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### IDENTIFYING AND ANALYSING FACTORS AFFECTING CHILDREN'S BRAND LOYALTY TOWARDS A CERTAIN FAST FOOD BRAND –THE CASE OF MCDONALDS AND BURGER KING IN JEDDAH

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**ANWAR ALALANDA, MANZAR AHMED- Identifying and Analysing Factors Affecting Children's Brand Loyalty towards a Certain Fast Food Brand –The Case of McDonalds and Burger King in Jeddah-- Palarch's Journal of Archaeology of Egypt/Egyptology 18(16), 165-173. ISSN 1567-214x**

**Keywords: Brand Loyalty, Children, Fast Food, Health, Parents**

#### **ABSTRACT**

Fast Food restaurants are practice certain marketing strategies recently by targeting children with creative ideas of products for their profit rather than consider the implications on child's health. This study will compare between McDonald's and Burgers King, because they the popular brands have received the consent of the child, and have been made clear efforts which competed in the development of their meal and their toys which provided happiness to the child. A questionnaire survey and statistical analysis is conducted to identify the characteristics of brand loyalty that effect from children and their parents as well as analyse the performance of fast food joints in Jeddah, Saudi Arabia. The findings indicated that the children do not rely on taste as one factor but there are separate factors that affect their choice when one seeks information regarding brand loyalty of fast food joints.

**Keywords: Brand Loyalty, Children, Fast Food, Health, Parents**

## 1 INTRODUCTION

There are certain drivers to the concept of brand being chosen by people like that of brand experience, brand commitment and the brand loyalty [1]. Brand experience plays a vital role in helping the brand build its customers. The brands start by building value and quality therefore making the experience of choosing and using the brands wisely and justly. Ismail et al. [2] claimed that the brand experience is what companies should look for if they want to develop a competitive advantage against their rivals or competitors and to sustain in the market. When the term of being loyal comes in mind, the second thing that crosses it is the commitment. Commitment means to associate with the brand for a long time. Sung and Campbell [3] said that the brand commitment has been a deciding factor for the customers to choose their brands. Brand loyalty comes in with the commitment that the customers share with the brand. Sutikno [4] said that market share is increased with the brand loyalty.

The fast food industry has gamed up in making their names household ones so that every time the customers think about food, they actually think about the fast food industry and their items. It has elevated their position and increased their market share over few decades. This owes to the fast development through globalization and innovative technology. By these means, people everywhere all around the world are consuming tonnes of fast food to satisfy their hunger. People are busy working and do not find enough time to cook food at home, so they order food for them and their children nowadays.

Every company wants the perfect and successful idea in the business in this intelligent world but not all the owners have the same targets and strategy but when there is a same target that means that's companies going to spend more than normal on this targets even if that mean changing the all strategy to hint that target [5]. Unhealthy food causes children obesity and the dangers of the disease in the long term. Fast food improves the quality of their food, which provides for children, to avoid the wrath of people [6]. According to Sarda et al. [7], fast food industries need to be innovative and customer driven in order to force the customers to their restaurants and joints whenever and wherever they can get their hands on. They should also focus on the customization of the needs and wants of the customers as they are the ones that drive their business and make them successful and renowned as they are in many countries all across the world. It is more easily accessible to the child, and convince him to buy the meal, through television, social networking and ordering food applications, because the devices is available for children, this matter has become easy in targeted as conducted by a research by Robinson et al. [8]. Branding of food has also become a notion in the minds of the people to look forward to the food chosen based on how it is promoted and accepted worldwide.

The majority of the customers of fast food industry are children, teenagers and young adults who consume this food every day or the alternate days. Advertising plays a big role in bringing about the customers to their joints and has also attracted many of the customers to look forward to eating fast food. Children and adolescents are now the target of intense and specialized food marketing and advertising efforts, [9]. They are highly involved in campaigning of the brand and the advertisements are a great source of bringing in old and new customers to be served fast food. Most of them are into eating burgers, French fries, nuggets and other various items that are easy to eat and digest. Since children are most vulnerable amongst them, they keep on advertising that please the minds of the children. Toys are being made by the brand's logo and children have more of the emotional phase rather than the logical one, they are driven by this action of the fast food chains. Kids are attracted through toys and this is the reason why kids consume fast food often. They become emotionally attached to these joints and show high level of commitment and loyalty towards the brands in the fast food industry.

Fast food joints' businesses are going at peak due to the popularity and excess demand of junk food among the people. It has become more like a method of representing the social status through the food, clothes, and other things. The businesses have found new target market, children as they are psychologically vulnerable and easy to attract. Targeting kids is very profitable, so a lot of companies try to please children and attract them to achieve greater profit and excellence in their product. To be specific, fast food does a lot to satisfy the kids and give them what they like, search for the concerns of child, develop services, toys and meal, innovation in the characters, make places for their parties are some of the strategies to maintain the brand loyalty of the children.

This study poses a serious question that will be discussed in order to identify the characteristics of brand loyalty that effect from children and their parents as well as analyse the performance of fast food joints in Jeddah, Saudi Arabia focusing on McDonalds and Burger King. This study covered the scopes of the consumption patterns of children towards fast-food, the factors responsible for attracting children towards fast-food offerings, various strategies used by brands to attract children towards their fast food products and also the reasons behind targeting children towards fast food offerings.

## **2 METHODOLOGY**

### **2.1 Type of research method**

This study used quantitative method which includes survey to collect the primary data. Survey monkey's website was used as it has the ability to track and record the

participant's response. The questionnaire of 10 questions was distributed to a sample of 60 customers (parents) or their siblings. The sample of this research is basically the children who are below the age of 12 and are attracted towards these joints. Moreover, this study is likely to address their behaviour and attitudes towards the brand loyalty.

## 2.2 Scope

This study conducted in the city of Jeddah focusing on the two major fast food brands and competitors namely McDonalds and Burger King.

## 2.3 Criteria of Research

This study is based on these ideas which lead to design the methodology:

- Marketing fast food to children
- Kids' meal and toys
- Burger King joint
- McDonalds joint

## 2.4 Ethical considerations

This study addresses ethical standards as utmost priority. The participants are not forced to participate in the survey. The participants are needed to declare on the permission and a consent form attached for willingly agreeing to be a participant in this study. Their personal identity should also be not revealed except by permission.

## 3 RESULT AND DISCUSSION

There are 60 candidates participated in the survey. Table 1 shows that majority of the respondents are female who are mother or sister to the children, contribute by 90% and only 10% male. Most of participants are teenagers and they are from age group of 18 to 25 by 83.33%.

Table 1: Characteristic of the participants

Characteristics		Frequency (n)	Percentage (%)
Gender	Male	6	10
	Female	54	90
Age	12 to 17	1	1.67
	18 to 25	50	83.33
	26 to 35	7	11.67
	36 to 46	1	1.67

Characteristics	Frequency (n)	Percentage (%)
Above 46	1	1.67

Figure 1 shows the main reason most children are attracted towards the fast food joint is perhaps due to the good taste. More than half of the respondents about 53% prefer them because of the taste they hold. This is followed by the desire of children towards toys and the play area and contributes by 27% and 13% respectively. There are 5% of the parents preferring their service and 2% due to the cleanliness.

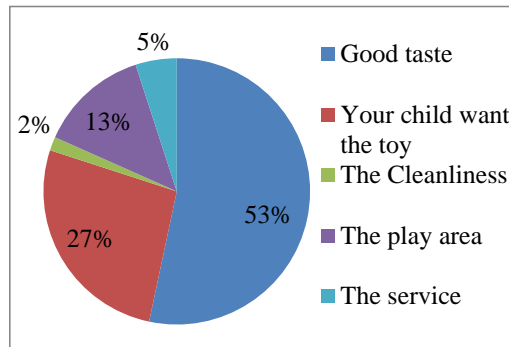


Figure 1: Participant's feedback on "Why do you like to go there?"

Figure 2 shows the thing that attracted them first was the toys offered to them during Kids' meal, which is 37%. The second thing is the taste which is similar in response to the play area, contribute by 23%. There are about 14% and 3% attracted by the advertisement and character respectively.

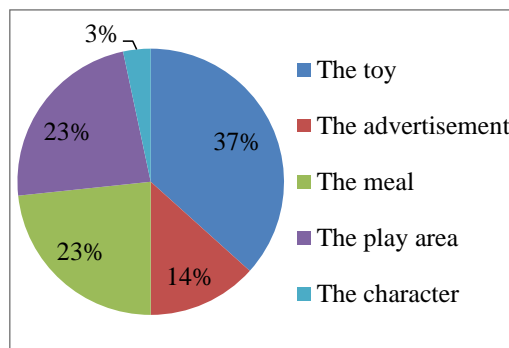


Figure 2: Participant's feedback on "In your opinion, what are the most things that attracted the child to the restaurants?"

Figure 3 records the frequency of the children eating fast food. It has been recorded that most of them eat weekly and monthly which is 38% and 37%

respectively. Very few of them eat in a less amount in a year. People eating weekly or biweekly has most probably increased due to a number of factors like busy schedule at the work, family dining, more of the advertisements that attract children through billboards, TV, and nowadays social media also.

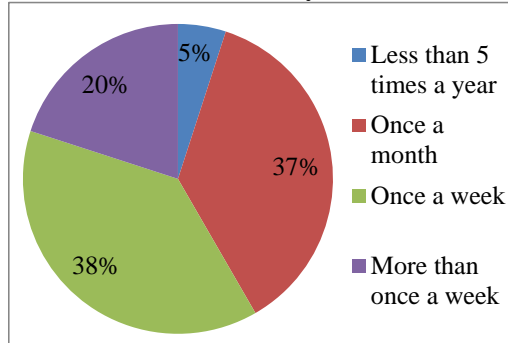


Figure 3: Participant’s feedback on “How many times your kids eat fast food?”

Figure 4 shows about 53% of the respondents think that the quality of the provided meal is average. There are 22% of the respondents have an options that the meal quality is good and 25% is poor.

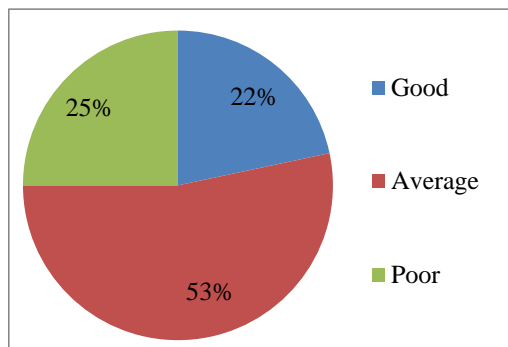


Figure 4: Participant’s feedback on “What do you think the quality of the provided meal to your children?”

Figure 5 shows burger is the most favourite meal for majority of the participants about 65%, follow by chicken nuggets about 30%. Hot dog is the less favourite meal and only occupies 5% of the respondent.

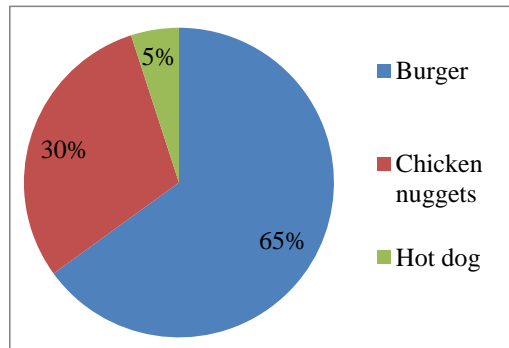


Figure 5: Participant’s feedback on “What is their favourite meal?”

Figure 6 shows that McDonalds is preferred over all the other brands of fast food joint, about 54%. Burger King is their least preferred which is 18%. The customers are more brands loyal to the McDonalds.

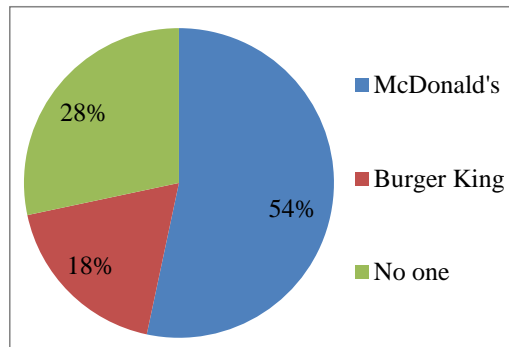


Figure 6: Participant’s feedback on “Which fast-food brands do you prefer?”

Besides that, the survey also signifies that most children nowadays eat fast food about 68.3% and only 31.7% of the participant’s children do not consume fast food. Moreover, 71.7% of the participant agreed that he fast-food is harmful to their health, while 28.3% does not agree.

In addition, chi – square test is performed through SPSS software. Most of the survey results showed positivity in the variables of the study. But upon evaluation by the statistical method of chi – square test it has produced different results. Since significance value of 0.075, which is greater than 0.05 that means there is no significance. This implies that there is no association between the number of times a fast food is eaten and the quality of that food. Therefore, children not look for food only but usually the ambience of the fast food restaurants they go to and the service provided to them in the form of toys and play area.

The fast food industry has been growing rapidly and bringing about a change in the lifestyle of the people through their marketing strategies. The fast food becomes the family's solution to the food desires and wants. This is seen by the increasing demand of fast food and nearly placement of branches of fast food joints in every corner of the road. This shows the importance of the lifestyle of the people who are busy in their schedules or have changed their habits of eating food.

Children are vulnerable and susceptible to such tactics and strategies of fast food companies that make them their prey to get into the market as the customers and bring and retain their loyalty. Children are loyal to anything as they are innocent and have no idea about how these fast food joints think and strategize about improving their performance through targeting children and segmenting them accordingly.

#### **4 CONCLUSION**

The survey results suggested that kids are attracted to the toys and the taste of meals. Parents care about their children's health in the number of calories and fat. Most children eat fast food between one-time per month and week, also their favourite meal is burgers, and their favourite restaurant is McDonalds. In this manner, they are targeting parents of children too as they are also brought about inside during the formation of marketing loop of attracting more and more customers to their joints.

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