A SCALE DEVELOPMENT STUDY FOR PREFERENCES OF LOCAL FAST-FOOD RESTAURANT

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ABSTRACT

This research aims to develop an attitude scale towards preferences of Local Fast-Food (LFF) restaurants. 705 valid questionnaires were used randomly divided into two. At first, Parallel Analysis test and Explanatory Factor Analysis (EFA) were applied to the primary data set (n1=350). 11 items with communalities values less than 0.50 and without factor load were ejected from the scale. The remaining 10 items in the scale were grouped under four factors. The number of dimensions was investigated with the Parallel Analysis method, and the number of dimensions was verified by testing with EFA. These dimensions are "menu", "service", "locality" and "portion". Secondly, Confirmatory Factor Analysis (CFA) was applied to the secondary data set (n2=355). Because the t value of the variables is greater than ±1.96, it was determined that all factors are explained by the relevant variables. Finally, as for that, to determine the measurement invariance, the models were compared by performing configural, metric-weak, scale, solid, and partial invariance analysis with CFA. Negative items should be reverse coded in the analysis. It can be stated that the factorization of these 10 statements ensures reliability and validity and can be used in future research.

Keywords: Local fast-food, restaurant choice, scale development, consumer attitudes

YERLİ FAST-FOOD RESTORANLARIN TERCİH NEDENLERİNE İLİŞKİN ÖLÇEK GELİŞTİRME

ÖZ

Bu araştırmanın amacı Yerli Fast-Food (YFF) restoranlarının tercih nedenlerine ilişkin bir tutum ölçeği geliştirmektir. 705 geçerli anket rastgele olarak ikiye bölünerek kullanılmıştır. İlk olarak, birinci veri seti üzerinde (n1=350) Paralel Analiz Testi ve Açıklayıcı Faktör Analizi (AFA) uygulanmıştır. Communalities değerleri 0,50'den küçük olan ve faktör yükü almayan 11 ifade ölçekten çıkartılmıştır. Ölçekte kalan 10 ifade dört faktör altında toplanmıştır. Paralel Analiz Yöntemi ile boyut sayısının araştırılması yapılmış, boyut sayısı AFA ile test edilerek doğrulanmıştır. Her bir Faktör için AFA ile genel değerlendirme yapılmıştır. Bu faktörler "menü", "hizmet", "yöresellik" ve "porsiyon" dur. İkinci olarak, ikinci veri setine (n2=355) Doğrulayıcı Faktör Analizi (DFA) uygulanmıştır. Değişkenlerin t değerinin ±1,96'dan büyük olmasından dolayı bütün faktörlerin ilgili değişkenler tarafından açıklandıkları belirlenmiştir. Son olarak ise Ölçme Değişmezliğinin belirlenmesi için DFA ile şekilsel, metrik-zayıf, ölçek, katı ve kısmi değişmezlik analizleri yapılarak modellerin karşılaştırılması yapılmıştır. Analizlerde bu olumsuz ifadelerin ters kodlamasının yapılması gerekmektedir. Bu 10 ifadenin faktörleşmesinin geçerlilik ve güvenilirliklerinin sağlandığı, YFF ürün ve restoran tercihleriyle ilgili gelecekte yapılacak araştırmalarda da kullanılabileceği belirtilebilir.

Anahtar kelimeler: Yerli fast food, restoran seçimi, ölçek geliştirme, tüketici tutumları

1. Introduction

Eating habits vary based on cultural, environmental, economic, social, and religious factors. Dine out behavior, which has become an important part of daily life, has become a lifestyle among peoples' routines. Warde and Martens (2000) and Fraikue (2016) describe that physiological, biological, psychological, and socialization are among the reasons for dining out. The time people spend eating in a limited period is decreasing. Many factors such as rapid industrialization and urbanization, spending more time outside the home, the development of the food industry, the fast pace of business life increase the interest in Fast Food (FF) restaurants. Especially these days that there are restrictions due to the pandemic, the interest in FF services is increasing.

It has always been an object of curiosity about the attitude of both domestic and Western consumers towards traditional Local Fast Food (LFF) products. It is seen that most of the studies on FFs focus on students and youth (see table 1 and table 2) and mostly on the field of health (Stender et al. 2007; Akbay et al. 2007; Al-Saad 2016; Alviola et al. 2014; Singh and Mishra, 2014; Alsabieh et al. 2019). According to national literature (Acar, 2016; Tayfun and Tokmak, 2007; Saçlı and Özer, 2018) and international literatüre (Ehsan, 2012; Azim et al. 2014; Untaru ve Ispas, 2014; Srivastava, 2015; Naidoo et al. 2017), there are few studies measuring the consumers' attitudes towards factors influencing to preference of LFF restaurants. In national literature, it is seen that very few studies (Tayfun and Tokmak, 2007; Acar, 2016; Saçlı and Özer, 2018) were conducted to measure consumer attitudes towards preferences of traditional LFF products and restaurants. This study contributes to filling the gap that exist in relevant literature about the concept of LFF and develop a scale of attitude on reasons for preferences. Foods to be understood within the scope of LFF in this study can be specified as doner varieties, kebap varieties, types of grill meatball, pita and lahmacun varieties, raw meatball, bread break etc.

Within this study, the answers to the following questions are sought:

1. Which factors are effective in preference traditional LFF products and restaurants?
2. What factors were identified in previous studies measuring the attitude levels of consumers towards preferences of LFF products and restaurants?
3. What kind of similarities and differences does the attitude scale developed in this study have with other studies on the subject?
4. What kind of contributions has this study made?

In this framework, the aim of this study is to develop an attitude scale towards preferences of LFF restaurants. A questionnaire form was created in line with the purpose of the study, and the questionnaire form was applied to consumers living in the city centers of Tekirdağ and Kırklareli in the Trakya region of Turkey and having a culture of LFF consumption. 705 valid questionnaire from was evaluated. Parallel

Analysis (PA), Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA) were applied in the process of scale development, validity and reliability analysis of the scale and necessary explanations were made. In consequence of analysis, it was determined that 10 items were factored by grouped under four factors, their validity and reliability were ensured, and they could be used in future studies. There is a need for scale development studies that can examine the factors that domestic and foreign consumers pay attention to when choosing traditional FF products and restaurants, how they have an attitude towards these restaurants under many different factors. One of the most important reasons for this study is to contribute to filling this gap in the relevant literature. Besides, the development and application of such scales will be useful in understanding domestic and foreign consumers and developing marketing strategies. It can be stated that the pandemic for the current LFF restaurants of the research results and local entrepreneurs who are interested in this subject and researchers who want to work on this specific subject has gained more importance nowadays. Morever, in consequence of the researches to be conducted with such scales developed, it will be possible to investigate the point of view of people with various lifestyles scientifically. Thus, developing a more responsive scale and be able to use it will be able to increase the contribution to science.

2. Literature

FF is offered to consumers as practical, time-saving, satisfying, and delicious food and drinks. FF is food that is packaged for short consumption in restaurants or other retail stores (Korkmaz, 2005: 23). FF restaurants in Turkey are of two types be about Western-style ones (burgers, fries, fried chicken, pizza, bakery products such as donuts) and those serving traditional delicacies. It is seen that FF establishments that offer traditional delicacies mostly have a product range such as doner kebab, kebab, meatball, cig kofte, pide-lahmacun, toast, etc. Doner kebab is one of the FF products that demand is gradually increasing in the food culture of these countries by being named as "donair, donner, doner, gyros, donner kebab, shiwarma, cha-332 warma" in various European countries, especially in England, Germany, and Italy (Rudolph and Hillmann, 1998; Meldrum et al, 2009: 573; Sirkeci, 2016: 143). Korkmaz (2005: 23) states that in the FF industry, where relatively few entry barriers and less investment are required, businesses offer the food cultures of different societies. Chinese, Italian and Turkish (dominated by mostly kebab-type foods) FF chains are an example of these offered cultures. Local Fast Food (LFF) type foods have a wide place in Turkish cuisine. Although students and young people in Turkey show an interest in Western-style FFs, it is known that middle and older people show great interest in traditional Turkish FFs (doner, kebab) (Chambers et al., 2016). Elmacioğlu (1996: 33) states that LFFs can be an alternative to Western-style hamburgers and fries in terms of being healthy. Naidoo et al. (2017) state that youth in Singapore see LFF restaurants as an alternative to Western-style FF restaurants.

Reasons for preference of FF Restaurants: When the Turkish literature is reviewed, it is stated that FF consumption has increased due to reasons such as consumers' desire to use their time more efficiently (Saçlı and Özer, 2018: 61; Taşpınar, 2018: 889).

Table 1. National- Turkish Research Articles on the Factors Important for the Selection of FF Restaurants

Author, year	City	Population studied	Data collecting instrument and sampling vol.	Principal factors considered in the preference of fast food restaurants
Tayfun and Tokmak, 2007	Ankara	Consumers	Face to face questionnaire (n=292)	Hearty portions and portion size, taste and presentation, speed, easy access
Hamşıoğlu, 2013	Kırıkkale	Consumers >18 age	Face to face questionnaire (n=600)	Easy availability, rich variety in menu offerings, fair price, hygiene, saving time, material quality, taste, hearty portions and portion size
Yazıcıoğlu, 2013	Ankara	University students	Face to face questionnaire (n=286)	freshness, taste and flavor and diversity
Onurlubaş et al., 2015)	İstanbul, Ankara İzmir, Antalya, Samsun, Erzurum, Gaziantep	Consumers	Face to face questionnaire (n=1282)	Saving time, socializing, convenience
Acar, 2016	Ankara	University students	Face to face questionnaire (n=532)	Fair price and entourage
Kecek and Gürdal, 2016	Kütahya	University students	Face to face questionnaire (n=169)	Price, taste and freshness, service speed, staff attitude, advertisement
Uğur, 2018	Sivas	pupils	Face to face questionnaire (n=352)	Togetherness with friend, atmosphere and occasions of convenience
Taşpınar,2018	Çanakkale	University students	Online questionnaire (n=432)	Togetherness with friend
(Saçlı and Özer 2018)	Hatay-İskenderun	Consumers	Face to face questionnaire (n=961)	Agreeability of the employees, restaurant features, taste, on social and convenience occasions, hearty portions and portion size, local features, easy access and healty
Öztürk, 2019	Konya	University students	Face to face questionnaire (n=182)	Agreeability of the employees, service speed, price, taste and quality of foods, cleaning, brand familiarity, menü variety, atmosphere, location.

According to Korkmaz (2005: 31), FF restaurants are the restaurants that offer fast service, certain standards, and quality, reasonably priced products, and are mostly preferred for lunch. Saçlı and Özer (2018: 61) state that people now prefer practical

food and drinks by emphasizes the factors that affect the preference of Iskenderun Doner, which is included in the LFF. According to Özdemir (2010: 231), while consumers decide to dine out for social, psychological, physiological, and economic reasons, person-related factors, food-related factors, and environmental factors can be effective in their eating choice decision.

Table 2. International English Research Articles on the Factors Important for the Selection of FF Restaurants

Author, year	Country	Population studied	Data collectin instrument and sampling volume	Principal factors considered in the preference of fast food restaurants
Tabassum and Rahman, 2012	Bangladesh	University students	Face to face questionnaire (n=100)	Quality, price, service speed, environment
Medeiros and Salay, 2013	The author reviewed 45 articles in Scopus, Sciele, and Web of Science (Literature review) and noted some common factors.			Price; speed of service and quality of the service and/or of the food; hygiene; taste of the food; friendliness and behavior of the employees and convenience
Mason et al. 2013	USA	University students	Face to face questionnaire (n=125)	Price, service speed, location, cleanliness, menü variety, quantity of food, atmosphere
Homrick and Okrent, 2014	USA	Consumers	The pooled 2003-2011 American Time Use Survey (ATUS), microdata files contain 124,517 completed interviews	Time saving
Untaru and Ispas, 2014	Romania	Pupils and students	Face to face questionnaire (n=169)	Environment, price and service
Srivastava, 2015	India	baby boomers, X generation, and Y generation, living in Mumbai	Face to face questionnaire (n=542)	inexpensive, taste and variety
Lassen et al. 2016	Different parts of Denmark	Consumers >15 age	Face to face questionnaire (n=740)	Healthier and more sustainable menu options, taste and price
Koranne and Borgave, 2016	Indian	Consumers	Face to face questionnaire (n=127)	Staple meals, branded restaurants, peers and friends, accurate billing (use of modern technology)
Naidoo et al. 2017	Singapore	Youngs	Face to face questionnaire (n=1647) and focus group discussion	Lower price, food safety, hygiene practices

Siew et al. 2018	Malaysia	Consumers	unspecified	environment, customer service, efficiency, flexibility, location
Gallarza-Granizo et al. 2020	Germany, Spain and Guatemala	Consumers	two focus groups (4 and 5 participants) and one in-depth interview.456 Online questionnaire	Efficiency as quick service, cleanness, quality, aesthetics, price, mood as emotions, facilities and social value as status)

When the international literature is reviewed, factors such as fast service, variety, entertainment, socialization, taste, low price, adaptation to a social environment, impulse, convenience, experiences of familiar people, the existence of hygiene and food safety standards, brand value, quality (nutritional value), ambiance, courtesy of employees, promotional activities and accessibility come to the fore (Schröder and McEachern, 2005; Baek et al., 2006; Goyal and Singh, 2007; Bipasha and Goon, 2013; Goubraim and Chakor, 2015; Srivastava, 2015; Devendra and Theavaranjan, 2015; Pfeiffer et al., 2017). In many other studies, price, cleanliness, taste, staff attitude, awareness, menu variety, atmosphere, and location are frequently used as factors influencing the selection of FF restaurants (Ehsan, 2012; Medeiros and Salay, 2013; Siew et al. 2017). Homrick and Okrent (2014) emphasize the time factor in FF preference.

As can be understood from the national and international literature, the factors that are effective in the preference of FF restaurants come under factors such as price, food variety, service speed and quality, taste, staff attitude, atmosphere and location, brand awareness, and image.

3. Research Methodology

Questionnaire Design/Measurement Instruments: The data were collected with a questionnaire form developed by the aim of the research and consisting of three parts. The questionnaire identification is given in Table 3. In the first part of the questionnaire, a five-point Likert-type attitude scale towards LFF consumption was included. The Likert-type scale consisted of 21 items. These items are scored as "1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree." In the second section, there are Eight multiple-choice questions on determining the LFF Consumption Culture. These questions are about how often, at what time of day, on what days of the week FF's are consumed, when the takeaway service is consumed, who visited the FFs, which LFFs are consumed the most, the preference of LFF restaurant, and the reason for preference a shopping mall for LFF. In the last section, six multiple-choice questions are defining the demographic characteristics of the participants. Discontinuous qualitative variables and nominal scales were used in the second and third sections.

Scale Development Steps: This study is not a validity and reliability study reconstructed using the scale statements specified in previous studies. There is a certain sequence in the scale development process and especially the generation of the item pool. To analyse the data collected in this regard, a deductive approach has

been used in this study. The following steps were followed in the development of the attitude scale towards preferences of LFF Restaurants.

- Item generating
- Taking expert opinions
- Determining the content validity rates of the items
- Performing pre-tests
- Sampling and Data Collection
- Data Analysis and Results

Item generating: While generating the items pool, the relevant Turkish and English literature was reviewed. Appropriate expressions and idioms used within the scope of the conceptual framework suitable for the research subject and purpose. Nevertheless, due to the problems (the item is not understood, is left blank, the reliability is low, etc.) caused by writing negative items, the items were written positively. DeVellis (2012) states that the disadvantages of the items expressed in opposite direction exceed their benefits. Care has been taken to make the attitude items short, clear, and single judgment. Seeking a volunteer customer regarding questions to be prepared secondly, over time, the opportunity to conduct an interview has arisen. Short-term interviews were conducted with 30 customers in 8 various LFF restaurants in Tekirdağ city center and 20 customers in 5 various LFF restaurants in Kirklareli city center. In this process, customers were asked about their experience in benchmarking LFFs, their critical approach was observed, and their statements were trusted. Thus, clues obtained from customers' opinions were used in the item pool. Thirdly, to get clues about the roots of questions and options from a total of five different persons short-term interviews were conducted in December 2020. Each of the interviews lasted at most 20 minutes. Two of the persons consulted for their opinions are LFF operators; three of them are staff working in these businesses. Lastly, considering the personal observations and experiences of the researchers, various types of 41 items suitable for the research were collected in an item pool. The item pool information was stored as an excel file (Appendix A).

Expert Opinions and Content Validity: After critical discussion of different perspective of authors related to the concept of local restaurant types; likert-type items were presented to the evaluation of 10 academicians (experts). One of the experts was an academic working on tourism in the catering industry, and the others were, as for that, faculty members at the different universities. All experts were male, married, 40 years old and above and had PhD degree. All experts had got loads of opinions on popular local fast food restaurants in Turkey and all experts were experienced people with LFF background and consumption culture. The academicians were requested to evaluate the scale items from 1 to 3 with a three-degree range of "1=not necessary", "2=essential, but need to be revised", "3=essential" respectively and were asked briefly to explain the reasons for the negative views of the items. A way of calculating content validity, is using Lawshe's (1975) CVR (Content Validity Ratio). According to Ayre and Scally (2014: 80)

"CVR critical values can be used to determine how many panel members need to agree an item essential and thus which items should be included or discarded from the final instrument". The formula is as follows:

$$CVR = (Ne - N/2)/(N/2), \text{ or } CVR = Ne/N/2-1$$

In this formula, Ne refers to the number of experts indicating an item "essential", and N is the total of experts. CVR varies between 1 and -1. CVR values are determined by Lawshe Table (Newman et al. 2013), with CVR values above zero indicating that over half of panel members agree an item essential (Ayre and Scally, 2014). "When all experts indicate the item as being "essential", CVR value will compute to be 1; when the number indicating the item as "essential" is more than half but less than all, the CVR value will be between 0 and 1; and when less than half of the experts indicate the item as "essential" CVR value will be "negative" (Wilson et al. 2012: 199) (Appendix B).

Table 3. Calculating of CVR for a Sample of Instrument Items

Item No	Ne*	CVR**	Interpretation	Item No	Ne*	CVR**	Interpretation
1	9	0.80	Remained	21	9	0.80	Remained
2	9	0.80	Remained	22	3	-0.04	Eliminated
3	3	-0.04	Eliminated	23	10	1.00	Remained
4	9	0.80	Remained	24	2	-0.06	Eliminated
5	9	0.80	Remained	25	2	-0.06	Eliminated
6	2	-0.06	Eliminated	26	1	-0.08	Eliminated
7	9	0.80	Remained	27	9	0.80	Remained
8	9	1.00	Remained	28	2	-0.06	Eliminated
9	2	-0.06	Eliminated	29	9	0.80	Remained
10	9	0.80	Remained	30	10	1.00	Remained
11	9	0.80	Remained	31	2	-0.06	Eliminated
12	9	0.80	Remained	32	3	-0.04	Eliminated
13	3	-0.04	Eliminated	33	9	0.80	Remained
14	9	0.80	Remained	34	0	-1.00	Eliminated
15	9	1.00	Remained	35	3	-0.04	Eliminated
16	2	-0.06	Eliminated	36	9	0.80	Remained
17	9	0.80	Remained	37	2	-0.06	Eliminated
18	2	-0.06	Eliminated	38	3	-0.04	Eliminated
19	9	1.00	Remained	39	2	-0.06	Eliminated
20	9	0.80	Remained	40	0	-1.00	Eliminated
				41	2	-0.06	Eliminated

* Ne= Number of experts evaluated the item essential

**CVR= (Ne-N/2)/(N/2) with 10 person at the expert panel the items with the CVR value of equal to or greater than 0.80 considered as essential and remained at the instrument and the rest eliminated. (N=10), CVR=0.80; CVI=0.847. CVI (0.847) >CVR (0.80). (CVIs for the sub-dimensions were calculated as Menu CVI=0.93; Service CVI =0.80; Locality CVI =0.80 and Hearty Porsion CVI =0.80).

Experts noted that 41 items should only consist of statements about preferring traditional LFF products and restaurants rather than other FF restaurants and indicated "not necessary" to exclude 20 items from the scale. These 20 items are:

-Monitoring a cooking process increases my satisfaction

-Ingredients are fresh

-Staff communication with the customer is good

-It is exciting to explore fast food from different regions

-It is nice that the service is offered by local clothes

-There is a food delivery service at each meal time

-Price promotions encourage me to consume

-Portions are large enough

-Foods are low in calories

-Having familiar meat cookers affect my preference

- Different local spices and sauces give flavour,

- It is nice to use local service settings,

- Cooking on wood fire increases the flavour,

- Employee is courtesy,

- The local space design is very nice,

- Places are comfortable,

- Available at every mealtime.

-Delivery services are too slow

-Foods are served hot

-Ingredients are organic.

The reasons for excluding these items were stated as lack of some of these features in LFF restaurants and not using items with the same meaning in the scale. Thus, the number of Likert-type items was reduced to 21 and items were renumbered accordingly and included in the questionnaire form.

Table 4. 21-Item Scale Remaining After Expert Opinion (Preferences for LFF Restaurants)

Item no	Items*
1	LFF taste is suitable for my culture
2	LFF goes against my eating habits
3	Foods are low in calories
4	LFF is expensive
5	LFF restaurants can't always keep the same taste
6	Menu is varied/rich every day
7	Salads are varied/versatile
8	Ingredients are fresh
9	Service is slow
10	Customer relationship is weak
11	No service to the table
12	LFF presentations are appetizing.
13	Portions is not hearty
14	There is no pleasant atmosphere
15	LFF restaurants are a place of socialisation for me
16	LFF restaurants are easy to reach, as there are many.
17	Supporting the indigenous entrepreneurial culture
18	Keeping the local gourmet flavor alive
19	LFF Restaurants are clean
20	I can't get what I paid for
21	LFF is healthy

* Items were renumbered and included in the questionnaire form

Pre-test: In the first week of October 2020, there were no serious problems regarding the comprehensibility of the questions and items in the pre-tests conducted face to face with 35 people. In consequence of the pre-test conducted, two items were changed in words, and the questionnaire was finalized.

Sampling and Data Collecting: The population of the research consists of consumers living in the city centers of Tekirdag and Kirklareli.

Table 5. Tekirdağ and Kırklareli City Centers Population (2020)

Cities	Population (2020 year)
Tekirdağ city center	203,617
Kırklareli city center	79,884

Source: The results of Address Based Population Registration System (ABPRS), 2020
TUİK: https://data.tuik.gov.tr/Bulten/Index?p=Adrese-Dayali-Nufus-Kayit-Sistemi-Sonuclari-2020-

The selected sample size is 705, and it is capable of representing the population at a 5% margin of error and 95% confidence level (Saunders et al., 2009: 221). 705 of the 759 questionnaires applied were accepted as valid. The return rate is 92.88%. A total of 5 pollsters participated in the questionnaire application. A

30-minute informative meeting was conducted with the pollsters about the subject and aim of the research, questions, possible negative reactions of the subjects, the process of filling out the form, etc. The questionnaires were applied to consumers living in the city center of Tekirdağ and Kırklareli in the Trakya region of Turkey in October-November-December 2020. The reason for the selection of these two cities is because they live in the region, and they have good relationship with many LFF restaurant owners and/or managers. Especially in the city center of Tekirdağ, it is possible to come across all YFF product style restaurants in Anatolia.

Table 6. Survey Regions and Survey Numbers

Questionnaire methods	Tekirdağ city center	Kırklareli city center	Number of questionnaire conducted	Total number of valid questionnaire
Face to face	291	165	456	425
Group participants	75	27	102	94
Distribute and collect	128	73	201	186
Total	494	265	759	705

The people selected by convenience sampling were asked whether they consume LFF products or not before starting the survey on the field. Therefore, the purposeful sampling method was also used. People who consume these foods were briefly reminded of the aim and content of the research, and after being persuaded, they were encouraged to participate voluntarily. 54 of the collected questionnaires were eliminated due to reasons such as incomplete filling and leaving blank. Accordingly, a total of 705 valid questionnaires were evaluated. To have a low participation rate (Bryman, 2016), the data were collected over three months during pandemic.

Table 7. Demographic features

Variable	Groups	F	%	Variable	Groups	F	%
Sex	Female	334	47.4		Not working	71	10.1
	Male	371	52.6		Student	199	28.2
	Total	705	100.0		Retired	41	5.8
Age	20 year and less	70	9.9		Government official	126	17.9
	21-25 years	194	27.5		Worker	94	13.3
	26-30 years	107	15.2	**Profession**	Farmer	2	0.3
	31-35 years	106	15.0		Tradesman	28	4.0
	36-40 years	94	13.3		Self-Employed person	3	0.4
	41 years and more	134	19.0		Private sector	101	14.3
	Total	705	100.0		Other	40	5.7
Marital Status	Married	288	40.9		Total	705	100.0
	Single	375	53.2		3000 TL and less	393	55.7
	Divorced, Widowed	42	6.0		3001-4000 TL	143	20.3
	Total	705	100.0	**Average Montly Income**	4001-5000 TL	67	9.5
Educational level	Lycée and less	226	32.1		5001 TL and more	102	14.5
	Associate degree	110	15.6		Total	705	100.0
	Bachelor's degree	283	40.1				
	Master' degree	70	9.9				
	Doctoral Degree	16	2.3				
	Total	705	100.0				

According to Table 7, most of the respondents are male, married, between the ages of 21-35, university graduates or students, and have an average monthly income of 3000 TL or less.

Data Analysis and Results: The 705 data collected were randomly divided into two. O'Connor's (2000) Parallel Analysis (PA) test and Explanatory Factor Analysis (EFA) were applied to the primary data set (n1=350). The analysis results are shown in Table 8. The results of the PA and EFA and the reasons for the items excluded from the data set are shown in Table 8. In consequence of the first PA, it was seen that the scale should consist of six factors. When factor analysis is conducted, the Var14 item, which was found to have commonalities lower than 0.50, was excluded from the data set. In consequence of the second PA, it was determined that the scale should consist of five factors. In consequence of the second EFA, it was observed that the Var19 item took a very close load in two factors. In consequence of the PA analysis and EFA conducted afterwards, low communalities and non-factor loadings were removed from the (Var16 (low factor load and Com <0.50), Var15 (Com<0.50), Var21 (low factor load and Com <0.50),

Var5 (Com <0.50), Var12 (Com <0.50), Var3 (Com <0.50), Var4 (Com <0.50), Var2 (Com <0.50), Var1 (Com <0.50)) data set, respectively. Communalities values should not be less than 0.50. Besides, the difference between the factor loads of two items that have loads on the same factor must be greater than 0.1 (Charles and Kumar, 2014; Hair et al., 2009; Stevens, 2012; Ulker-Demirel et al., 2020). In this sense, 11 items were excluded from the scale consisting of 21 items in the data set. The remaining 10 items in the scale were grouped under four factors in consequence of PA and EFA. Five (Var6, Var7, Var8, Var 17, and Var 18) of these 10 items in the scale are positive, and the other five (Var9, Var10, Var11, Var13, and Var20) are negative items. These negative items should be reverse coded in the analysis.

Table 8. Factor Loadings, Indicator Loadings, Relibiality and Validity

Code	Items Variance (Var)	Factor Loadings (SPSS)	Cronbach Alfa (α)	PA Results (Ncases: 350; Nvar: 10; Ndataset:1000; Percent: 95; Brian Oc)		
				Raw Data	Means	Percently
Menu **% of Variance: 26.678;Eigen-value: 2.668 PA**			0.698	2.668	1.273	1.347
Var6	Menu is varied/rich every day	0.817				
Var7	Salads are varied/versatile	0.817				
Var8	Ingredients are fresh.	0.692				
Service **% of Variance: 15.187; Eigen-value: 1.519**			0.579	1.519	1.190	1.244
Var9	Service is slow (R)	0.729				
Var10	Customer relationship is weak (R)	0.771				
Var11	No service to the table (R)	0.681				
Locality **% of Variance: 12.527; Eigen-value: 1.253**			0.740	1.253	1.125	1.170
Var17	Supporting the indigenous entrepreneurial culture	0.866				
Var18	Keeping the local gourmet flavor alive	0.845				
Portion **% of Variance: 11.878; Eigen-value: 1.188**			0.552	1.188	1.069	1.109
Var13	Portions is not hearty (R)	0.783				
Var20	I can't get what I paid for (R)	0.825				
Deleted Items						
Var1	LFF taste is suitable for my culture	Deleted because of Communalities				

Var2	LFF goes against my eating habits	Deleted because of Communalities
Var3	Nutritional value is low	Deleted because of Communalities
Var4	LFF is expensive	Deleted because of Communalities
Var5	LFF restaurants can't always keep the same taste	Deleted because of Communalities
Var12	LFF presentations are appetizing.	Deleted because of Communalities
Var14	There is no pleasant atmosphere	Deleted because of Communalities & Factor loading is lower than 0.40
Var15	LFF restaurants are a place of socialisation for me	Deleted because of Communalities
Var16	LFF restaurants are easy to reach, as there are many..	Deleted because of Communalities & Factor loading is lower than 0.40
Var19	LFF Restaurants are clean	Deleted, because It has closer loadings in two factors
Var21	LFF is healthy	Deleted because of Communalities & Factor loading is lower than 0.40

Extraction Method: Principal Component (PC)
Rotation Method: Varimax with Kaiser Normalization (Rotation converged in 5 iterations)
KMO: 0.682; Bartlett's sphericity test; ($\chi2$=618.827; df=45; p=0.000)
Cronbach Alfa (α) = 0.684

Unidimensionality analysis were conducted separately for four factors obtained in consequence of the PA and EFA analyses. In consequence of EFA, factors with an eigenvalue greater than 1 must have an eigenvalue greater than 1 within the framework of Kaiser Gutman criteria (Zwick and Velicer, 1986). In this sense, Kaiser Gutman criteria were investigated, and it was determined that those with eigenvalues greater than 1 were factored alone and reported in Table 9.

Table 9. Unidimensionality Analysis (Kaiser-Gutman Criteria)

Factors	Item Number	1. Eigenvalue	2. Eigenvalue	Total Vaiance
Menu	3	1.872	0.650	62.392
Service	3	1.637	0.791	54.581
Locality	2	1.588	0.412	79.400
Portion	2	1.382	0.618	69.087

According to Table 9, it is observed that the first eigenvalues are greater than 1, and the second eigenvalues are less than 1, where all the factors are collected separately under a single factor. In the scale development process, in consequence of EFA, it was observed that factoring was realized at a sufficient level, and when Table 8 and Table 9 were investigated, all factors were factored both together and under one dimension. In the continuation of EFA results obtained in this direction, by performing Confirmatory Factor Analysis (CFA), it is aimed to reveal which variables are related to the factors (Kayapınar, 2018; Schumacker and Lomax, 2010).
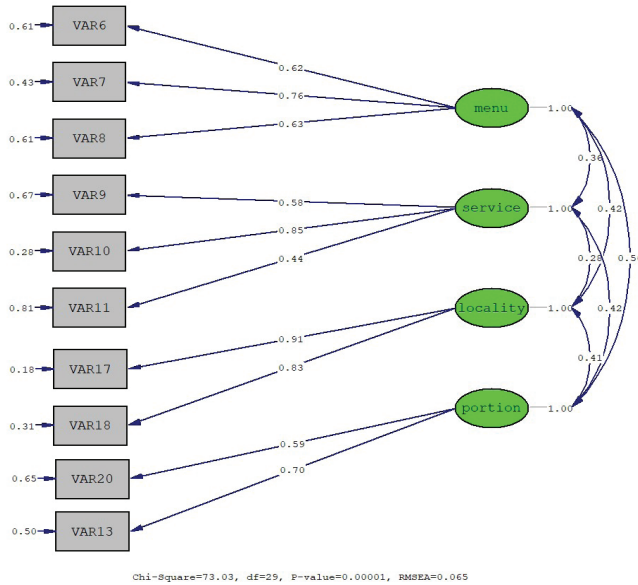
Figure 1. CFA Path Diagram (Standardized Factor Coefficients)

To reveal the relationships between the factors obtained as a result of EFA, CFA was applied to the secondary data set (n2=355) with the help of the Lisrel 9.30 statistical package program and the path diagram shown in Figure 1 was obtained. As can be seen in the path diagram, since p<0.05, the CFA model was accepted as significant. As seen in Table 10, it was accepted that all of the variables in the whole model are related to the relevant factor because the t value is greater than ±1.96, and it was determined that all factors are explained by the relevant variables (Tabachnick and Fidell, 2013). According to Table 10, the highest contribution to the Menu factor is from the Var7 items and the lowest from the Var6 item. On the other hand, the highest contribution to the service factor is from the Var10 item and the lowest from the Var11 item. While the highest contribution to the Locality factor is from the item Var17, the lowest contribution from the item. Var18, the highest contribution in portion factor is from Var13 and the lowest contribution from Var20.

Composite reliability (CR), Avarage Variance Extracted (AVE), Maximal Reliability (MaxR(H)), and Fornell-Larcker Discriminant validity were examined to test the validity and reliability of the expressions and latent variables obtained as a result of CFA. According to Hair et al. (2017), AVE values should be higher than 0.50 and Composite Reliability values should be higher than 0.70. In addition, the diagonal values of the correlation table for Discriminant Validity, that is, the AVE values of the variables, are examined. In this direction, the expressions below the diagonal values should be lower than these diagonal values (Yuruk, Akyol & Şimşek, 2017). When Table 10 is examined, it is observed that the AVE values were greater than 0.50 and the CR values were greater than 0.70. On the other

hand, it has been observed that the diagonals, that is, the expressions, are larger than the values under all of the AVE values; thus, it has been observed that it provides discriminant validity. CR values should not be greater than MaxR(H) (Raykov, Gabler and Dimitrov, 2016). According to Table 10, MaxR(H) values are greater than CR values. Therefore, it has been observed that validity and reliability are provided in the light of data obtained from results of CFA.

Table 10. CFA Measurement Model Results

Parameters	Standardized loads	t-value	R^2	CR	AVE	MaxR (H)	Menu	Service	Locality	Portion
Menu										
menu→Var6	0.623	11.029	0.388	0.820	0.605	0.831	0.778			
menu→Var7	0.756	13.451	0.572							
menu→Var8	0.627	11.113	0.393							
Service										
service→Var9	0.577	9.407	0.333							
service →Var10	0.846	12.428	0.716	0.787	0.552	0.789	0.504	0.743		
service →Var11	0.438	7.341	0.192							
Locality										
localness→ Var17	0.908	15.462	0.824	0.845	0.732	0.846	0.421	0.301	0.856	
localness →Var18	0.833	14.396	0.694							
Portion										
hearty portion →Var13	0.704	10.210	0.496	0.785	0.647	0.788	0.622	0.462	0.386	0.804
hearty portion →Var20	0.594	9.171	0.353							

Weak fit, acceptable fit, and good fit values are shown in Table 11. When the goodness of fit index seen in Table 11 is reviewed, it is observed that it generally takes "acceptable" values. While only NFI and NNFI values show poor fit, it was observed that GFI and AGFI values exhibited a good fit. In line with the goodness of fit index, it can be said that the model is compatible with the data, and the model structure is verified. It is necessary to determine the reliability of the final items and the scale according to the results of EFA and CFA. Cronbach Alpha (α) values were investigated for reliability. α values should be between 0-1 and especially higher than 0.50. The reliability of the scale according to α values in Table 8 as a whole was determined to be 0.684. In consequence of factoring factors, α values were determined as menu=0.698, service=0.579, locality=0.740 and portion=0.552, respectively. This shows that the scale is generally reliable.

Table 11. CFA- Fit Values

Fit Measures	Weak Fit	Acceptable Fit	Good Fit	Value	Result
$\chi2$	$3df < \chi2 \leq 5df$	$2df < \chi2 \leq 3df$	$0 \leq \chi2 \leq 2df$	73.033	Acceptable fit
$\chi2/df$	$3df < \chi2/df \leq 5df$	$2 < \chi2/df \leq 3$	$0 \leq \chi2/df \leq 2$	2.518	Acceptable fit
RMSEA	$0.08 < RMSEA \leq 0.10$	$0.05 < RMSEA \leq 0.08$	$0 \leq RMSEA \leq 0.05$	0.065	Acceptable fit
CFI	$0 \leq CFI < 0.95$	$0.95 \leq CFI < 0.97$	$0.97 \leq CFI \leq 1$	0.951	Acceptable fit
NFI	$0 \leq NFI < 0.95$	$0.95 \leq NFI < 0.97$	$0.97 \leq NFI \leq 1$[a]	0.923	Weak fit
NNFI	$0 \leq NNFI < 0.95$	$0.95 \leq NNFI < 0.97$	$0.97 \leq NNFI \leq 1$[b]	0.924	Weak fit
GFI	$0 \leq GFI < 0.90$	$0.90 \leq GFI < 0.95$	$0.95 \leq GFI \leq 1$	0.961	Good fit
AGFI	$0 \leq AGFI < 0.85$ (Should be near to GFI)	$0.85 \leq AGFI < 0.90$ (Should be near to GFI)	$0.90 \leq AGFI \leq 1$ (Should be near to GFI)	0.926	Good fit
RMR		$0.05 < RMR \leq 1$	$0 \leq RMR \leq 0.05$	0.102	Acceptable fit
SRMR		$0.05 \leq SRMR \leq 1$	$0 \leq SRMR \leq 0.05$	0.06	Acceptable fit

Source: Kayapınar (2018), Hu & Bentler (1999), Lomax & Schumacker (2012), Schermelleh-Engel, Moosbrugger, & Müller (2003).

Measurement invariance evaluates the psychometric equivalence of a construct across groups or across time. To measure the invariance of the factors obtained in the study according to the groups, the configural invariance, weak invariance, scalar invariance, strong invariance, and partial invariance were examined respectively in line with the scale invariance. For measurement invariance, firstly, CFA was conducted with various constraints in line with the factorization obtained in consequence of EFA on two different questionnaire data (Group 1: n1=350, Group 2: n2=355) that were randomly divided into two before.

Table 12. Measurement Invariance Goodness-of-Fit Index (GFI)

Model	χ^2	df	χ^2/df	RMR	SRMR	CFI	RMSEA	$\Delta\chi^2$	Δdf	ΔCFI	p-value for $\Delta\chi^2$
Group1	42.530	29	1.46	0.05	0.043	0.97	0.037	-	-	-	
Group2	73.017	29	2.51	0.10	0.055	0.95	0.065	-	-	-	
Model 1: Configural	115.38	59	1.99	0.10	0.055	0.97	0.053	-	-	-	
Model 2: Weak (Metric)	123.68	64	1.93	0.11	0.064	0.96	0.051	8.297	6	0.001	0.217*
Model 3: Scalar	136.92	70	1.95	0.15	0.087	0.96	0.039	13.247	6	0.004	0.039
Model 4: Strong	196.67	80	2.45	0.17	0.105	0.93	0.064	59.749	10	0.026**	0.000
Model 5: Partial (Var11-V13)	216.97	83	2.61	0.19	0.115	0.93	0.067	20.298	3	0.008	0.000

$\Delta\chi^2$: χ^2 change ($|\chi^2_n - \chi^2_{n-1}|$); Δdf: df change ($|df_n - df_{n-1}|$); $\Delta\chi^2/df$: χ^2/df change ($|\chi^2_n / df_n - | \chi^2_{n-1} / df_{n-1}|$); ΔCFI: CFI change ($|CFI_n - CFI_{n-1}|$); ΔCFI<0,01**; p-value for $\Delta\chi^2$: χ^2 significance value of change (p<0,05*)

To examine the changes between groups, factor loadings, error variances, and factor correlations were tested on the data collected under two groups; firstly, the configural invariance model was tested, and it was determined that they show good fit according to Table 12 ($\chi2$=115.383, df=59, $\chi2$/df=1.990, RMR=0.102, SRMR=0.055, CFI=0.970, RMSEA=0.053) (Hu and Bentler, 1999; Kayapınar, 2018; Schermelleh-Engel, Moosbrugger, and Müller, 2003). Secondly, to measure the metric invariance between groupings, the weak (metric) invariance model, in which the factor loads are constant, and the factor correlation and error variances are free, is analyzed. When the GFI was investigated according to Table 12, it was found that the model shows a good fit. On the other hand, when compared to the previous model, the $\chi2$ change ($\Delta\chi2$) was observed as 8.297. When the p-value for $\chi2$ was examined, it was not found to be significant at the 0.05 significance level, but the model invariance was accepted due to the ΔCFI being below 0.01 (Byrne, 2010).

Thirdly, the scalar invariance model in which the factor loadings and correlations are constant, and the error variances are free, and the variances are free were analyzed. According to Table 11, it was observed that GFI good fit ($\chi2$=136.927, df=70, $\chi2$/df=1.956, RMR=0.159, SRMR= 0.087, CFI=0.965, RMSEA=0.039) for the scalar model. Compared to the previous model, it was observed that ΔCFI was lower than 0.01 and the significance value of p<0.05 was significant, and it was observed that it provided model invariance.

As the fourth model, the strong invariance model was analysed by keeping factor loadings, factor correlations, and error variances constant. According to Table 12, it was observed that GFI good fit ($\chi2$=196.676, df=80, $\chi2$/df=2.458, RMR=0.179, SRMR= 0.105, CFI=0.939, RMSEA=0.064) for the scalar model. Compared to the previous model, it was observed that ΔCFI was higher than 0.01, but when the significance value of p<0.05 was investigated, it was observed that it was provided model invariance.

As the fifth model, the variances of factor loadings and correlations and the partial invariance model in which the error variances other than Var11 and Var13 were fixed were analysed. According to Table 11, it was observed that GIF good fit ($\chi2$=216.974, df=83, $\chi2$/df=2.614, RMR=0.192, SRMR= 0.115, CFI=0.931, RMSEA=0.067) for the partial model. Compared to the previous model, it was observed that ΔCFI was lower than 0.01 and the significance value of p<0.05 was significant, and it was observed that it provided model invariance.

5. Discussion and Conclusion

Previous studies generally dealt with international fast food chain restaurants in countries around the world. This study was conducted to develop an attitude scale towards preferences of traditional LFF restaurants. People from all professions were included in this study. Thus, this developed scale can be applied to all age groups. Besides, this study was conducted in two separate city centers, Tekirdağ

and Kırklareli. In this study, it was seen that the relevant attitude scale consists of meaningful four sub-dimensions be about "menu," "service," "locality," and " portion." It can be stated that these 10 items grouped under four sub-dimensions are factored, their reliability and validity are ensured. Content validity was provided for the scale. The CVR and CVI values were in a range of 0.80-1 and 0.80-1, respectively indicating an acceptable validity. In the analyzes to be conducted, it was deemed appropriate to consider the Average (mean) Score calculation for the items. The final version of the scale is given in Appendix C for researchers to use it more easily and comfortably.

This scale practically applied due to the short version in future research. According to DeVellis (2012) despite not having very high reliability, shorter scales are better if meaning can be attributed to the scores obtained, because they put a less heavy burden on respondents. There are also studies that develop short scale and conduct research with these short scale versions. Some findings from CFA in short scale studies have indicated acceptable psychmetric properties (Diener et al 2010; Longo et al. 2018; Sinval et al 2018). While "menu" and "service" sub-dimensions consist of three items, the dimensions of "locality" and "portion" consist of two items. Some authors demonstrate that at least two variables are necessary to define a factor (Fabrigar et al. 1999; Henson and Roberts 2006). When Carpenter (2018) reviews the articles about scale development, states that 15.8% of these articles have factors consisting of two items.

In the study of Tayfun and Tokmak (2007), it is seen that "the hearty portion is satisfying," "taste and presentation," "service speed," "ease of transportation" factors are among the reasons for preferring traditional LFF restaurants. In this study, it is also seen that the "service" and "portion" factors are similar. Another LFF study conducted in Turkey was conducted by Acar (2016). The factors of "price" and "entourage" emerging in Acars' (2016) study differ from the factors in this study. Saçlı and Özer (2018) collect the factors affecting the preferences of LFF type Iskender doner in eight sub-dimensions be about "Personnel behavior", "restaurant features", "taste", "social environment", "portion size", "regional features", "ease of transportation" and "being healthy" in the result of factor analysis. In this study, "locality" and "portion" factors are similar. In a study in Romania where a local and an international FF restaurant were compared, it is stated that youth care the most about "environment", "price" and "service" factors in the selection of these restaurants (Untaru and Ispas 2014). In the study conducted by Srivastava (2015) in Mumbai, India, it is stated that "low price", "diversity" and "taste" factors in LFFs affect customer loyalty. It is seen that sub-dimensions in this study are similar to the factors in the previous studies on other FFs. For example, when the Turkish literature is reviewed, Öztürk (2019) groups the factors that affect the FF restaurant selection under nine sub-dimensions be about "cleanliness", "taste and quality" "staff attitude" "service speed" "brand awareness" "menu diversity" "environment" "location" and "price". If paying

attention, these factors are the studies for FF restaurants in general. In Turkey, some personal and environmental factors such as "location", "variety of food", "taste", "atmosphere" affect the consumption of meals and restaurant selection outside the home (Özdemir, 2010: 221; Onurlubaş, 2015; Tutar and Yazırlı, 2016). Lewis (1981) indicates FF restaurant preference reasons under five sub-dimensions as "menu quality", "menu variety", "price", "atmosphere" and "convenience". Auty (1992) adds "location" and "service speed" factors to these sub-dimensions. Kivela (1997) states that "menu quality" and "menu variety" factors are the two most important factors in restaurant preference. According to Clark and Wood (1998) "food quality" and "value" are the most significant factors for choosing a FF restaurant. Goyal and Singh (2007) use six sub-dimensions are about "menu variety", "taste and quality", "environment and hygiene", "service speed", "price" and "location". Azim et al. (2014) emphasize that "taste and quality", "cleanliness", "physical environment" and "staff attitude" factors come to the fore in restaurant preference.

As it can be understood from the comparisons made above, Previous studies in Turkey, some authors have not performed factor analysis towards preferences of LFF, however, they indicate the factors influencing consumers' preference for LFF (Tayfun and Tokmak, 2007; Acar, 2016; Saçlı and Özer, 2018). Secondly, for the scale developed in this study is short, it has the opportunity to be applied in a more practical way. Third, the reasons for preference revealed in previous studies are related to general FF foods, however, the factors revealed in this study are only related to YFF foods. Finally, in this study, it has been revealed that there will be a competition among global FF restaurant chains and numerous LFF establishments especially in terms of food raw materials, price, agreeability of the employees, price, taste and quality of foods. At this point, it is likely that consumers will have different attitudes and perceptions.

In the next studies, by collecting qualitative and quantitative data, researchers can reveal the attitudes of consumers towards LFF products and restaurants in their countries. These results can provide important clues to both existing and new entrepreneurs in the process of revising their sales and marketing strategies as well as product variety, space, and staff attitudes. Such studies will also give the countries that want to have a say in world cuisine the opportunity to introduce their national FFs. For example, travels with Local Gourmet taste and flavor motifs are increasing all over the world (Diaconescu et al. 2016; Rachão et al. 2019; Guruge 2020). While creating the pool in the process of developing scale items, in particular, it is necessary to conduct interviews with industrial magazines, field operators, and chefs who prepare and cook LFF products, raw material suppliers, consumers, and people who do academic research on the subject.

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Appendix A -ITEM POOL

Item no	Items
1	LFF taste is suitable for my culture
2	LFF goes against my eating habits
3	Ingredients are quality
4	LFF is expensive
5	LFF restaurants can't always keep the same taste
6	Foods are low in calories
7	Salads are varied/versatile
8	Ingredients are fresh
9	There is a food delivery service at each meal time
10	Customer relationship is weak
11	No service to the table
12	LFF presentations are appetizing.
13	Portions are large enough
14	There is no pleasant atmosphere
15	LFF restaurants are a place of socialisation for me
16	It is nice to use local service settings
17	Supporting the indigenous entrepreneurial culture
18	The local space design is very nice
19	LFF Restaurants are clean
20	I can't get what I paid for
21	LFF is healthy
22	Monitoring a cooking process increases my satisfaction
23	Nutritional value is low
24	Staff communication with the customer is good
25	It is exciting to explore fast food from different regions
26	It is nice that the service is offered by local clothes
27	Service is slow
28	Price promotions encourage me to consume
29	Portions is not hearty
30	Menu is varied/rich every day
31	Having familiar meat cookers affect my preference
32	Different local spices and sauces give flavor
33	LFF restaurants are easy to reach, as there are many.
34	Cooking on wood fire increases the flavor
35	Employee is courtesy
36	Keeping the local gourmet flavor alive
37	Places are comfortable
38	Available at every mealtime.
39	Delivery services are too slow
40	Foods are served hot
41	Ingredients are organic.

Appendix B: CVR$_{critical}$ One-Tailed Test (α = .05) Based on Exact Binomial Probabilities.

Panel Size	Proportion Agreeing Essential	CVR Critical Exact Values	One-Sided p Value	N$_{critical}$ (Min. No. of Experts Required to Agree Item Essential) Ayre and Scally, (2014)	N$_{critical}$ Calculated From CRITBINOM Function Wilson et al. (2012)
5	1	1.00	.031	5	4
6	1	1.00	.016	6	5
7	1	1.00	.008	7	6
8	.875	.750	.035	7	6
9	.889	.778	.020	8	7
10	.900	.800	.011	9	8
11	.818	.636	.033	9	8
12	.833	.667	.019	10	9
13	.769	.538	.046	10	9
14	.786	.571	.029	11	10
15	.800	.600	.018	12	11
16	.750	.500	.038	12	11
17	.765	.529	.025	13	12
18	.722	.444	.048	13	12
19	.737	.474	.032	14	13
20	.750	.500	.021	15	14
21	.714	.429	.0,39	15	14
22	.727	.455	.026	16	15
23	.696	.391	.047	16	15
24	.708	.417	.032	17	16
25	.720	.440	.022	18	17
26	.692	.385	.038	18	17
27	.704	.407	.026	19	18
28	.679	.357	.044	19	18
29	.690	.379	.031	20	19
30	.667	.333	.049	20	19

Source: Ayre and Scally, (2014).

Appendix B (continue) Simplified Table of CVRcritical Including the Number of Experts Required to Agree an Item Essential.

Panel Size	$N_{critical}$ (min.no.of Experts Required to Agree an Item Essential for Inclusion)	Proportion Agreeing Essential	$CVR_{critical}$
5	5	1	1.00
6	6	1	1.00
7	7	1	1.00
8	7	.875	.750
9	8	.889	.778
10	9	.900	.800
11	9	.818	.636
12	10	.833	.667
13	10	.769	.538
14	11	.786	.571
15	12	.800	.600
16	12	.750	.500
17	13	.765	.529
18	13	.722	.444
19	14	.737	.474
20	15	.750	.500
21	15	.714	.429
22	16	.727	.455
23	16	.696	.391
24	17	.708	.417
25	18	.720	.440
26	18	.692	.385
27	19	.704	.407
28	19	.679	.357
29	20	.690	.379
30	20	.667	.333

Source: Ayre and Scally, (2014).

Appendix C: A Scale of Attitude towards Preferences of Local Fast-Food Restaurants

Factors	Items	Strongly Agree	Agree,	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Menu	Menu is varied/rich every day	5	4	3	2	1
	Salads are varied/versatile	5	4	3	2	1
	Ingredients are fresh.	5	4	3	2	1
Service	Service is slow	5	4	3	2	1
	Customer relationship is weak	5	4	3	2	1
	No service to the table	5	4	3	2	1
Locality	Supporting the indigenous entrepreneurial culture	5	4	3	2	1
	Keeping the local gourmet flavor alive	5	4	3	2	1
Portion	Portions is not hearty	5	4	3	2	1
	I can't get what I paid for	5	4	3	2	1