

Internal Influences on Consumer Behavior of Burgaroon Restaurant: A Case in the Fast Food Industry of Oman

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ABSTRACT

Purpose:- The Sultanate of Oman is one of the countries where the restaurant and fast food sectors are active. The study aims to analyze the factors affecting customers' choice of fast food. This research measures both personal and psychological elements on buying fast food in the Sultanate of Oman. This project is concerned with the internal influences of personal factors and factors that interact with the individual consumer. **Design / methodology / approach:-** The research has attempted to sample 486 customers of the restaurant from its various branches and used survey questionnaire and online interviews for data collection. Interviews were facilitated with group of customers in the restaurant branches in the Governorate of Muscat. **Findings:-** The study concluded that the most critical factor in choosing a burger for the consumer is that it is a means for family and friends' participation by 44%. In comparison, 43% of the participants considered that the preparation speed is one of the main factors in choosing burger meals. The study also indicated that the product's price is one of the least influencing factors for selecting the product. Moreover, the study has also concluded that fast food consumption is based on community participation and accessibility rather than direct personal choices. **Research limitation / Implications:-** The study indicated that product's price is the least influencing factors for selecting the product and concluded that fast food consumption is based on community participation and accessibility rather than direct personal choices. **Originality / value:-** There are no previous studies conducted on internal influences on consumer behavior. The study places psychological factors, which represent convictions and beliefs, at the forefront of the factors affecting the consumer's buying decision.

Keywords: Internal Influences, Consumer Behaviour, Fast Food Industry, Personal Factor, Psychological Factor, Marketing

INTRODUCTION

Consumer behavior is the main focus in preparing the marketing strategy as well as the business and economic plan for any company in the fast food industry. Since its inception as a commercial term in the United States of America, the fast food industry has been able to conquer the world of food products much with the expansion of markets and the ease of communication in various countries. As one of the nine developing countries, the Sultanate of

Oman witnessed rapid development in various fields, of course, including the fast food industry. Burger meal as fast food is an essential part of consumer choices in restaurants.

This research highlights internal influences and their direct impact on consumer behavior in the fast food industry. The Sultanate of Oman has a large number of fast food restaurants emerging and rapidly growing. One of the leading companies in this industry was selected for this research, which is Burgarooth Restaurant. The research analyzes the most critical factors affecting the customer's choice of fast food. Measuring the effect of psychological and personal factors on fast food consumption in the Sultanate of Oman depends on using research tools in several studies in this field throughout the world. The project's interest in internal influences includes personal and psychological factors that interact with the individual consumer (Lopez, 2018). The premise of the research is to seek to understand consumer behavior, activities related to fast food buying, and their thinking methods. The importance of consumer behavior analysis lies in its direct impact on the company's appropriate marketing strategy for the target customer.

The research relied on the use of both quantitative and qualitative research methods. The review uses a survey questionnaire and online interviews to collect data; and organized interviews with group of consumers at Burgarooth Restaurant. The quantitative research was conducted through a survey with 485 customers of the company via an electronic questionnaire. Interviews were also used to examine their fast food selection behaviors. The questionnaire was distributed to the customers of Burgarooth Restaurants in Muscat via social media channels and e-mail. The data was analyzed using the SPSS statistical program. The research examined some crucial points about the impact of internal factors on consumer behavior in choosing fast food. The outcomes of the study are as follows:

- 1- An evaluative report on the impact of personal factors on consumer behavior in the fast food industry.
- 2- An evaluative report on the impact of psychological factors on consumer behaviour in the fast food industry
- 3- A critical result in the measurement of the impact of internal influences on fast food consumption.
- 4- A new framework on identifying and measuring the impact of internal influences on consumer behavior in the fast food industry.

Background of the Company

Burgarooth restaurant is one of the top fast food restaurants in the Sultanate of Oman. The restaurant is characterized by innovatively providing fast food. There are many branches of this restaurant, one in Al Amerat and the other in Al Khoudh. The restaurant focuses on the customers and develops its marketing strategies.

The number of customers in the restaurant per month is about 3000 customers, and they order meals through electronic applications or by visiting the restaurant. The restaurant finds it difficult to understand consumer behavior due to the absence of the knowledge aspect. The restaurant continuously communicates with its customers through social media platforms. The most used social media platforms are Instagram and WhatsApp.

Burgarooth was able to develop its marketing operations in a record short period. This method contributed to the success of the restaurant and the increase in its profits. After that, the restaurant faced a challenge in expanding and understanding consumer behavior more broadly. The restaurant used in its marketing operations the marketing methods known in the global markets, but the restaurant faced great difficulty due to the acute lack of information and studies that work to understand the Omani consumer's concerns and trends.

Background of the Study

The process of analyzing a consumer buying decision has always been the primary goal of a manufacturer or producer; and because the consumer decision-making process is related to complex factors, subsequent studies were attempted to understand these factors. Studies of consumer behavior have divided these factors into two aspects. The first aspect represents the internal factors and includes both psychological and personal influences. The second aspect consists of both social and cultural factors. Because these factors are multiple and studied in a complicated and extensive way, the study has just focused on the personal and psychological factors (Lopez, 2018).

Personal factors such as age, income, occupation, lifestyle, and personality affect an essential and dynamic role in influencing consumers' purchasing choices. The importance of studying internal consumer influences is that they differ according to individuals' diversity, such as their thinking patterns and surroundings. The environment affecting consumer choice is called external factors such as the consumer's cultural and social diversity, as for the internal factors, which include both psychological and personal characteristics, their direct impact on the customer's behavior.

The widespread use of technology in marketing processes gives greater attention to internal factors and the perception of differentiation between individuals. Artificial intelligence techniques had tried to study psychological factors that influence consumer behavior, such as motivation, perception, learning, and behavior. Psychological factors are usually challenging to discover and understand, but they greatly influence consumer choice without the slightest doubt. Over the past years, the fast food industry's growth has accelerated dramatically in Omani market with a dramatic increase in the number of stores specializing in this field.

Statement of Research Problem

The research aims to understand consumer behavior and the activities related to consumer purchase and use of goods and services. It is crucial to analyze consumer behavior because it determines its appropriate marketing strategy for the target customer. Internal influences, such as personal and psychological factors, play a significant role in consumer choices for fast food (Choi, 2018).

There is a trend among young people in Oman towards eating fast food, but there are no clear studies on the criteria for their choice and preferences in eating fast food. The research aims to fill the gap in the lack of information about customer preferences for fast food in the Omani market. This research will help in measuring the impact of internal Influences on fast food consumption. Measuring the effect of internal influences is essential for both marketing companies and fast food restaurants. Studying the result of each factor on consumer preferences contributes to selecting the appropriate marketing methods. Restaurants in Oman

are suffering from using random marketing strategies. Fast food restaurants cannot use social media platforms' benefits, which provide various search tools to reach consumers. Modern communication media are the main marketing tools for fast food restaurant owners to reach consumers. Companies that study their consumer behavior can apply marketing tools with less cost. The research also helps guide companies in the fast food sector in understanding the behavior of Omani consumers.

AIM AND OBJECTIVES OF THE STUDY

Aim of the Study

The consumer purchase decision is related to internal and external influences. The project concerns with internal forces, which include both personal factors and psychological factors. It reacts with an individual consumer (Lopez, 2018). Personal factors, such as age, income, occupation, lifestyle, and personality, have essential roles in influencing consumer buying behavior. The importance of studying internal influences is that they differ from one person to another. At the same time, external factors depend on the cultural and social diversity of the consumer. It is essential to know the psychological and personal characteristics and their effect on customer behavior. The expansion of using technology leads to the marketing strategy focus on an individual's interest more than group interests. The study contributed to serving fast food restaurants in reaching the target consumer more accurately.

Below are the objectives of the study:

1. To evaluate the impact of personal factors on consumer behavior of the company.
2. To evaluate the impact of psychological factors on consumer behavior of the company.
3. To measure the impact of internal influences on fast food consumption of the company.
4. To propose a framework for identifying and measuring the impact of internal influences on consumer behavior of the company.

Research Questions

1. What are the impact of personal factors on the consumer behavior of the company?
2. What are the impact of psychological factors on the consumer behavior of the company?
3. How to measure the impact of internal influences on fast food consumption of the company?
4. What is the most appropriate framework to recommend in identifying and measuring the impact of internal influences on consumer behavior of the company?

Research Hypothesis

The research will investigate as well on the relationship of the following variables: Between personal factors (independent variable) and consumer behavior (dependent variable) and; b) between psychological factors (independent variable) and order frequency (dependent variable). With this, the following hypotheses will be tested:

H1: There is a relationship between personal factors and order frequency.

H0: There is no relationship between personal factors and order frequency.

H1: There is a relationship between psychological factors and order frequency.

H0: There is no relationship between the psychological factor and order frequency.

Scope and Limitations of the Study

The study is working on studying fast food consumers' behavior in restaurants by looking at one specific company operating in this industry. The target population for the survey is approximately 45,000 people. The study is conducted at a specific time, which is seven months in Muscat city. The study explores the internal influences of fast food consumers' behavior. The study sample included 486 fast food consumers in this restaurant. The study discusses the subjective and psychological factors of consumers in a fast food restaurant. The investigation continues until the beginning of January 2021.

The research resources are divided into primary and secondary sources. Primary sources include collecting data through survey questionnaires, interviews, and recordings of consumer behavior while eating fast food. Secondary sources include statistical data on marketing activities and consumer perceptions; as well as review of related literature.

Significance of the Study

This research will benefit different stakeholders in the field of e-marketing, as follows:

The academic and research community

The research is essential to fill the gap in the lack of information about customer preferences for fast food in the Omani market. There is no research on consumer behavior in the fast food industry. The study will help the research community bring new references to build information about consumer behavior in Oman. This research will help in measuring the impact of internal Influences on fast food consumption. Measuring the effect of internal influences is essential for both marketing companies and fast food restaurants. Studying the result of each factor on consumer preferences contributes to selecting appropriate marketing methods.

The community and society

The consumer is a significant part of the marketing process. The research helps the consumer study his behavior and discover the mechanism of his consumption of fast food. Fast food has become an essential part of consumers' shopping lists. The research assists the consumers to understand their consumption behavior and the ways of spending money. When consumers understand their consuming behaviors, they can improve their fast food choices.

Institutional decision-makers

Restaurants in Oman are suffering from using random marketing strategies, so fast food restaurants cannot use the benefit of social media platforms, which provide various search tools to reach consumers. Modern communication media are the main marketing tools for fast food restaurant owners to reach consumers. Companies that study their consumer behavior can apply marketing tools with less cost. The research also helps guide companies in the fast food sector on understanding the behavior of Omani consumers.

The industry

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The company

Burgarooth Restaurant is one of the successful fast food companies in Oman. The company owner said that the company faces a challenge because of a lack of information about the consumer. With this research, the company would improve its' knowledge about the customer as well as improving its' experience in marketing strategy and customer services.

The Fast Food Industry Customers

Fast food industry expands very fast in Oman, especially in Muscat city. Fast food has become part of daily life for some workers and students. This research will help customer to understand their behavior towards fast food. Customer who understand the factors that affect their choices can improve their buying behavior.

LITERATURE REVIEW**Theoretical Framework**

The research's theoretical framework as shown in figure (1) discusses the most critical phenomena related to consumer behavior and attempts to analyze them to expand knowledge. Reviewing previous studies helps build the theoretical framework for the research methodology used. An in-depth reading of research studies and international papers in publishing houses reveals the most important models used in analyzing consumer choices and their decision-making methods. The research's theoretical framework comes to link the existing knowledge from previous researchers. The previous studies addressed questions that contributed to describing and analyzing the influencing variables and the internal factors as well as tools affecting consumer behavior.

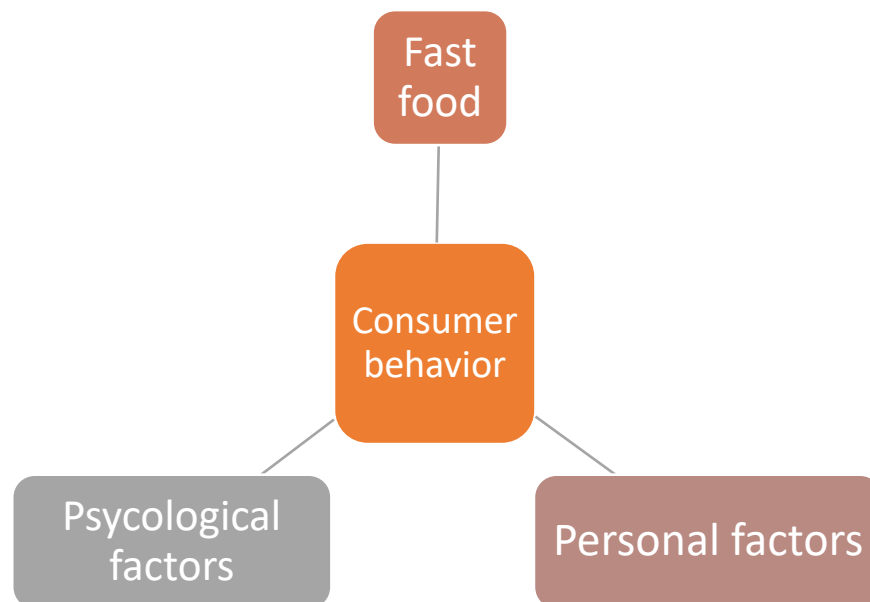


Figure 1: Theoretical framework of the research

The theoretical framework of the study illustrates the relationship between psychological factors, personal factors, consumer behavior and their relationship to fast food consumption. Previous studies review the common relationship between making a purchase decision and the main internal influences, which are psychological factors and personal factors. The studies

clarify the most important demographic characteristics of the consumer and how they affect their orientation towards fast food.

Consumer Behavior

Consumer behavior is the set of behaviors of individual consumers through which individuals make the purchase. The decisions that precede these actions directly affect the consumption process. Therefore, consumer behavior is an attempt to understand these behaviors (Jacobi 2014). Marketing organizations are developing mechanisms and tools for understanding consumer behavior, thus, satisfying the final consumer and satisfying his desires is a continuous and evolving process (Nezakati 2011). This process's development is the constant change of consumer trends; the consumer is the decision-maker and the judge in the decision-making process.

While there is a definition of consumer behavior as the behavior carried out by individuals or consumers due to internal or external factors that result in a desire to buy a specific product (Walton 2018). This definition reflects that the individual takes a direction, or behavior towards one particular product or service. Therefore, many factors interfere with the consumer to make a decision; for the marketing process to manage efficiently. The consumer's behavior must be studied, i.e., knowing how to make his purchasing decisions related to spending his resources (money, effort) in satisfying his needs by acquiring available goods and services. The consumer's pattern follows in his behavior to search, buy, use, or evaluate goods, services, and ideas that expect to satisfy his needs and desires.

The purchase decision-making steps base on a study conducted by Gulnazad (2012) on some essential points on perceptions. These points included all of the need's perceptions, which is the extent to which the individual needs to purchase the product. It is a product that depends on automatic needs such as food, or basic needs such as clothing, or a kind of luxury such as decoration. The consumer performs the process of comparison between alternatives during the buying process, especially when there is a great diversity of options towards a particular product. An actual buying process may follow the consumer's buying decision. It may be followed by hesitation in deciding due to personal factors such as the material or psychological situation such as hesitation and lack of real motivation. The purchase process is not the final stage, as the study shows if the customer is satisfied with the process and the extent of his desire to re-purchase the product. Therefore, business people and company owners are interested in all the steps that precede and append the purchase process.

The study of consumer behavior is of fundamental importance in the strategic planning of companies. According to a study conducted by Shah (2018) and in another study conducted at Boston University, Carmona (2013) showed that studying consumer behavior in fast food companies helps the company understand customers and prepare fast food of a competitive nature.

The way to understand consumer behavior contributes to meeting the needs and desires of customers. A study done by Nagaraja (2014) has shown that companies that are not interested in studying consumer behavior tend to reduce competitors. These companies find it difficult to obtain customer loyalty due to the customer satisfaction factor's weakness compared to companies that are keen to study consumer behavior. The customer satisfaction process link to

multiple factors. In addition to these factors being dynamic. That is why global fast-food partners are keen to conduct constant reviews of consumer trends. A study done by Moudon (2016) showed that the main factors related to the product do not directly affect the consumer's decision as the fast-food consumer tends to choose restaurants according to others' preferences. Fast food characterizes by intense competition between restaurants, and thus maintaining customer loyalty is a complicated process and requires continuous study of consumer behavior.

According to Gray (2013) the consumer's decision to make a purchase drive by multiple factors. These factors influencing consumer behavior and judgment are crucial in a purchasing decision. Any consumer makes critical decisions with every purchase. When making a decision, many factors influence positive and negative product selection (Amones 2013). Therefore, companies are continually seeking to study these factors and compare them in the size of the impact. It is impossible to reach a final result because these factors vary from one individual and individual and from one community to another. These factors are directly affecting and changing even for the individual himself.

It is known in contemporary economic theory that the economic cycle consists of four phases of activities. It starts with production, through distribution, exchange, and ending with consumption. Consumption reflects the sufficient demand for goods and services in any economy (Kamin 2016). It has taken great interest in researching the process of economic equilibrium, whether concerning the individual consumer, the institution or at the level of the national economy. It must be noted that in capitalist economic theory, consumer behavior governs by the basis of economic rationality. Is it known as imposing economic rationality? Economic theory assumes that the consumer in the market maximizes the benefit of the income available to him. It is to purchase goods and services (Kssab 2018). Therefore, economic rationality interprets the consumer's behavior due to a differentiation process that the consumer undertakes between the income he spends on purchasing the commodity and what he will obtain from it in terms of satisfaction. The individual needs as far as he is an independent individual in determining his choices and preferences. Like every other individual, where his self-interest prevails over others' interest, under the principle of individuality. Economic freedom focuses on the top of which is the space of consumption.

The study of consumer behavior is a critical and complicated process because the individual is the central pillar in any activity. This is a survivor, and on the other hand, the factors that determine his behavior and make him behave in a certain way and not another are numerous (Sereed 2017). It is because an essential aspect of individual differences is that of individuals Yassin (2019). On this basis, it is not possible to expect everyone to act in the same way in response to influences. Therefore, being aware of the consumer's condition is linked - in the first place to his behavior that affects the type of his needs and desires. The study of consumer behavior aims to reach the truth of what is going on in his mind or to know the decisions he makes or intends to make. The spread of restaurants that provide fast food is increasing day by day. The increasing number of people in these restaurants.

External Influences

The study presented on the ultimate consumer, before making a decision, is living within a society and culture. It is this framework in which the individual or consumer grows up

influences his daily life decisions considerably. Also, the individual arises under the influence of factors that significantly influence his buying options (Yahya 2018). Emphasis is placed on external factors more in cities due to the tremendous cultural and social diversity in cities, huge cities. Whereas villages, rural areas, and small towns usually tend to have less cultural and social diversity.

In cities that live in a diverse cultural framework, cultural factors' influence differs. The Indian market has excellent preservation of religious diversity within the community, so one will find that there are families who tend to eat fast food that contains meat (Paul 2014). Simultaneously, some families shy away from eating these meals in the same residential frame. While the researcher found that cultural diversity is almost melting away in a country like China, this is a vast cultural trend towards fusion and integration. The political, religious, and ethnic culture of a country influences consumer decisions and choices.

Individual and individual purchasing options weak in collective societies. The study done by Choie (2018) has shown that cooperative societies tend to make a purchasing decision that matches collective tastes. The final consumer behavior in decision-making influence by Armstrong's product price and its social impact. In cooperative societies, consumers tend to make a purchase decision based on the cost of the product. In collective cultures, consumers believe that the higher its price, the higher it's quality. At the same time, consumers in individual societies tend to buy singular value products regardless of their multiple usabilities. The consumer in respective communities does not believe that there is a direct correlation between quality and product price (Mooji 2012). Consumers in individual societies prefer to eat meals that take on a unique character. Whereas the collective organizations are more affected by the promotional offers aimed at bringing other members, whether from family or friends. Despite the individual nature of fast food, cooperative societies have adapted these products to suit their social personality.

Paul (2018) indicates that a society's culture and its propensity towards consumption directly and significantly affect the final consumer. There are societies affected by their religious culture in choosing meals, as well as their eating habits. For example, Muslims do not tend to eat a meal consisting of pork, nor can they prepare marketing offers to eat meals during the day in the month of Ramadan, which is a sacred month for them; and also, some cultures do not favor animal-based fast food.

Marketing companies create vegetarian fast food to suit consumer culture. The justifies the emergence of the vegetarian burger. Note that the marketing process for vegetarian burgers varies from one community to another, depending on the factors affecting or driving this behavior pattern. Some individuals follow a vegetarian diet for cultural reasons and others for personal reasons. A study done by Schieffer (2018) showed that the search for material philosophy's benefit, the existential and intellectual outlook towards life influences the purchase decision-making process. There are other factors such as the aspiration for social justice, the desire to emulate the wealthier classes, the tendency towards change and the experience of new, and interest in the form and advertisement about the presented product.

Internal Influences

Consumer behavior orient towards satisfying basic needs as it is in Maslow's hierarchy theory. Maslow's hierarchy is a psychological theory presented by the scientist Abraham Maslow in his paper "The Theory of Human Motivation" in 1943 in the journal Psychological Review (Bake 2013). This theory base on developmental psychology, which studies human development and growth in various stages of life from childhood. The study discusses the arrangement of human needs and describes the motivations that motivate them to do them. The basic requirements summarize in the following physiological conditions, the need for safety, the social need, the need for appreciation, and the need to achieve or self-esteem.

According to a study (Lopez, 2018), the most important psychological factors that affect consumer behavior are motivation, perception, learning, and beliefs. When the consumer is enthusiastic and has a psychological cause towards a specific product, the process of making a purchase decision is more straightforward, and the perception requires the existence of an individual choice towards a product or service.

Personal Factors

A study presented by Schlosser (2012) indicated that there is a strong correlation between consumer behavior and personal consumer elements. Individual models of consumer behavior influence the preparation of content in marketing and advertising strategies. The study showed that personal factors influence more than factors related to product quality; and that the influence between consumer behavior and marketing methods is mutually exclusive. Therefore, some companies try to rely on the reviews that consumers provide about their marketing operations.

Companies also seek to focus their marketing operations on specific personal aspects such as age and gender. A study conducted in Korea by Choi (2018) shows girls tend to eat fast food in western restaurants more than in local restaurants. The study showed that the reasons for females' tendency to these restaurants are due to personal factors such as being away from crowded places, and there are also psychological reasons such as feeling comfortable and not crowding.

Cultural characteristics as a result of the female view that Western restaurants reflect a higher artistic opinion. Through the study finds that motives vary according to personal, psychological, social, and cultural factors. The study also showed that individual elements had the most prominent role in determining the selection process.

The huge brands are consistently extending their menu to adapt to the interest of the cheap food clients (Brose 2012). The inexpensive food market is getting too high because of the number of customers getting towards it; the business develops rapid and affordable food organizations improving regular schedules. The marked inexpensive food sources and good British restaurants are the principal chains in the industry. The eateries and remove shops are profoundly established on the British more responsible options and at mainstream strip malls like retail stops, motorways, and numerous different spots.

Brandau's (2019) new shopper research has discovered that snappy assistance eateries have picked up the market through the benefit of offering and premium menu. It has helped them

experience post-war recovery. It likewise uncovered that large inexpensive food goliaths have picked up a colossal number of prosperous client bases to more regular cheap food darlings in this economic slump which has been named 'hand weight technique.' As the investigation show, there has been a gigantic ascent in inexpensive food utilization, and consistently it is increasingly extending.

The model depicts the client's discernment towards various buy factors. These elements go through the buyer's mind, and inevitably the shopper can arrive at the finish of procurement or no buy (Kotler 2014). Times (2016) has led research on KFC where the shopper takes several outside and inward factors before settling on the purchasing choice. Mental components are significant, for example, what picture the item gives or how the shopper feels when buying it (e.g., pound saver menu for speedy sharp flavoring). The item's ad must connect with the authenticity of the customer's purchasing conduct; if the commercial matches the buyer's feeling, the outcome will be okay. It is known as a 'discovery model.

Psychological Factors

According to Islam (2011) Maslow studied a large group of human specimens, which he described as "ideal," such as Albert Einstein, Jane Adams, Eleanor Roosevelt, and Frederick Douglass. Maslow also studied 1% of healthy university students, which is a large sample of students. He explained the theory in detail with the analysis in his book "Motivation and Personality" in 1954. His approach achieved great fame and use in sociology, management, and marketing research, especially in studying consumer behavior. Maslow, our actions are the product of motivation to fulfill specific needs. The human requirements that must be satisfied vary hierarchically, starting with the basic needs at the pyramid's base. These needs rise towards the top to the most advanced requirements. The pyramid's conditions are basic physical needs such as food, water, and sleep. When these needs are satisfied, they move to the second level: safety and security. As one moves up the Maslow hierarchy, the need to acquire social and psychological value was emphasized and heightened and the need for love, friendship, and intimacy becomes the most important. Upward, the need for self-esteem, a sense of self-fulfillment, and success take priority.

Motivation is a psychological factor that influences consumer behavior. Consumer behavior links to multiple explanations for achieving a goal. These psychological impulses may be innate, biological, or acquired. One of the most important motives that the study conducted focuses on the spontaneous needs of a person and his constant need for food and water daily (Achenbaum 2014). The motivation acquired is no less important than the biological explanation due to the variety of options available in eating fast food. Therefore, restaurants seek to create an incentive for individuals to choose a specific restaurant. According to a study by Kent (2019), the motives may be positive or negative. Therefore, the study showed that companies that try to increase positive reasons and reduce cynical motives contribute to consumer attractiveness towards the company's products. Fast food companies try to avoid bringing the customer into the issue of choosing healthy meals. Fast food restaurants are characterized by trying to show the consumer side.

A study conducted by Vant (2019) discussed the impact of customer interaction with McDonald's advertisements. The study indicated that clients care that the ads are appropriate to their orientations and lifestyles. The ads that seek to highlight the product without focusing

on persuading the customer are less attractive to the consumer. The study also showed that creating a vital site helps create a family activity that contributes to increased sales. Children visit the restaurant for entertainment. Therefore, outdoor advertising campaigns for the restaurant focus on having an entertainment environment. Advertisements that attract kids to eat fast food are inside the restaurant. It is because the psychological factors that affect the consumer inside the restaurant are more emotional. The meeting factors that drive the consumer to buy a product outside the restaurant are more rational. So ads focus on having less expensive, youth-friendly meals. It also provides a service to business owners through a car order pick-up service. Therefore, restaurant management strives to be carefully thought out and appropriate to the diversity of consumers.

The United Kingdom public insights Paile (2019) recommended that one kind of working power has expanded because of the ascent in quantities of ladies functioning as the business example and understudy style, including worldwide understudies and numerous unfamiliar specialists have been developed. As per Schlosser (2012), with expanded versatility and metropolitan zones' extension, individuals invested more energy in their work environment. It was combined with an expanding number of working ladies in the working environment, subsequently prompting less time allotted for food arrangement at home, supporting Glazer's contention (Glazer 2019). He gives proof in the exploration that working mothers are more worried about the absence of time to get ready dinners in contrasted with mothers who aren't working.

Multi-social individuals in London have also driven the inexpensive food (Neasg 2018). London is considered quite possibly the most different city on the planet and where an advertiser can expect assorted purchasing conduct. Numerous social and networks situate in London, and the city also expects the quantities of vacationers consistently; all these various societies have their exciting taste. The multicultural clientele has constrained the advertisers to incorporate different tastes and needs to think about their multicultural clients' interests. Even though (Toccas, 2016) and Snackspot (2009) had fundamentally imparted by the organization to their clients bolstered one another. There should be a temporary arrangement keeping brand angles in the correspondence. It intends interest groups should turn out enthusiastically, which may incorporate an item's acquisition or alluding to their companions or family. So forth, the central idea in shopper purchasing measure is to cause the client to feel good about the article. Achenbaum (2014) is genuine in promoting the best source in impacting its purchasing choice and fabricating a brand picture.

O'Doneell (2015) discussed that marketing blend underpins organizations' advertising and business methodologies. In contrast, Kotler (2018) and Pride (2019) blend incorporates value, spot, item, and advancement, specifies that the showcasing system connects with the promoting mix. It accomplishes the organization's promoting points and destinations; the promoting combination goes about as a toolbox to set up a solid promoting hold in the objective market. An organization may utilize one showcasing blend to arrive at one accurate market and separate the second one to accomplish the objective market.

Recent years have seen various changes in consumers' purchasing propensities, and practices have customarily demonstrated when buying food items (Pieniak 2015). It comprehends these changes, it is essential to consider a large number of powers, both inside (e.g., related knowledge) and outside (e.g., qualities of the food items themselves), that go after shoppers'

consideration in the setting in which they settle on their choices (Logue 2015). Although the degree to which these impacts eventually influence customers' purchasing conduct will depend on the individual, dissecting them will, without a doubt, build comprehension of consumers' purchase choice cycles. Thus, among other outside impacts to receive attention, the applicable writing has zeroed specifically on factors identified with food products themselves (Briggeman 2019). There is subsequently expanding interest in the field, attempting to distinguish which food-related factors apply the most potent effect on purchaser conduct (Deloitte 2015). Although many years prior, Garber (2013) explained the soonest work in the field tended to consider equitably quantifiable and just quantifiable item credits. For example, more recently, researchers have started to incorporate more abstract attributes in their work's quality (Keller 2012). This more extensive and moderately later perspective on product attributes, including ascribes, is not just an evenhanded and quantifiable nature.

In contrast, Berné (2017) has presented shoppers to have more information on these perspectives and are consequently additionally requesting when choosing the food they need to buy. For example, Robinson (2012) found that customers upheld reasonably created food, although, oddly, they were not most likely to purchase it. Nutritional angles additionally produce particular interest among end shoppers, affecting their food decisions. Consumers use this data to figure out what supplements they ingest, which generally influences their wellbeing (Kileff 2012). In such a manner, in their investigation of shopper orientations toward the wellbeing and epicurean qualities of food products (Robinson, 2012). They also found that ladies were more intrigued by wellbeing and taste-related angles than men and that youngsters were less concerned with wellbeing and more inspired by taste than older consumers. Deloitte (2015) affirms the growing relevance of wellbeing related ascribes to shoppers' food purchase choices, taking note of that taste, cost, and convenience are not, at this point, the sole drivers of customers' food and beverage purchases (Atkins 2015). The investigation further found that, notwithstanding these traditional drivers, the more significant part of American consumers now gauges the accompanying drivers in their buy decisions too: wellbeing and health, security, social effect, insight, and transparency. Food purchasing and utilization conduct have been widely studied from a mental viewpoint, making it possible to center around specific ascribes over other (Logue 2015). For instance, zeroing in on food reward discovered that food utilization might be impacted by, among other things, certain taste-related mental viewpoints gotten from the pleasure of the demonstration of eating and the loveliness of the taste of food. It keeps up their ways of life, which often connect to their societies.

Fast Food Industry

Promon (2019) indicates that people tend to eat fast food due to changing significant lifestyles. The study also noted that fast food consumption is not directly affected by trends calling for reducing fast food intake. People eat fast food regardless of their health orientations because they choose meals according to other criteria and factors. Fast food marketing companies ignore the health worker and concentrate on other factors such as the type of feed and how it distinguishes it. In his study, Justin (2019) revealed that fast food is becoming more and more popular, despite many consumers' perceptions of its perceived danger due to other factors. One of the most important factors that push consumers to eat fast food and ignore their healthy perceptions regarding fashion, accessibility, and spread. People focus on going to fast-food restaurants to get to work. Hence speed and accessibility is a determining factor in choosing

fast food. At the same time, people tend to choose fast food in the evening, for other factors. Factors include family gatherings or meeting friends.

Public places are one of the main tools in people's rush to fast food. When the consumer finds a large group of individuals rushing towards a fast food restaurant, he thinks of different psychological impulses—public squares and quick access place prompt people to make a quick decision about eating food.

According to a study conducted by Kurtz (2018), the increasing urban growth and changing patterns of living in cities and even cities' suburbs contributed to changing consumption patterns. Families used to live in large families where food was available by cooking it based on collective desire. With families turning into minimal families and busy spouses with work, cooking food at home has become a complex process (Haines 2018). Therefore, families today tend to rely on fast food in their dining options. The reduction in fast food increased as families' lifestyles changed. Taylor (2016) agrees with this destination, as studies indicate a dramatic increase in the number of fast-food in cities with rapid urban growth. The availability of fast food is usually related to consumer concerns. There are fast food sites that focus on targeting consumers during their commute times. There are fast food restaurants that target the consumer in relaxation and entertainment.

Burger King has also attempted to bring to the table an item requested by their clients; Jim Skinner, Vice leader of Burger king, restricted notice Leininger (2018) that Burger king consistently centers around excellent client assistance and quality items. It sterile and tidiness in their cafés, just as they continue giving tips on administration, Mr. Skinner referenced 'acknowledge the obvious issues, tune in to your clients since they will mention to you the main thing.' The organization ought to consistently remember that they are, by all accounts, not the only one contributing the item or administration; a client has a decision except if the organization holds syndication of a specific item. McDonald's needs to consider the contenders, and thinking about them, they need to revive their menu.

According to a study conducted by Berridge (2016) on some consumers, the change of contemporary lifestyle and the abundance of advertising and advertising campaigns is the biggest motivation towards their demand for fast food. The study indicated that many families tend to hold their weekly gatherings in restaurants. Therefore, fast food restaurants have moved from focusing on targeting individuals from targeting families. In a restaurant atmosphere, families find the opportunity to dine without spending more effort into cooking, providing food, dishes, and post-meal cleaning. Restaurants were able to create a family-friendly atmosphere in restaurants at a lower cost. At the same time, another study indicated that fast food is still attracting individuals more than families.

Young people are more inclined to restaurants than families. The spread of fast food restaurants has made it a preferred choice even for families living in a family atmosphere characterized by food availability and its options. Fast food restaurants have become a preferred option for large sectors of society. Fast food restaurants distinguish by providing main meals such as chicken and meat with multiple possibilities, challenging to do in a family setting. Families tend to prefer fast food due to the advantage of the diversity that restaurants provide to consumers.

A study was done by Banie (2016) conducted on the fast food industry in Bangladesh. The study showed that people tend to choose specific restaurants for fast food. Simultaneously, a survey by Kamil (2012) showed that loyalty to buying fast food from certain restaurants is limited. The consumer tends to choose individual meals, regardless of how accustomed he is to visit a restaurant. The study showed that people's tendency to consume specific meals increases the difficulty of competition between fast-food restaurants. The study also showed that psychological and personal factors' influence exceeds external factors, social and cultural. The study also clarified the importance of psychological factors. The research indicates that fast food is directly affected by the restaurant owner's ability to deliver the product appropriately and quickly.

A study conducted by Deloitte (2015) compared the marketing effect between three companies: Burger King, Kentucky, and McDonald's. The study showed that when comparing the marketing process between the three restaurants in the chicken burger meal. McDonald's showed superiority in the marketing process. The study participants indicated that they are more aware of new meals at McDonald's than other companies. Customers have also explained that they believe Kentucky and Burger King tend to have their meals more consistent than McDonald's. McDonald's has managed through its massive marketing operations to conquer the leftover means of electronic, television, and paper marketing. The study also indicated that the franchising pattern that depends on marketing foundations contributed to developing the company's advertising plans.

The examination has indicated that inexpensive food utilization prompts overweight, weight, and other medical issues. It has encouraged evasion of cheap food by shoppers who are wellbeing cognizant. It was discovered that 39% of the worldwide populaces are overweight, and 13% of the worldwide populaces are experiencing weight (WHO 2014). Even though quick nourishments are famous, numerous purchasers considered it undesirable to do so as it might prompt weight and overweight. Because of expansion in the consciousness of keeping up great wellbeing, the inexpensive food industry battles to have space in the changing purchaser patterns looking for solid choices. The reason natural food is picking up notoriety because of customers' worries for wellbeing.

The cheap food industry around the world creates an income of over \$570 billion (inexpensive food industry investigation (Naifo 2019). It is relied upon to develop at a pace of 4.8% yearly. The worldwide cheap food market is required to reach \$743,859 million by 2022 (Allied, 2019). The per capita use on suppers taken external home is \$1870 for the U.S., \$750 for China, \$745 for Brazil, and \$110 for India (The Economic Times, 2017). The per capita use of dinners outside the home, as observed, is low in India. There is an arrangement for development in India. The recurrence of eating out in India is 4-5 times a month though it is multiple times in a month (Endos, 2017). Nielsen's worldwide shopper certainty report review shows that client certainty is exceptionally high in India. It is in the number one position, demonstrating a high burning through aim.

The changing shopper socioeconomics and way of life are molding the cheap food market in North America. In India, excessively because of changing purchaser socioeconomics, more discretionary cash flow, and the employment in question, the affordable food market is multiplying. The simplicity of planning, taste, and appeal to youngsters rule the buy choice

(Kara 2018). An assortment of food bids to the customers. The craving for healthiness and the food assortment is getting more conspicuous. The more the food assortment, the more it gets simpler for shoppers to pick the item.

Prime factors that shoppers look for while cheap food buy is the newness, taste, and food quality (Seyfang 2011). Rate is theoretical that can be seen when the discount (Grunert 2011). Purchaser's impression of value depends on the desires created on the standard item execution and the administrations conveyed (Boulding 2013). Examination between the buyer's wants and seen performance brings about shopper impression of the quality (Tinoco 2018). It is seen that ladies are more dedicated to purchasing nearby food because of newness and excellent quality (Penney, 2014). Shoppers see neighborhood food as newer, sound, and of better quality. Customers today are more worried about the quality and administrations of items Jones (2013). The expansion in the contamination level and sicknesses have made the residents think more about the nature of food consumption. The changing propensities and way of life have even made the buyers more inclined to illnesses. Buyers want to buy excellent quality food when contrasted with taste as it were. Cleanliness, neatness, and nature of food matter most to Indians while buying cheap food. In light of the conversation, the accompanying speculation proposes.

RESEARCH METHODOLOGY

Research Design

The study collected data from the study population, which includes customers of Burgaroooh restaurant. The study focused on this sample of customers who order meals through the two most popular applications for ordering meals in the Sultanate. The population of the study corresponds to the case being studied which is Burgaroooh. The study community was contacted using the WhatsApp application. The design of the research focused on ensuring that the questions asked are consistent with the research hypothesis that applies to testing the effect of internal factors on consumer behavior. The research design focused on tracking consumer psychological and personal factors.

Qualitative Research

The research questions were asked to ten people, and the interviews lasted between half an hour and an hour. Interviews were conducted via the telephony platform. People were chosen randomly from the survey participants; were asked several questions aloud and collected the answers in writing. The dialogue helped to reach more accurate and in-depth results in the internal factors affecting consumer behavior. The works compiled further clarified that the trends are driving consumers towards fast food choices. It also explained the degree to which they are affected by external factors such as the social and cultural aspect.

Quantitative Research

Quantitative research begins with analyzing the demographic information of the survey respondents. The quantitative research relies on data and statistics from the survey participants, which can be measured and analyzed using statistical data. The employment of statistics in quantitative data analysis leads to obtaining more accurate results and avoids personal extrapolation as much as possible. In the research, many data were collected from consumers, depending on the quantitative research methodology. In the investigation,

quantitative data was collected through Google Drive. The data was converted into an excel program, as well as SBS program.

Mixed Method Research

The hypotheses were studied both by qualitative and quantitative research methods. This model has helped to understand both causal and experimental processes in the data. The mixed research methodology provides the researcher with more meaningful information and understanding of some data. This method is directly consistent with the study of consumer behavior, as there are some gaps that need to be understood to accommodate consumer decisions. Various and mixed data drive the consumer, so it cannot be measured according to one experimental framework.

The qualitative questions come to gauge consumer behavior in specific settings. This research studies consumer behavior according to psychological and internal factors. The questionnaire was prepared according to a standard methodology that examines the internal factors and does not address the external factors. In reality, however, internal and external factors are mostly mixed. These forms of studies attempted to understand the various aspects but are usually more detailed. The complexity that occurs as a result of using this method makes data analysis somewhat more complicated.

Population, Sample Size, Sampling Technique

The research population is within the context of the customers of Burgarooth restaurant. Those customers of Burgarooth restaurant represent the study population. Burgarooth restaurant is very popular being one of the leading Omani commercial companies in the field of fast food. Burgarooth restaurant is visited daily by 100 customers. Burgarouh restaurant was able to compete with the well-known fast food in the Omani market. The population size in the research is 50,000 people. Therefore, the sample that should be studied was determined to be 382 people.

Population include visitors to Burgarooth use for an entire year. The size of the population was determined after reviewing the customers' statistics with the restaurant's management, either through visits or through electronic applications. Most of the residents in this research are young Omanis. The collection of samples contributed to a more accurate understanding of the sample that will be selected and studied according to a specific and studied mechanism.

The sample size of the study was 376. The study obtained a response higher than the known rate about electronic questionnaires. The questionnaires were distributed in a way 1 out of 5. The questionnaires were distributed and attempted 486 people whose numbers were obtained. Numbers were collected and organized using excel program.

The questionnaire was sent by "WhatsApp Realy". People were reminded to take a survey twice. About 486 people participated in the survey. To raise the sample to 486 people. The margin of error that can be tolerated in this research is 4%. In other words, if 80% of the respondents answered yes, then 20% of the respondents do not, leaving room for error. It requires the largest margin of error. The confidence level in the study was 95%. Also, the population size in the sample is 50,000 people. With this, the response rate was 28%.

DATA ANALYSIS
Table 5: Sociodemographic Data and Frequency

Variable	Frequency	Percentage %
Age		
18-28	206	42.4
29-39	237	48.8
>39	42	8.6
Gender		
Male	333	68.5
Female	153	31.5
Nationality		
Omani	467	96.1
Non Omani	19	3.9
Level of education		
High school	128	26.3
Diploma	82	16.9
Bachelor	221	45.5
Master or higher	55	11.3
Marital status		
Married	276	56.8
Single	210	43.2
Employment		
Yes	346	71.2
No	140	28.8
Monthly income		
Less than 500 OMR	166	34.2
500 – 1000 OMR	199	40.9
1000 – 2000 OMR	98	20.2
More than 2000 OMR	23	4.7

The questionnaires were distributed randomly to Burgaroon customers, 486 customers finished the questionnaire with response percentage of 27%. The table (5) shows most of respondent were in middle age (29 -38 years) with percentage of 48.8 %. The results of the questionnaire showed that the participation rate for those over 39 years old does not exceed 8.6%. The results indicate that young people are more popular with fast food restaurants. However, it can be noted that the census is electronic, and therefore the youth's response to electronic questionnaires is elder. Burgaroon restaurant targets youth in its promotional ads, so it is convincing that young people are more involved in the questionnaire than older people. Statistics from the National Bureau of Statistics indicate that most of the population of Oman is young.

Figure 3 shows that the female participation in the questionnaire is 31.5% as shown in figure (3). Although the female participation rate is lower than that of males, participation makes sense. In Omani society, females tend to avoid responding to e-mails. Perhaps the reason for the high response of females to The research is because of their use of the "Talabat" application and the "Akeed" application. Choi (2016) study showed that females are more inclined to eat

fast food from foreign restaurants than Korean restaurants. The results of that study can be projected by testing a comparative study with a foreign fast food restaurant in the Sultanate of Oman.

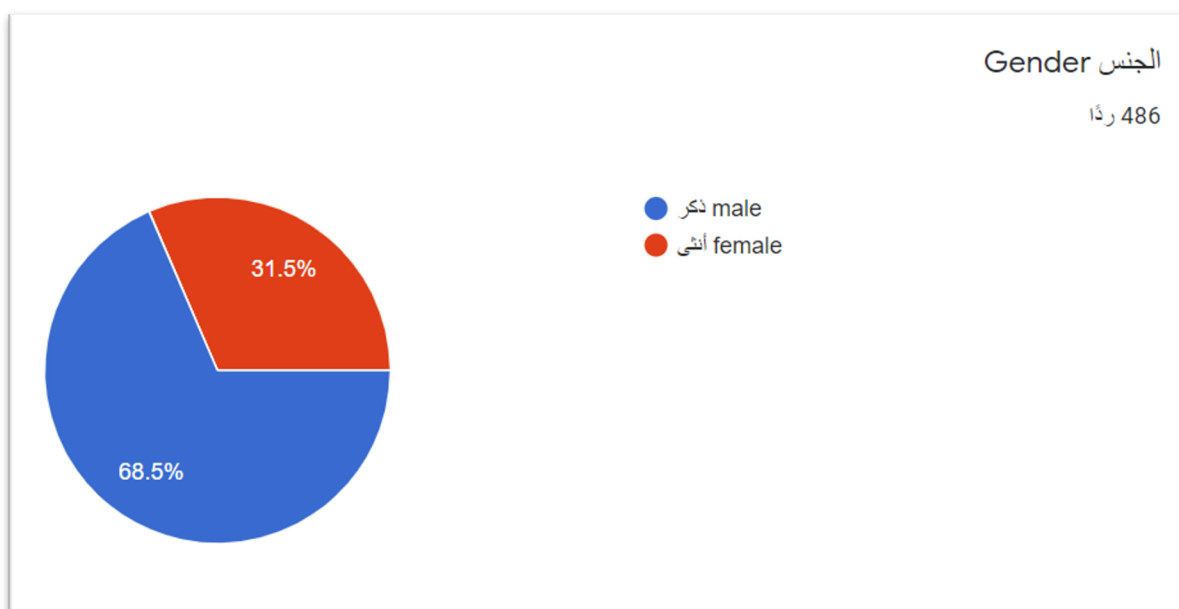


Figure 3: Participants' Gender

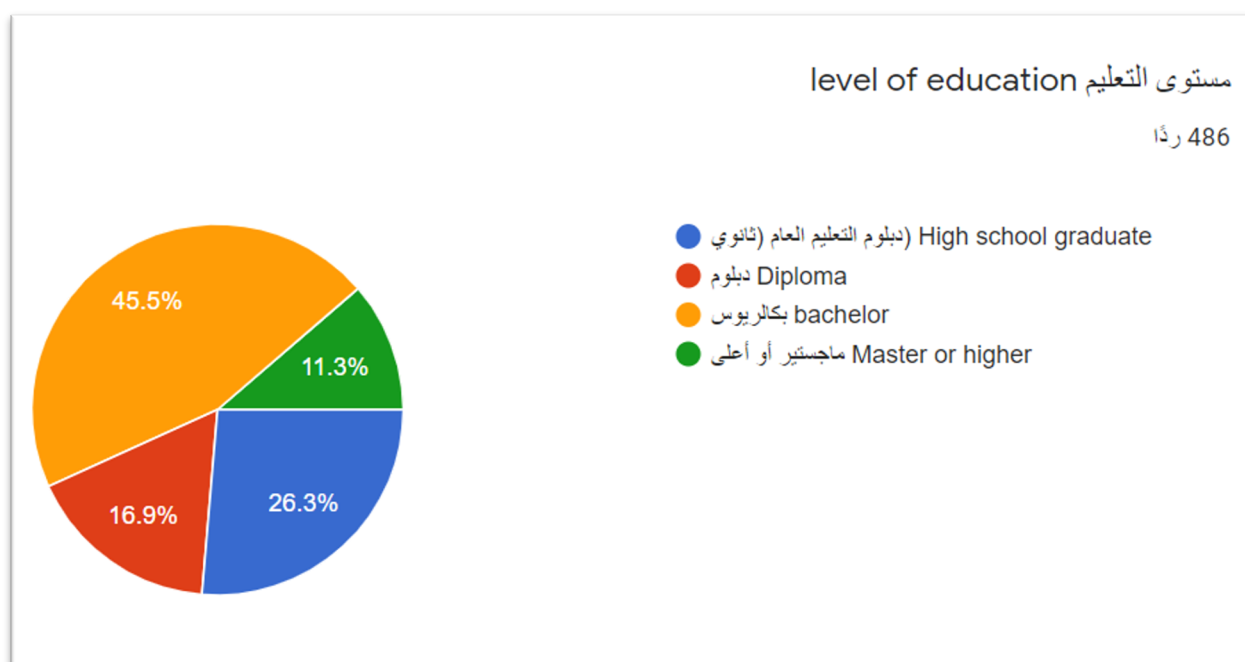


Figure 4: Participants' Education Level

The study showed in figure 4.0 that most of the respondents in the questionnaire hold higher degrees, by 74%. Holders of a Bachelor's degree represent the highest rate of 45.5%. The reasons for the high educational level of the study participants are due to the location of the

restaurant in which the study was conducted. The restaurant is located in Al Khoudh, an academic city frequented by academics. The restaurant owner indicates that the restaurant's board members are Sultan Qaboos University alumni and international academic scholarships alumni. The restaurant promoted the activities of the restaurant among their former colleagues. The restaurant has entered into an agreement with academic institutions near the restaurant, such as Sultan Qaboos University and Caledonian College. The restaurant also has an agreement with Sultan Qaboos University Hospital. In Oman, the average income per capita is linked to an academic degree. In its ads, the restaurant targets middle-income earners, who are usually those with academic degrees. Holders of academic degrees have a greater perception about the idea of questionnaire and studies, and therefore their participation rate increases compared to other holders of school certificates. This result indicates that those with less academic degrees may prefer eating fast food from the roads or by going to the restaurant instead of using the electronic application to order meals.

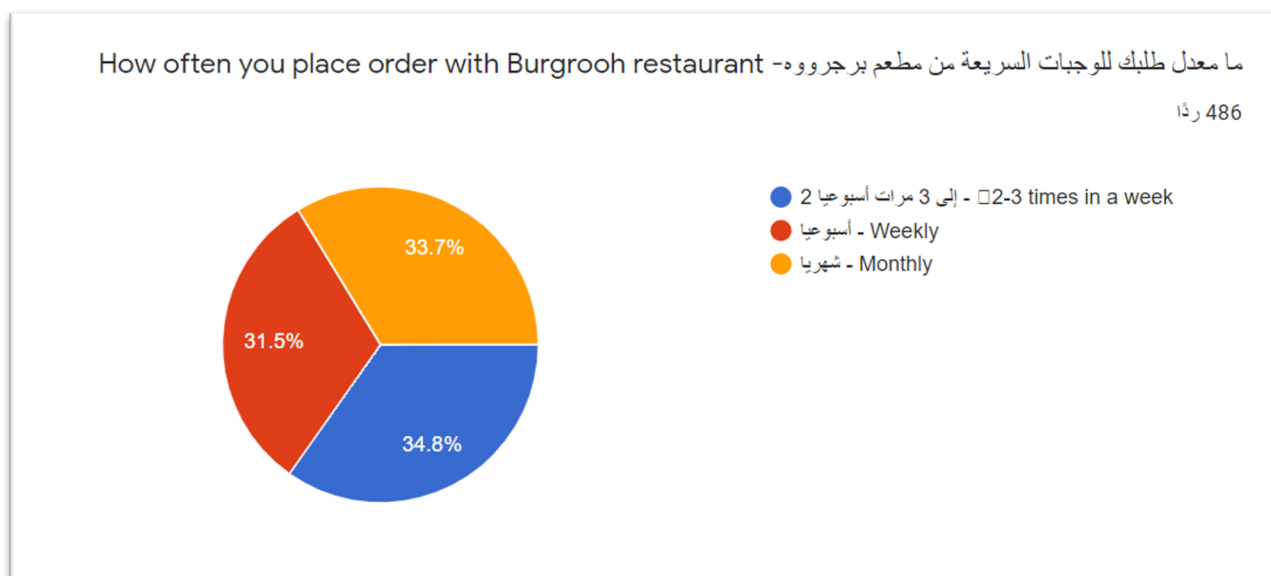


Figure 5: Ordering Frequency from Burgarooth Restaurant

The results of the survey, as see in Figure 5 showed that customers have a high rate of visits to Burgarooth restaurant. This result reflects the loyalty of the customers to the restaurant. Customers frequent the restaurant. 34% of the respondents indicated that they order fast food from the restaurant on a weekly basis. The study done by Paul (2014) indicates that higher brand loyalty increases restaurant profits. This result shows the high level of satisfaction that the restaurant achieves with its customers.

Burgarooth focuses its marketing strategy on maintaining customer loyalty. There are different ways to win the trust of customers that a restaurant uses to gain their loyalty. The restaurant tries to communicate with customers in an ongoing basis via WhatsApp and responds to their requests through the quick response service. The restaurant interacts a lot with its customers through the restaurant's Instagram account. Burgarooth Restaurant has adopted several marketing methods to establish the brand in the minds of the customers. The restaurant markets the brand through the company's various activities. The restaurant tries to attract students to hold cultural activities and meetings inside the restaurant, at a nominal price. The

restaurant focuses on hiring young Omani professionals. The restaurant management believes that whenever an Omani man is employed, he opens an additional marketing channel for the restaurant.

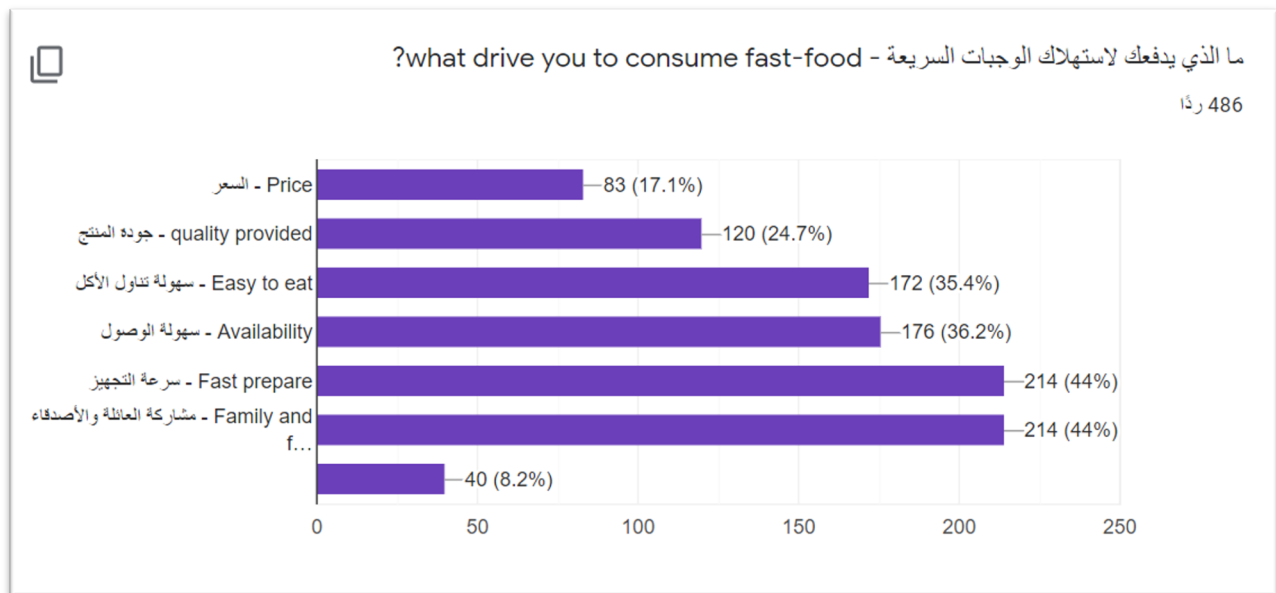


Figure 6: What drive customers to consume fast food?

The result of the chart shows in figure (6) that consumers tend to eat a burger in the company of their friends. The results of the research are in line with a study conducted by Islam (2012), which showed that people prefer to eat meals with the participation of others. This result confirms the effect of psychological motives in requesting fast food. The study indicates that people tend to be submissive to mass demand for food. This finding provides clues to society's perceptions about the burger meal. Consumers' impression of the burger meal as being suitable for group sharing. Consumers are influenced by external influences such as family and friends in making the decision to consume fast food. The results of the study showed only 17% of respondents prefer fast food based on price. The results of the study also showed that consumers do not care much about the quality of the product. The results of the study can be interpreted that consumers do not choose fast food based on their personal convictions towards the product. Consumers believe that price is not a big factor in eating a burger. The consumers' limited impression of the price comes as a result of the restaurant targeting the middle-income segment, and the restaurant's meal prices are not the lowest in the market. Survey respondents believe that burgers are fast prepared, which drives them to choose them. 36% of participants showed that fast food is easy to access. This trend reflects that burgers are the easiest and most convenient option for gatherings. The results of this research give important indications in the method of marketing the product.

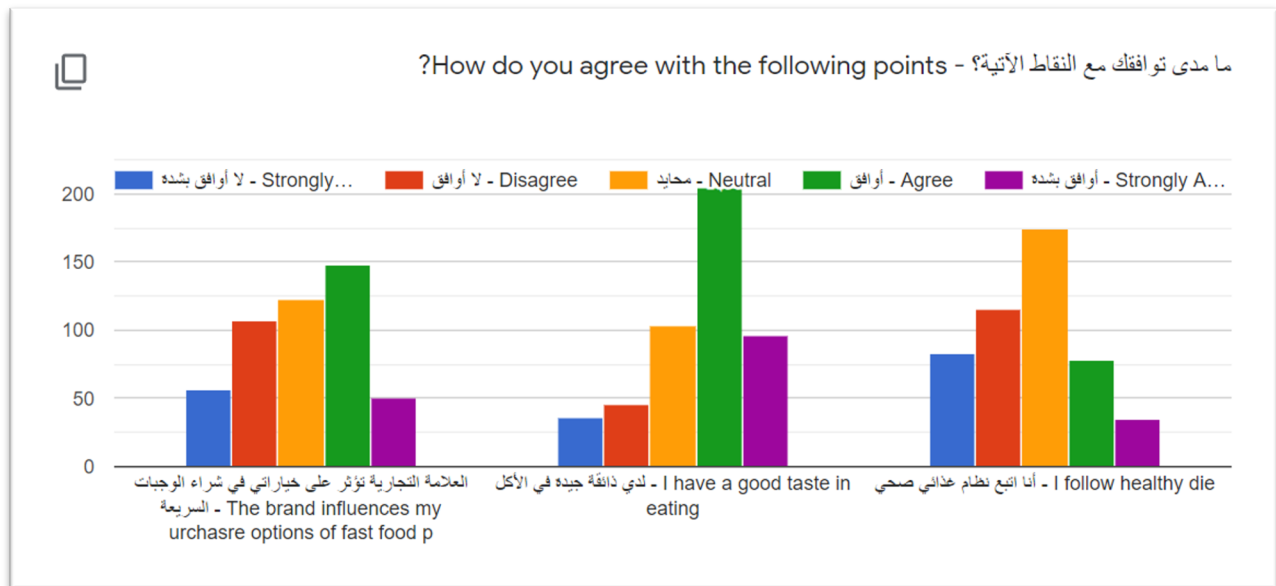


Figure 7: Consumers' Perception

The results of the questionnaire on the psychological factors affecting consumer behavior show that most of the respondents trust their taste for food. The results of the study showed that respondents believed that the brand and its reputation did not affect their fast food choices. Survey respondents do not believe they tend to have a healthy diet. A study by Kazem (2016) indicates that personal beliefs and beliefs directly affect motivation to eat fast food.

The study shows that survey respondents tend to believe that fast food is an unhealthy option. Survey results show that brand loyalty weakens when it comes to fast food. These results can be interpreted as not being a widespread brand. Burgarooth Restaurant is active in the local Omani market. The Burgarooth restaurant is chosen as a kind of loyalty to the Omani project. There is a tendency in the Sultanate of Oman to support small and medium enterprises. The results of the study showed that people's attitudes towards fast food are more as a result of societal choice than a personal choice. People do not trust fast food as a healthy choice. The results of this survey are useful in providing an insight into marketing the burger as a delicious option.

Analysis

Table 2: The relationship between employment and order frequency

			Are you an employee?		Total
			Yes	No	
How often you place order with fast food restaurant	Weekly	Count	40	42	82
		%	37.4%	42.0%	39.6%
	2-3 times in a week	Count	46	33	79
		%	43.0%	33.0%	38.2%
	Monthly	Count	21	25	46
		%	19.6%	25.0%	22.2%
Total		Count	107	100	207
		%	100.0%	100.0%	100.0%

Table (2) shows the relationship between employment and the demand for fast food. The rate of non-employee's turnout towards fast food reaches 42% per week. The results showed that the trend towards fast food is not related to financial income. Interestingly, 75% of those who do not have a job ask the restaurant more than once a week. The correlation score shows that there is no direct relationship between employment and fast food survey respondents' consumption. A study by Beebe (2017) showed that unemployed youth tend to order meals from fast food restaurants more than other restaurants.

The result of the questionnaire is consistent with what the study indicated. It seems that the reason for the frequent request for fast food from non-employees is the connection of the restaurant's location in an area where university students live. Students in Omani society tend to order fast food more than employees. Employees are linked in a post-employment relationship, and thus they are less directly linked to restaurants. The survey shows that non-employees are more loyal to the restaurant compared to employees. The results of this research indicate that those with low incomes are usually young people who do not have a job. The restaurant can attract students and the unemployed more than the staff.

Table 6: The relationship between level of income and order frequency

			What is your level of income per month?				Total
			Less than 500 OMR	500 – 1000 OMR	1000– 2000 OMR	More than 2000 OMR	
How often you place order with fast food restaurant?	Weekly	Count	46	26	9	1	82
		%	41.1%	36.1%	47.4%	25.0%	39.6%
	2-3 times in a week	Count	41	30	7	1	79
		%	36.6%	41.7%	36.8%	25.0%	38.2%
	Monthly	Count	25	16	3	2	46
		%	22.3%	22.2%	15.8%	50.0%	22.2%
Total		Count	112	72	19	4	207
		%	100.0%	100.0%	100.0%	100.0%	100.0%

Table (6) shows the relationship between the rate of income and the rate of ordering from a burgeroooh. The results of the study show that middle and low income earners are more demanding of fast food than people with higher incomes. The results of the study indicated that more than 50% of high income earners order only once a month from the restaurant. While the percentage is only 22% for people with low incomes. The study shows that people with high income of more than 2000 riyals are the customers who order less fast food from the restaurant. According to a study by Graisch (2018), people with higher incomes are more loyal to the restaurants they go to than people with low incomes. The results of The research are opposite to the study for several reasons, including that low-income people are less mobile. Low-income people in the capital, Muscat, tend to order fast food. One of the reasons that high-income earners are less demanding is that they order fast food as a form of entertainment or change. While people of low and middle incomes may consider it one of the basic meals and satisfy the feeling of hunger. The restaurant cannot focus on people with high income if it wants to increase its sales because they are the least demanding of meals among the different groups.

Table 7: The relationship between good taste and order frequency

			I have a good taste in eating					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
How often you place order with fast food restaurant	Weekly	Count	1	7	20	38	16	82
		%	7.1%	46.7%	55.6%	38.4%	37.2%	39.6%
	2-3 times in a week	Count	7	6	11	42	13	79
		%	50.0%	40.0%	30.6%	42.4%	30.2%	38.2%
	Monthly	Count	6	2	5	19	14	46
		%	42.9%	13.3%	13.9%	19.2%	32.6%	22.2%
Total		Count	14	15	36	99	43	207
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

38% of those who trust that they have a good taste towards food tend to frequently order from the restaurant, as shown in Table (7). The study shows that those who think that they do not have good taste decrease their demand for fast food from the restaurant, reaching 43% compared to 19% of those who trust their food. The results of the study reflect that psychological motivation and a belief in personal choices increase the susceptibility to repeat meal requests.

The results of the study indicate that those who believe in their personal food choices tend to maintain and repeat those choices. In this result, the researcher find the influence of psychological factors on the consumer and his choice of food. Consumers who are not confident about their choices are more likely to change or be influenced by the choices of others. The collective impact on the consumer is evidenced by the presence of a large proportion of people who are neutral about their taste, but they are most demanding of fast food. The study results confirm Maslow's theory, which indicates that people take their needs based on basic needs such as food, drink and sleep. When these human instincts are satisfied, the consumer turns

towards higher needs, including freedom of choice and self-exploration. The consumer's belief in his taste is reflected in his fast food choices and rate of consumption.

Table 8: The relationship between follow healthy diet and order frequency

			I follow healthy diet					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
How often you place order with fast food restaurant	Weekly	Count	19	34	19	9	1	82
		%	46.3%	61.8%	28.4%	25.0%	12.5%	39.6%
	2-3 times in a week	Count	16	16	33	12	2	79
		%	39.0%	29.1%	49.3%	33.3%	25.0%	38.2%
	Monthly	Count	6	5	15	15	5	46
		%	14.6%	9.1%	22.4%	41.7%	62.5%	22.2%
Total		Count	41	55	67	36	8	207
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The results of the questionnaire showed an inverse relationship between the belief in eating healthy food and the rate of demand for fast food as shown in table (8). More than 61% of those who disagree and 46% of those who agree that they follow a healthy diet are more likely to eat junk food. On the other hand, the study indicates that 25% of participants who think they eat fast food show a tendency to repeat visiting the restaurant for fast food. The study also showed that 62% of those who believe that they follow a healthy diet are among those who go to fast food restaurants less. The results of the questionnaire show that the relationship between following a healthy diet, according to the participants' belief, and going to fast restaurants, an inverse relationship. These results indicate that participants do not think it is a good idea to associate the health system with fast food. The result also shows consumers' belief that fast food is not a healthy option. A consumer's belief in an inverse relationship reflects the influence of the beliefs on the consumer's personal choices. Fast food focuses on marketing ads centering on delicious food rather than healthy options.

Table 9: The relationship between Omani management restaurants and order frequency

			I think fast food restaurants with Omani management are better than foreign fast-food restaurants					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
How often you place order with fast food restaurant	Weekly	Count	4	17	28	16	17	82
		%	18.2%	65.4%	40.6%	37.2%	36.2%	39.6%
	2-3 times in a week	Count	12	7	28	13	19	79
		%	54.5%	26.9%	40.6%	30.2%	40.4%	38.2%
	Monthly	Count	6	2	13	14	11	46
		%	27.3%	7.7%	18.8%	32.6%	23.4%	22.2%
Total		Count	22	26	69	43	47	207
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

There is a direct relationship between the belief that the restaurants are of Omani administration and the rate of demand for fast food in a Burgarooth restaurant, as shown in Table (9). 36% of those who strongly agree and 37% agree with the idea that restaurants in Omani management are better than others are the ones with a high rate of fast food demand from the restaurant. A study by Paul (2017) indicates that personal beliefs influence consumer motivation towards making a purchase. One of the justifications for this result is the trend among consumers in the Sultanate of Oman towards Omani-managed burger restaurants. The government of the Sultanate of Oman took a decision in 2011 to support small and medium enterprises. This trend was followed by messages on various social media platforms to market burgers in restaurants that are managed by Omani staff. People's belief that Omani burger restaurants are of higher quality contributed to the consumers' trend towards these restaurants compared to foreign restaurants. Omanis are increasingly turning towards establishing fast food restaurants specializing in preparing burgers. A new phenomenon is spreading in the Sultanate of Oman during the past years, as Omanis tend to sell burgers alongside the roads at evening times. Preparing burgers has become a common behavior in families and friends' gatherings.

Table 10: The Hypothesis Test

Chi-Square Tests ^a			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.589 ^b	8	.049
Likelihood Ratio	16.071	8	.041
Linear-by-Linear Association	.392	1	.531
N of Valid Cases	207		
b. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.89.			

There were no studies explaining the reason for this tendency among Omanis towards burger meals. A number of writers in the Omani newspapers have indicated that this trend comes in line with the fashion for cooking burgers in the various Arab Gulf states. The result of this research confirms the relationship between internal psychological factors and the consumer's decision to buy fast food. Table (10) shows reliability rating on the relationship between the belief that restaurants are Omani-managed and the rate of demand for fast food at Burgaroooh restaurant. The study results confirmed the hypothesis that there is a relationship between psychological factors and the rate of fast food demand. The p-value as shown in the table (10). The statistical value indicates the validity of the hypothesis that there is a relationship between psychological factors and the rate of fast food demand.

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Summary of Findings

This chapter discusses the summary of findings, the conclusion of the study, the most important recommendations that came out of the study, and the results that can be worked on in the future. The study has addressed also major constraints that affected the study in addition to critical thinking and the method of applying it to the study of internal factors affecting consumer behavior and the degree of their influence in fast food restaurants. The study showed that psychological and personal factors directly affect the consumer's fast food purchase decision.

The study sets the general framework for the marketing strategy based on the influence of psychological and personal factors on the consumer. The limited time of six months left the study of consumer behavior cover only one case of fast food restaurants for this research. A number of recent studies use a methodology that tracks the psychological state of clients to reach more accurate results. Some studies has collected data about customers from the internet to ensure the accuracy of the data, such as ages and location, which give information that may be more accurate than the answers of the participants in the questionnaire themselves. The study has analyzed a number of personal factors of consumers and their influence on eating fast food.

The research was able to examine in some detail the psychological factors such as motivation, desire, emotion, and conviction regarding purchasing options. The study enables professionals in the field of digital marketing to gain the necessary knowledge when designing a promotional advertisement. The study also contributed to showing a general perception about the nature of customers who eat fast food.

CONCLUSIONS

Impact of personal factors on consumer behaviour in fast food industry

The impact of personal factors on consumer behavior as shown in the results of the study is very limited. As the material income and educational level do not directly affect consumer attitudes. The results of the study indicate that the limited influence of personal factors is due to the price of burgers, which suit most consumers. The study showed that middle-income people are more likely to consume fast food than high-income people. The study showed that the restaurant is witnessing more demand and turnout from students than employees.

The reasons for the high educational level of the study participants goes back to the location of the restaurant in which the study was conducted. Questionnaire results show psychological factors on consumer behavior. Most respondents trust food intake. The results of the study prove that the brand and its reputation do not appear in their quick choices. The turnout of non-employees towards fast food reaches 42% per week. The results showed that the trend towards fast food with material income. It is a lot of food that 75% of those who do not have a job order the restaurant more than once a week. The correlation score demonstrates there is no direct relationship between employment and fast food survey respondents' consumption. Survey results showed an inverse relationship between belief in healthy eating and frequency of meal request. More than 61% of those disagree with junk food.

The results of the questionnaire showed that the participation rate for those over 39 years old does not exceed 8.6%. The results indicate that young people are more popular with fast food restaurants. However, it can be noted that the census is electronic, and therefore the youth's response to electronic questionnaires is elder. Burgaroon restaurant targets youth in its promotional ads, so it is convincing that young people are more involved in the questionnaire than older people. Statistics from the National Bureau of Statistics indicate that most of the population of Oman is young.

Impact of psychological factors on consumer behaviour in fast food industry

The study places psychological factors, which represent convictions and beliefs, at the forefront of the factors affecting the consumer's buying decision. Internal factors are not important criteria in measuring consumer orientation towards fast food.

The study discusses the psychological motives that drive consumers to make decisions in purchasing. The study analyzed a number of personal factors of consumers and their influence on eating Sharia meals. The study was able to examine in some detail the psychological factors such as motivation, desire, emotion, and conviction regarding purchasing options. The study enables professionals in the field of digital marketing to gain the necessary knowledge when designing a promotional advertisement.

The research was able to address problems about the possibility of employing marketing strategies on the personal and psychological level for the target group of the marketing process. The results of the study employ the available knowledge in order to find more practical and effective marketing methods in reaching the target group. The study provides a broader understanding of marketing strategies and the optimization of modern technologies in order to directly reach the target customers. The results of the study allowed optimized marketing of ads via Facebook, Instagram, WhatsApp, Twitter and other social media platforms. The study helps both restaurants and fast food outlets use their ads in a better way and achieve sustainability and commercial growth.

Psychological factors also affect the way a purchase decision is made. Motivation is a psychological factor that influences consumer behavior. Consumer behavior is linked to multiple causes of achieving a goal. These psychological impulses may be innate, biological, or acquired. One of the most important motives that the study conducted focuses on the spontaneous needs of a person and his constant need for food and water daily. The motivation

acquired is no less important than the biological explanation due to the variety of options available in eating fast food.

Impact of Internal Influences on Fast Food Consumption

The study concludes that internal factors influence food consumption. The most internal factors affecting consumer behavior are personal convictions. The study showed that internal factors interact and affect external factors such as social factors. The study showed that the effect of the product has the least impact on the consumer. A consumer's personal motivation and attitudes about fast food influence how much he consumes. Time and accessibility are factors that drive a consumer to make a purchase. Study results showed that only 17% of respondents prefer fast food based on price. High quality products. People with middle and low incomes bring the most in-demand groups of meals to those with higher incomes. The study showed that more than 50% of high income earners order only once a month from the restaurant. While the percentage is only 22% for those with income. The study shows that people with high income more than 2000 riyals are customers who order fast food from the restaurant. most of the respondents in the questionnaire holders of higher degrees with a rate of 74%. The coefficient for holders of bachelor's degree is 45.5%.

Survey results showed an inverse relationship between belief in healthy eating and frequency of meal request. More than 61% of those who disagree and 46% of those who agree that they follow a healthy diet are more likely to eat junk food. On the other hand, the study indicates that 25% of participants who think they eat fast food show a tendency to repeat visiting the restaurant for fast food.

The research also contributed to showing a general perception about the nature of customers who eat fast food. The study enables Burgarooth and other fast food restaurants to better market their products due to the additional knowledge about customers. The study adds additional information based on a scientific methodology about consumers' attitudes towards fast food and the extent of the impact of their personal convictions on their choices.

Measuring the impact of internal influences on consumer behaviour in the fast food industry in Oman

The study sets the general framework for the marketing strategy based on the influence of psychological and personal factors on the consumer. The limited time of six months left the study of consumer behavior limited to only one case of fast food restaurants. A number of recent studies use a methodology that tracks the psychological state of clients to reach more accurate results. Some studies collect data about customers from the internet to ensure the accuracy of the data, such as ages and location, which give information that may be more accurate than the answers of the participants in the questionnaire themselves.

The study showed that consumers tend to eat fast food in a group setting, such as friends and family. The study can be used to develop a marketing strategy that fits with consumer behavior in the Sultanate of Oman. The study showed that psychological and personal factors directly affect the consumer's fast food purchase decision.

The current study contributed to improving the general framework of the e-marketing strategy. The study focused on trying to understand the factors affecting consumer behavior. The study

discusses the psychological motives that drive consumers to make decisions in purchasing. The study analyzed a number of personal factors of consumers and their influence on eating Sharia meals. The study was able to examine in some detail the psychological factors such as motivation, desire, emotion, and conviction regarding purchasing options. It is possible to build on The research by documenting the data that the restaurants have about the customer or customer satisfaction. Reviews and reviews provided by consumers in the Sultanate of Oman can also be availed of on online fast food ordering platforms. It can also benefit from the accurate personal information that these restaurants have about consumers. Building the study on verified and electronically available information that may contribute to developing a framework on consumer behavior and market strategies in the field of fast food.

RECOMMENDATIONS

The study recommendations on the influence of internal factors on consumer behavior include developing a number of suggestions about the consumer. The study showed that consumers tend to eat fast food in a group setting, such as friends and family. The study can be used to develop a marketing strategy that fits with consumer behavior in the Sultanate of Oman. The study recommends that advertisements about burger meals be tailored to consumer interests. Consumers prefer fast food that is able to share with friends and family. Fast food should be easy to prepare and highly accessible. The best way to market the services provided by the restaurant is to spread the word about the restaurant from another person.

Consumers trust their friends and others' opinion of restaurant preferences. If a restaurant can earn an individual, then the ability to inform others is very high. It is preferable not to focus on the idea of healthy meals because the consumer does not believe that fast food is a suitable option to compete with healthy home meals. The study suggests that advertisements in fast food focus on the issue of feeling hungry and how quickly consumer demand is met. The study places psychological factors, which represent convictions and beliefs, at the forefront of the factors affecting the consumer's buying decision. Internal factors are not important criteria in measuring consumer orientation towards fast food.

Fast food ads attract more unmarried people than married people. Employee promotions should be viewed as an opportunity for family engagement. The study recommends that fast food restaurants should conduct more studies in this area for a deeper understanding of consumer behavior. The study focused on the internal factors affecting consumer behavior, so it is preferable for other studies to discuss external factors. The consumer is more interested in the taste of fast food than the quality of the service provided, so you must focus on the taste in marketing ads.

Limitations of the Study

The limits of the research are represented by some of the difficulties that affected the results of the study, directly or indirectly. The first challenge faced by the study is the lack of resources used to study consumer behavior. A more precise experimental approach could have been used in handling the sample. By following consumer behavior while ordering fast food inside the restaurant. As well as their behavior during meals, to obtain more accurate information about personal and psychological factors affecting consumer behavior.

The time constraints made the study of consumer behavior limited to only one fast food restaurant. The kind studied is large and the methodology is fairly adequate. A number of recent studies use a methodology that tracks the psychological state of clients to reach more accurate results. Some studies collect data about customers from the internet to ensure the accuracy of the data, such as ages and location, which give information that may be more accurate than the answers of the participants in the questionnaire themselves. People tend to be idealistic while social media platforms tend to obtain more accurate information by linking personal data to social media. It could have a larger population. There may be bias by choosing one particular case study which is Burgarooth Restaurant.

The sample size may be insufficient for statistical measurement and projection of experience on all fast food restaurants. The limited time added constraints for the researcher to research more on this broad field. The time did not help in a broader analysis of the research results and extrapolation of the results in detail. Academic research is characterized by a strict methodology in dealing with the sample that is being studied. Therefore, in order to avoid default, not enough questions were asked in the questionnaire. These problems can be developed and addressed in future research, and researchers may take these observations into account when studying consumer behavior.

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