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BRAND ATTITUDE AND CUSTOMER PURCHASE INTENTION TOWARDS LOCAL RESTAURANTS IN JEDDAH: A CASE OF SKETCH BURGER AND RYAN'S BURGER

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ABSTRACT

Burger restaurants are becoming essential in Jeddah and Saudis are starting their own restaurants and also business in fast food industry. This study aims to determine the brand attitude and customer purchase intention towards local restaurants such as Ryan's burger and Sketch burger, where both are well-known and successful burger joints. This is a qualitative study using online survey to collect the data and 100 random respondents who live in Jeddah, Saudi Arabia have participated. Besides that, this study also conducted a face to face interview with the owner of Ryan's burger and Sketch burger in order to determine the how they started and their success factors, their future plans, their background, from there I conducted a survey to see, reflect and observe whether the positioning of both brands are successful and the brand image in the consumers' minds are what they were aiming for. The finding shows there is a great of brand attitude and customer purchase intention towards a local restaurant, the brand attitude is highly loyal towards the local restaurants, and the purchase intention is always in favour of the proper local burger restaurants.

1 INTRODUCTION

Localism describes seemingly natural ways of life that are organized to maximize authentic experiences and raise the rate of belonging in one [1]. People who are more conservative or fatal and people who are more open and like to try new things are also more likely to be engaging in local products [2]. Hildreth [3] discussed that there are relationships between the local government, communities and the center in which they develop three fields: conditional localism, representative localism and community localism. This helps the government to decide the legislations for the local economy [3].

Liu, Li, Mizerski, and Soh [4] study to measure the brand congruity and brand loyalty, which showed that in order to gain loyalty, it is more important to build usage imagery than develop a brand's personality. Back in 1999-2000, a study was conducted to measure the customers' loyalty toward international restaurants to help business persons and assess with information so they are fully prepared when they open their own. The study showed that the customers' loyalty is affected by three things: service quality, food quality, and reputation [5].

Jeddah is a city where the newest trends, places, shops start from there. In Saudi Arabia, Jeddah in particular, restaurants are the love and joy where Saudis consider them happy places, due to generous culture and hospitality. In Jeddah, for the past few years Saudis are opening and starting their businesses in the food industry. Nowadays burger restaurants are becoming essential that Saudis are starting their own restaurants. Fast food is growing more and more in Saudi Arabia especially in the large cities such as Jeddah with a percentage of 8% in the past year. Fast food is most popular and preferable food service in Saudi Arabia due to its affordability and availability [6]. Therefore, this study determines the brand attitude and customer purchase intention towards a local restaurant in Jeddah.

2 METHODOLOGY

This is a qualitative study and the instruments that will be used to gather the study information and data are surveys and face to face interviews. The target respondents are the customers of burger restaurants aged between 12-36 years old who live in Jeddah. The descriptive quantitative approach was structured in this study which lead to the discovering of the relationship between burger restaurants and Saudi business owners whether the customers prefer to eat at these restaurants or not.

2.1 Sources of data

This study has used two data sources. The primary source was collected from the customers and the Saudi Arabia citizens through a survey that included 9 closed ended questions which used to prove the relationship between the local proper

burger restaurants owned by Saudis and the increased demand of burger restaurant. The second source is through earlier studies and analysis of literature review which helped in determining and supporting the questionnaire, assisted with the flow of the study.

2.2 Study sample

A random sample was conducted among the participants live in Jeddah. The study includes 100 random respondents in which among them female and male participants who live in Saudi Arabia, aged between 12-36. Also, other than the surveys I conducted a face to face interview with the owners of two local restaurants in Jeddah, Sketch burger and Ryan's burger to understand if both the owner and consumer are thinking the same way.

2.3 Research instrument

This study used the survey instrument designed by the conductor of the study to reflect the significance of the relationship between Saudis and restaurant owned by Saudis. It covered 3 parts: the age and gender, the things they most prefer in a restaurant and whether their burger restaurant options are affected by the owner of it or not. This study also interviews with Saudis who own burger restaurants in Jeddah.

2.4 Data collection

The data collected was extracted from the survey monkey tool which allowed gathering the data and applying a qualitative and quantitative approach. The survey was distributed throughout many different channels such as e-mails, twitter, Facebook and so on. After the survey was finalized, the answered were analysed, presented and tested to be discussed. Another data was collected from the interviews with local burger restaurants Mr. Feras the owner of Sketch and Mr. Ryan the owner of Ryan's burger. The interview questions are as follow:

1. How did you start?
2. Who are your investors and how did you choose them?
3. When did you start?
4. Based on what criteria have you chosen this location?
5. What made you choose to specialize in burgers?
6. With all the health consciousness now, what made you take the risk of opening a place that sells an unhealthy product such as burgers? Why not open a healthier food choice?
7. What makes you different than all the other burger restaurants (competitors)?
8. Was it difficult to start a place from scratch while having all these established proper burger restaurants and in the future as competitors?

9. If I were a customer, what would I consider as your specialty?
10. What kind of consumers do you get?
11. How are the consumers responding, do they have the brand image you are aiming for?
12. Your bestselling burger?
13. Who are your main competitors?
14. What is the hygienic procedure you adopt, in other words is hygiene one of the perks that come with eating at your restaurant?
15. What does your name present?
16. Why did you choose it, how did you come up with it?
17. The story behind your logo, slogan and the colors?
18. Lastly, what is your future plan?

3 RESULT AND DISCUSSION

There are 100 candidates have successfully completed the online survey in this study. Figure 1 shows majority of the participants about 58% are age between 18 to 22 years old. About 24%, 15% and 3% are from age group of 23 to 30 years old, 13 to 17 years old and above 30 years old.

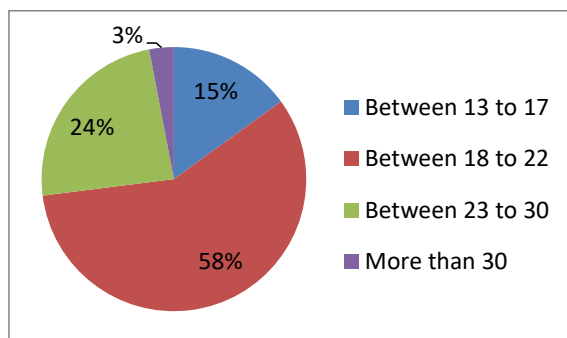


Figure 1: The participant's age

There are 86% of the participants like burger in particular, while 14% of them not really like burger in particular. Figure 2 shows that majority of the participants about 69% consume burger 1 to 3 times a month, follow by 17% and 14% for 3 to 5 times and more than 5 times a month respectively.

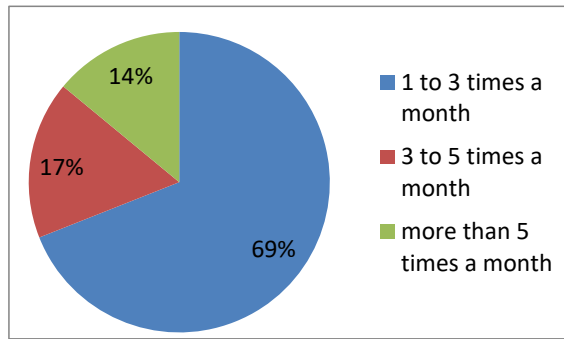


Figure 2: The number of consume burger in a month

Figure 3 shows majority 79% of the participants prefer having their meal at a proper restaurant. About 17% of the participants prefer fast food joint and only 4% prefer fast food outlets at the shopping mall.

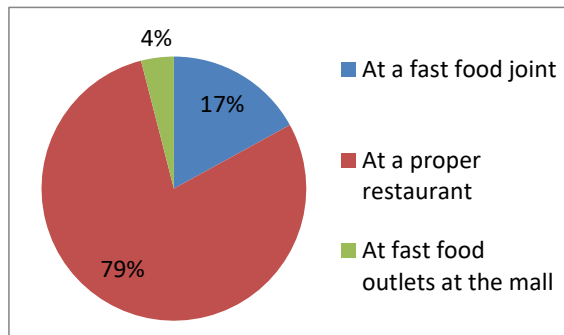


Figure 3: The preferable of meal

Figure 4 illustrates the number of visiting in the past month where the participant can choose more than one options. Section B and Crave have score the highest by 23%, 16% and 15% respectively. California burger and Seventy7 burger own the same percentage which is 15% each. Ryan's burger, Blu burger, 20 minutes burgers and Sketch burger score for 9%, 6% 5% and 4% respectively. There are 7% of the participants did not visit any fast food restaurant in the past month.

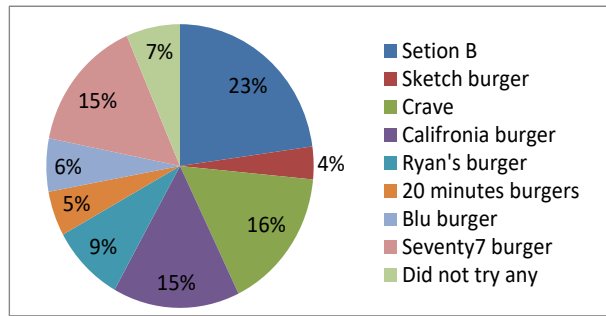


Figure 4: The number of vising in the past month (Participant can choose more than one)

Figure 5 shows about 38% of the participants are prefer local restaurant which owned by Saudis and 27% of the participants do not care if the restaurant is local. There are 35% of the participants do not think about it.

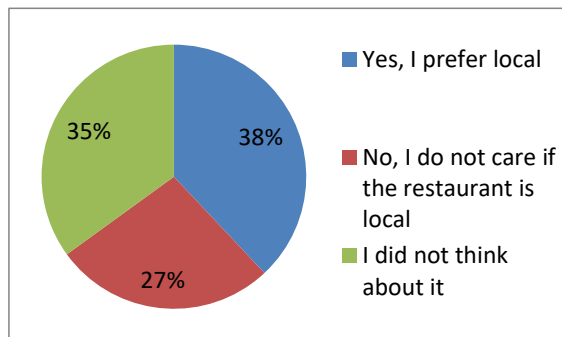


Figure 5: The preferable of restaurant owner

Figure 6 shows the favourite local burger restaurant suggested by the participants. From the 38% of the participants who prefer local restaurant as indicates in Figure 5 are more favourite to Crave and Section B, contributes by 37% and 26% respectively. There are 16%, 10% and 8% of the participants like to enjoy their meal in restaurant of California burger, Sketch burger and Ryan's burger respectively.

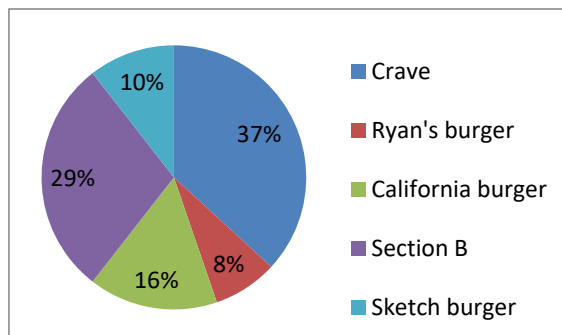


Figure 6: The favourite local burger restaurant

Figure 7 shows the participant rates their favourite based on various aspects. By considering the rating scale 4 and 5, the highest ratings are for the food taste and food smell dominate by 70% and 68% respectively. Others aspects such as food portion, restaurant service, restaurant location, restaurant atmosphere, hygiene, restaurant layout design and price also mark a good rating.

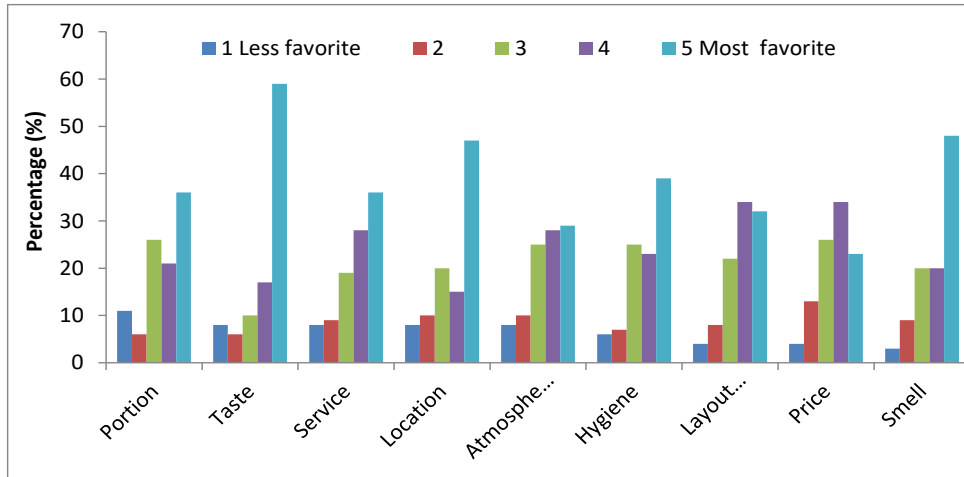


Figure 7: The participant's rating for their favourite restaurant based on several aspects

After interview both owners of the local restaurants, the output shows they have something in common, from taking risks, wanting to be financially free, the need to be their own boss and doing something they love for a living. When it comes to the investors they all agreed that the safest bet is to be your own investor, so "your blood and sweat becomes your money not anyone else's". These reveals why their restaurants are always crowded even though burgers are essential nowadays.

According to Ryan's burger, burgers are cheap to make and require cheap equipment with high return that is why he has chosen to specialize in burgers in the first place. In the other hand, Sketch burger heard about the need and the growing market of burger restaurants so he decided to open one, these reasons are all valid and smart. Both owners believe their customers are reacting satisfied to their product and the business is growing more every day. Furthermore, the owners are happy with their decisions and the choices made that further expansion is in order.

The surveys have shown large market of local restaurants fast food, from consumers to joints. All of the participants at least tried one or more of the burger local restaurants and they rank them as favourites, better than the international burger

joints. Almost 75% eat burgers twice a week so they visit these local restaurants frequently. The people care more about the taste than any other aspect, so based on the taste of the burger they would rate the restaurant. A lot of the buyers actually prefer eating at local restaurants which means there is a huge target market for this sector.

Both consumer and owner are in agreement. The brand attitude and customer purchase intention are in favour of the local burger restaurant, according to the survey answers the buyers of this kind of good are loyal and the number of the consumers is increasing. Word of mouth is at its best in this food sector, because people try and purchase this product after knowing the previous customers' feedback. Lastly, Brand attitude and customer purchase intention towards a local restaurant is high and well perceived.

4 CONCLUSION

Fast food industry is immortal and it will never expire and go out of business. Specializing in the burger sector will guarantee with low cost and high returns taking into consideration that all odds are in customer's favour. The marketing in this sector is all about making the customers love the way their burger tastes so they would tell the others, power of WOM. The brand attitude and customer purchase intention towards a local restaurant is very well, the brand attitude is highly loyal towards the local restaurants, and the purchase intention is always in favour of the proper local burger restaurants. Right now, the world is all about the fast movement, and fast movement requires fast food, which leads to a smart choice of a start-up.

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