food more than many others				
AFF2L	I have a strong preference for fast food	.692	7.543		
AFF3L	I give prior consideration to fast food when I have a need for a product as a food	.782	6.607		
AFF4L	I would recommend fast food to others	.719	6.602		
	CMIN/DF (χ^2/df)	RMSEA	GFI	TLI	CFI
Model Fit	1.771	.053	.997	.985	.997

Figure 4.4

Confirmatory Analysis of Fast Food Purchase Intentions



Model Fit Summary

Quest. Item	Item wordings In-Group Bias	Final			
		Standardized Loading	C.R		
FFPI1L	The likelihood of purchasing fast food product is high	.564			
FFPI3L	At the price shown, I would consider buying the fast food product	.443	6.198		
FFPI4L	The probability that I would consider buying the fast food product is high	.684	8.494		
FFPI5L	My willingness to buy the fast food product is always high	.879	9.569		
FFPI6L	If I were going to buy something to eat the probability of buying fast food is high	.814	9.355		
FFPI7L	I would like to purchase fast food	.515	8.000		
	CMIN/DF (χ^2/df)	RMSEA	GFI	TLI	CFI
Model Fit	2.420	.071	.979	.965	.984

MEASUREMENT MODEL REPRESENTING RELATIONSHIP BETWEEN INDEPENDENT, DEPENDENT, AND MEDIATING VARIABLES

Measurement Model Fit Summary

Overall Measurement Model	
Fit Indices	Final (13-items)
CMIN/df	2.325
IFI	.934
TLI	.913
CFI	.933
RMSEA	.069

APPENDIX 5: Discriminant Validity

Knowledge About Fast Food		Uniqueness Seeking Traits	Attitude Towards Fast Food	Froze Food Purchase Intentions	Social impact
Knowledge about Fast Food	1				
CR	(.708,.669)				
Uniqueness Seeking Traits	r .637**	1			
AVE	(0.447, 0.402)				
√AVE	(.668, .634)				
Attitude Towards Fast Food	CR (.775,.669)	CR (.775,.708)			
r	.485**	r .389**			
AVE	(0.535, 0.402)	AVE (0.535, 0.447)	1		
√AVE	(.731, .634)	√AVE (.731, .668)			
Froze Food Purchase Intentions	CR (.839,.669)	CR (.839,.708)	CR (.839,.779)		
r	.446**	r .495**	r .719**		
AVE	(0.569, 0.402)	AVE (0.569, 0.447)	AVE (0.569, 0.535)	1	
√AVE	(.754, .634)	√AVE (.754, .668)	√AVE (.754, .731)		
r	.446**	r .495**	r .719**	r .495**	

Social impact	AVE (0.569, 0.402)	AVE (0.569, 0.447)	AVE (0.569, 0.535)	AVE (0.569, 0.447)	
	√AVE (.754, .634)	√AVE (.754, .668)	√AVE (.754, .731)	√AVE (.754, .668)	1

** p <.01 (sig. at two tail)

Pearson correlation is followed by AVE and square root of AVE

APPENDIX 6: Correlations

		Knowledge about Fast Food	Uniqueness Seeking Traits	Attitude towards Fast Food	Fast Food Purchase Intentions
Knowledge about Fast Food	Pearson Correlation Sig. (2-tailed) N	1 279			
Uniqueness Seeking Traits	Pearson Correlation Sig. (2-tailed) N	.637** .000 279	1 279		
Attitude towards Fast Food	Pearson Correlation Sig. (2-tailed) N	.485** .000 279	.389** .000 279	1 279	
Fast Food Purchase Intentions	Pearson Correlation Sig. (2-tailed) N	.446** .000 279	.495** .000 279	.719** .000 279	1 279

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX 7: VALIDITIES OF THE CONSTRUCT

Knowledge About Fast Food			Uniqueness Seeking Traits			Attitude Towards Fast Food			Froze Food Purchase Intentions			Social impact
Knowledge about Fast Food												
		1										
	CR	(.708,.669)										
Uniqueness	r	.637**										
Seeking Traits	AVE	(0.447, 0.402)		1								
	√AVE	(.668, .634)										
Attitude Towards Fast Food	CR	(.775,.669)	CR	(.775,.708)								
	r	.485**	r	.389**								
	AVE	(0.535, 0.402)	AVE	(0.535, 0.447)		1						
	√AVE	(.731, .634)	√AVE	(.731, .668)								
Froze Food Purchase Intentions	CR	(.839,.669)	CR	(.839,.708)	CR	(.839,.779)						
	r	.446**	r	.495**	r	.719**						
	AVE	(0.569, 0.402)	AVE	(0.569, 0.447)	AVE	(0.569, 0.535)			1			
	√AVE	(.754, .634)	√AVE	(.754, .668)	√AVE	(.754, .731)						
Social impact	r	.446**	r	.495**	r	.719**	r	.495**				
	AVE	(0.569, 0.402)	AVE	(0.569, 0.447)	AVE	(0.569, 0.535)	AVE	(0.569, 0.447)				
	√AVE	(.754, .634)	√AVE	(.754, .668)	√AVE	(.754, .731)	√AVE	(.754, .668)				1

APPENDIX 8: QUESTIONNAIRE

Sr.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	KFF					
1	I feel quite knowledgeable about fast food	1	2	3	4	5
2	Among my circle of friends, I'm one of the experts in fast food	1	2	3	4	5
3	I rarely come across a fast food brand that I have not heard of.	1	2	3	4	5
4	I know pretty much about fast food	1	2	3	4	5
5	I do not feel very knowledgeable about fast food (s)	1	2	3	4	5
6	Compared to most other people, I know less about fast food (s)	1	2	3	4	5
7	When it comes to fast food, I really don't know a lot (s)	1	2	3	4	5
8	I have heard of most of the new fast food brands that are around	1	2	3	4	5
	CST					
9	When things get boring, I like to find some new and unfamiliar experience	1	2	3	4	5
Sr.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10	I like to experience novelty and uniqueness in my daily routine	1	2	3	4	5

11	I like a job that offers uniqueness, variety, and travel, even if it involves some danger	1	2	3	4	5
12	I am continually seeking new ideas and experiences	1	2	3	4	5
13	I like continually changing activities	1	2	3	4	5
14	I like to continue doing the same old things rather than trying new and different things (s)	1	2	3	4	5
15	I prefer a routine way of life to an unpredictable one full of uniqueness (s)	1	2	3	4	5
	AFF					
16	I like fast food more than many others	1	2	3	4	5
17	I have a strong preference for fast food	1	2	3	4	5
18	I give prior consideration to fast food when I have a need for a product as a food	1	2	3	4	5
19	I would recommend fast food to others	1	2	3	4	5
	FFPI					
20	The likelihood of purchasing fast food product is high	1	2	3	4	5
21	If I were going to buy this fast food, I would consider buying the fast food at the price shown	1	2	3	4	5
22	At the price shown, I would consider buying the fast food product (s)	1	2	3	4	5
23	The probability that I would consider buying the fast food product is high	1	2	3	4	5

24	My willingness to buy the fast food product is always high	1	2	3	4	5
25	If I were going to buy something to eat the probability of buying fast food is high	1	2	3	4	5
26	I would like to purchase fast food	1	2	3	4	5
	FS					
27	My family structure is	Joint			Nuclear (Separate)	

Social impact Scale

1. Social circle is something I rarely even think about. (r)
2. I really don't have any clear feelings about Social circle. (r)
3. Social circle is an important part of who I am.
4. Social circle means more to me than just a part