

A Study on the Influential Factors of Consumer Behavior in Fast-Moving Consumer Food Based on the UTAUT Model

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ABSTRACT

This study based on the UTAUT model, conducts a questionnaire survey to analyze the influencing factors of consumer purchasing behavior in fast consumer food. It provides suggestions and advice for fast consumer food enterprises in marketing network design and marketing strategy adjustment. The study believes that different ages, genders, marital statuses, regions, and purchase frequencies of consumers have an impact on their purchasing of fast consumer food, including taste, price, nutritional value, cleanliness, and convenience of purchase. The study finds that the influencing factors have differences, and it analyzes the specific influence degree of various influencing factors. Furthermore, it provides targeted suggestions and countermeasures for fast consumer food enterprises in marketing strategy, marketing network layout, and internal layout of marketing network.

KEYWORDS

consumer behavior in fast-moving consumer food; UTAUT model; influencing factors

1 Introduction

The fast-moving consumer goods (FMCG) industry is undergoing a series of changes, both challenges and opportunities. Companies need to continuously innovate, adapt to changes in consumer preferences, utilize new technologies and tools to improve operational efficiency, and pay attention to health, convenience, and other consumption trends. Effectively deploying market terminal marketing outlets is also necessary to maintain competitiveness in a highly competitive market. It is an undeniable fact that effective market expansion through marketing outlet deployment is necessary for fast-moving consumer goods (FMCG) companies to face increasingly fierce competition, changing consumer purchase behavior, and to obtain more market share and market opportunities. Therefore, when companies deploy marketing outlets, they need to fully consider the influencing factors of consumer purchase behavior in the fast-moving consumer goods industry. For this reason, this paper specifically conducts relevant research.

In 2003, American scholars VENKATESH et al. integrated and optimized the technology adoption model, innovation diffusion theory, technology and task fit model, motivation model, rational behavior theory, planned behavior theory, TAM and TPB composite model, and social cognition theory model, and established the UTAUT theoretical model for "research on influencing user cognitive factors"^[1]. The UTAUT theoretical model (Unified Theory of Acceptance and Use of Technology) is a unified theoretical model of technology acceptance and use, which is widely used

to explain and predict consumers' acceptance of new technologies and their usage behavior. The UTAUT model integrates key elements from several previous technology acceptance models, including performance expectancy, effort expectancy, social influence, facilitating conditions, and usage intention^[2]. The UTAUT model is feasible and valuable for use in a quick consumer goods consumption behavior survey study. It is often used to analyze individuals' acceptance and usage intentions for technology or innovation, so it is innovative to use it in the fast-moving consumer goods field to study and analyze the relevant factors.

2 Research Methods and Data Sources

2.1 Research Hypotheses and Model Construction

To quickly and clearly understand the overall situation of UTAUT model researching influencing factors for consumer purchase, this study conducted a literature search on the CNKI database with "UTAUT model" as the theme, combined with manual screening to exclude articles that did not meet the research theme, non-journal articles, and unpublished articles, resulting in 292 journal articles, including 31 CSCI articles, 29 articles from the core journals of Peking University, 2 articles from AMI, and 3 articles from WJCI. Different scholars from both domestic and foreign countries have made their own contributions to the study of customer purchase behavior influencing factors. In 2023, Yang Yanli from China Post Group conducted a study on consumer behavior in using the package recycling system for express delivery based on the UTAUT model. She mainly built a model to study the consumer's behavior in using the package recycling system, analyzed the influencing factors and their effects, and tested the role of control variables. The research findings showed that performance expectation, effort expectation, social influence, and convenience conditions all had a significant positive impact on the intention to use the recycling system^[3]. In 2022, Zhao Yajun and Dang Yiwei, teachers from the School of Business at Xi'an International Studies University, published an article in the Journal of Business Research, in which they studied the factors influencing consumer purchasing behavior on cross-border e-commerce platforms based on the UTAUT model. Fan Wenfang, a teacher from the School of Economics and Management at Chongqing University of Technology, and Wang Qian, a teacher from the School of Urban Management at Beijing University of Civil Engineering and Architecture, published an article in the Management Review journal, in which they showed that personalized intelligent recommendations could positively influence consumer impulse buying behavior online. Liu Junfeng, a teacher at Xi'an Shiyou University, and others, published an article in the Journal of Operations and Management, in which they showed that convenient and quick purchase conditions could directly positively influence consumer purchasing behavior. He believes that the consumer's willingness to purchase refers to the likelihood of taking a specific consumption purchase behavior, and this factor belongs to the consumer's subjective factors. In 2021, Chen Xiaofang and Jiang Younong, teachers from Anhui Finance and Trade Vocational College, published an article in the Journal of Hebei Engineering Institute, in which they studied and concluded that consumers have a stronger advantage in terms of flexible payment options and saving time when shopping on WeChat. The development of e-commerce has provided good infrastructure for WeChat group marketing, which gives consumers and WeChat group members the necessary technical and communication support^[4].

This study is based on the UTAUT theory and effectively combines the characteristics of consumer behavior in purchasing fast-moving consumer goods. The variables are reasonably adjusted, the UTAUT model is moderately modified and extended, and a questionnaire survey is conducted on consumers to analyze the influencing factors of their purchase behavior. This study believes that performance expectation refers to the degree to which consumers feel that the

purchase of fast-moving consumer food has helped them, such as the benefit situation and price situation. This study believes that consumers of different ages, genders, marital status, regions, and purchase frequencies have different feelings of performance expectation. The expected value of the fast-moving consumer food is what consumers can feel when purchasing fast-moving consumer goods, and the influencing factors of their purchase behavior are different for consumers with different purchase frequencies. Social influence refers to the external influencing factors that affect consumers' purchase of fast-moving consumer food, including the price level, nutritional value, variety, taste, convenience, cleanliness and hygiene of the food are important factors that contribute to consumer behavior.

2.2 Questionnaire Design

First, the content and method of the questionnaire. The questionnaire mainly consists of three parts. The first part is demographic information, including gender, age, education level, occupation and monthly income. The second part is to understand whether the consumer customers often enter the fast-moving consumer goods marketing outlets, the channels for purchasing food, and the proportion of fast food consumption in disposable income. The third part is to measure the items of price level, nutritional value, variety, taste, convenience, cleanliness and hygiene based on the UTAUT model and consumer willingness.

The content of the questionnaire is in the form of a 7-point Likert scale, and in order to ensure the validity of the questionnaire, reverse questions are used to delete unreliable questionnaires to ensure the high quality of the questionnaire data. All the questions in the questionnaire are based on mature and reliable scales and adjusted accordingly for the actual research object. In addition, this survey took place online and offline through dual channels. The online survey was mainly implemented through the questionnaire star, and the offline survey used participatory character interviews, random "intercept-style" sampling, and other methods to conduct questionnaire surveys.

2.2.1 Questionnaire Design Overview

In order to scientifically and effectively discover the factors that influence consumer purchasing behavior and accurately depict the specific influencing factors at present, thereby providing effective strategic advice, this study reviewed relevant materials and theories, based on customer satisfaction surveys and evaluation models, and prepared relevant survey questionnaires for some important content. Through various life scene channels, questionnaires were conducted among the customer groups at marketing outlets, and the primary data for empirical analysis were obtained. All questionnaires were distributed through electronic channels. The survey object was mainly the customer groups at offline marketing outlets. A total of 200 questionnaires were distributed, 180 were returned, the return rate was 90%, 6 invalid questionnaires were deleted, and 174 actual effective questionnaires were obtained, the effective rate was 96.67%.

2.2.2 Questionnaire Data Quality Control

Questionnaire data quality control is an extremely important link in the entire survey research, which directly affects the accuracy and credibility of the survey results. During the process of questionnaire data quality control, attention should be paid to three stages: before the survey, during the survey, and after the survey.

(1) Before the survey. Before the survey, we need to have a thorough understanding of the topic, clarify the survey subjects and locations, and base our design of scientific sampling schemes on this, which is the cornerstone of data quality control for questionnaire data. Firstly, we need to deeply

understand the topic, conduct in-depth research on the survey theme, understand its background, purpose and significance, so as to accurately reflect it in the questionnaire design; secondly, clarify the survey subjects and locations, determine suitable survey subjects and locations, and ensure the representativeness of the sample; finally, establish a scientific and rigorous sampling scheme, design a reasonable sampling scheme according to the research objectives and subjects, and strive to ensure the randomness and representativeness of the sample as much as possible.

(2) During the survey. Firstly, during the questionnaire distribution process, we need to follow some key principles to ensure the quality of questionnaire data. For example, unbiased inquiry, avoid any subjective bias during the questionnaire distribution process, so that respondents can answer questions truthfully; secondly, summarize and reflect on the survey results every day, and correct any problems found in time to avoid making the same mistakes again; finally, set up a certain recovery mechanism to ensure that questionnaires can be collected in a timely and effective manner.

(3) After the survey. After the survey, the questionnaires collected need to be carefully reviewed and integrated to ensure the completeness and accuracy of the data. First, the questionnaires are carefully reviewed and questionnaires with illogical or random answers are excluded to ensure the reliability of the sample. Then, the reviewed questionnaires are integrated to ensure the completeness and accuracy of the data. Next, the data is cleaned, handling outliers, missing values, etc., to improve the credibility of the data. Finally, based on the research purpose, the data is deeply analyzed to derive meaningful conclusions.

3 Analysis of Result

3.1 Reliability and Validity Analysis

(1) Reliability Analysis

Reliability analysis is a statistical method used to evaluate the reliability or stability of measurement tools (such as questionnaires, tests, etc.), and the reliability analysis of this questionnaire is conducted using the alpha coefficient of reliability. The degree of credibility of the questionnaire is directly related to the Cronbach coefficient, the specific relationship is as follows: The commonly used are Cronbach's alpha coefficient and split-half reliability^[5], Cronbach's alpha coefficient is used to evaluate the degree of consistency between a set of items; Split-half reliability is the correlation coefficient calculated by dividing the measurement tool into two halves. The coefficient of reliability ranges from 0 to 1. In general, a reliability coefficient of 0.7 or above is considered acceptable, and a coefficient of 0.8 or above indicates high reliability. The questionnaire is highly trustworthy, and the data reliability is very high, which is conducive to subsequent analysis. By conducting reliability analysis on the 7 items of the scale, the overall reliability of the questionnaire is shown in the table below. The Cronbach's alpha coefficient for the questionnaire is 0.863, indicating that the overall reliability of the questionnaire is high and has a high degree of validity. The analysis has high validity value.

Table 1 Reliability Analysis Results

Reliability Statistics	
Cronbach's Alpha	Item Number
0.863	7

(2) Validity Analysis

Validity analysis is used to evaluate the degree to which a measurement tool (such as a questionnaire or test) accurately measures the concepts or traits that are expected to be measured.

In this study, the data from the questionnaire survey was verified using Bartlett's sphericity test and KMO's sphericity to determine whether the results could be subjected to factor analysis. KMO (Kaiser-Meyer-Olkin) value is used to evaluate the degree of cross-correlation among variables to determine whether the data is suitable for factor analysis. The KMO value ranges from 0 to 1^[6]. Generally speaking, the closer the KMO value is to 1, the more common factors there are among the variables, and the more suitable the data is for factor analysis. The closer the KMO value is to 0, the less suitable the data is for factor analysis. The usual criteria are as follows: A KMO value greater than 0.9 is very suitable for factor analysis. A KMO value between 0.8 and 0.9 is suitable. A KMO value between 0.7 and 0.8 is generally suitable. A KMO value between 0.6 and 0.7 is not very suitable. A KMO value between 0.5 and 0.6 is barely suitable. A KMO value less than 0.5 is extremely unsuitable. By conducting factor analysis on the 7 items in the questionnaire, the overall validity of the questionnaire is shown in the following table. The KMO value of the questionnaire is 0.881, and the Bartlett's sphericity test Sig value is 0.000, which is less than the significance level of 0.05, indicating that the overall validity of the questionnaire is good and can be used for further analysis, with high analytical value.

Table 2 Overall Validity Analysis

KMO and Bartlett's Test		
KMO Sampling Suitability Index.		0.881
Bartlett's Sphericity Test	Approximate Chi-Square	320.587
	Degrees of Freedom	21
	significance	0.000

3.2 Descriptive Analysis

(1) Sample Characteristics Analysis

According to the statistical data on sample characteristics, there were a total of 156 people, with 44.8% being female and 55.2% being male. The number of male respondents was higher than that of female respondents. The age of respondents was mainly concentrated in the range of 15-25 years, accounting for 26.4%, 26-35 years, accounting for 19.5%, 36-45 years, accounting for 17.2%, 46-55 years, accounting for 14.9%, and over 55 years, accounting for 21.8%. In terms of marital status, the proportion of unmarried and married respondents was relatively balanced, accounting for 46% and 54%, respectively. Among the respondents surveyed, 24.1% were from first-tier and new first-tier cities, 29.9% were from second-tier cities, 20.7% were from third- and fourth-tier cities, and the remaining 25.3% were from fifth- and sixth-tier cities.

Table 3 Sample Characteristics Statistical Table

Variable	Option	Frequency	Percentage	Cumulative Percentage
Gender	Male	96	55.2	55.2
	Female	78	44.8	100
Age	15-25 years	46	26.4	26.4
	26-35 years	34	19.5	46
	36-45 years	30	17.2	63.2
	46-55 years	26	14.9	78.2
	Over 55 years	38	21.8	100
Marital Status	unmarried	80	46	46
	married	94	54	100
City	First-tier and new first-tier	42	24.1	24.1
	Second-tier	52	29.9	54
	Third and fourth-tier	36	20.7	74.7
	Fifth- and sixth-tier	44	25.3	100

(2) Frequency Analysis

According to the reasons why people do not buy fast food, the main reason why people do not buy fast food is concern about the quality of the food, accounting for 38.1%. The second reason is that the food in fast food restaurants is not fresh and nutritionally unbalanced, accounting for 26.19%. 11.9% of respondents believe that fast food is too expensive, and another 11.9% think that the taste of fast food is too simple. 7.14% of people think that the taste of fast food is not as good as food cooked on the spot, and the remaining 4.76% of consumers have other reasons for not buying fast food.

Table 4 Reasons for not buying fast food

Option	Frequency	Percentage	Cumulative Percentage
Food is too expensive and of low value for money	10	11.90%	11.90%
Concern about the quality of the food	32	38.10%	50.00%
The taste of fast food is not as good as food cooked on the spot	6	7.14%	57.14%
Food in fast food restaurants is not fresh and nutritionally unbalanced	22	26.19%	83.33%
Food taste is too simple	10	11.90%	95.24%
Other	4	4.76%	100.00%

In the survey on the reasons why people buy fast food, 46.67% of people do so to save time and effort, and make it convenient and quick. 20% of people do not know how to cook, 2.22% do so because the food is delicious, and 24.44% do so because fast food is affordable. The remaining 6.67% of consumers chose other reasons. The main reason why people buy fast food is to save time and effort, and the weakest reason is that the food is delicious.

Table 5 Reasons for buying fast food

Option	Frequency	Percentage	Cumulative Percentage
Saving time and effort, making it convenient and quick	42	46.67%	46.67%
Can't cook	18	20.00%	66.67%
Delicious	2	2.22%	68.89%
Affordable	22	24.44%	93.33%
Other	6	6.67%	100.00%

3.3 Differential Analysis

(1) Independent Samples t-Test

The independent samples t-test was used to study the differential impact of gender on the willingness to consume fast-moving consumer goods^[7]. From the data in the table below, it can be seen that the significant level of $p=0.000$, $t=5.231$, $p\text{-value} < 0.05$, therefore rejecting the null hypothesis, indicates that the samples of different genders have significant differential impact on the willingness to consume fast-moving consumer goods. From the average values, the average willingness of male consumers to consume fast-moving consumer goods is 3.27, while the average willingness of female consumers is 2.05, so it can be concluded that men are more willing to purchase fast food than women.

The independent samples t-test was used to study the differential impact of marital status on the willingness to consume fast-moving consumer goods. From the data in the table below, it can be seen that the significant level of $p=0.000$, $t=4.029$, $p\text{-value} < 0.05$, therefore rejecting the null hypothesis, indicates that the samples of different marital status have significant differential impact on the willingness to consume fast-moving consumer goods. On average, the willingness of the unmarried group to consume fast food is 3.25, while the willingness of the married group is 2.28, so

we can conclude that the unmarried group is more willing to purchase fast food than the married group.

Table 6 Gender Independent Samples t-Test Results

	Gender	Number of cases	Average Value $\pm$ Standard Deviation	t	Significance
Willingness to Consume Fast-Moving Consumer Food	Male	96	3.27 $\pm$ 1.612	5.231	0.000**
	Female	78	2.05 $\pm$ 1.458		

* indicates $p < 0.05$, ** indicates $p < 0.01$

Table 7 Independent Samples t-Test of Marital Status

	Marital Status	Number of Cases	Mean $\pm$ Standard Deviation	t	Significance
Willingness to Consume Fast Consumer Food	Unmarried	80	3.25 $\pm$ 1.603	4.029	0.000
	Married	94	2.28 $\pm$ 1.575		

* indicates $p < 0.05$, ** indicates $p < 0.01$

(2) Analysis of Variance (ANOVA)

The single-factor ANOVA was used to study the differences in willingness to consume fast food among different age groups. The results show that the F value for age is 34.832, $p=0.000$, which is less than 0.05, thus rejecting the null hypothesis and indicating that age has a significant effect on willingness to consume fast food. On average, the older the age, the lower the willingness to consume fast food.

Table 8 Single-Factor ANOVA of Age

Variable	Age	Number of Cases	Mean $\pm$ Standard Deviation	F	Significance
Willingness to Consume Fast Food	15-25 years old	46	4.13 $\pm$ 1.046	34.832	0.000**
	26-35 years old	34	3.41 $\pm$ 1.635		
	36-45 years old	30	2.53 $\pm$ 1.697		
	46-55 years old	26	1.54 $\pm$ 0.948		
	55 years and above	38	1.37 $\pm$ 0.675		

* indicates $p < 0.05$, ** indicates $p < 0.01$

The single-factor ANOVA was used to study the differences in willingness to consume fast food among different cities. The results show that the F value for city is 5.286, $p=0.02$, which is less than 0.05, thus rejecting the null hypothesis and indicating that city has a significant effect on willingness to consume fast food. On average, the first-tier and new first-tier cities have the strongest willingness to consume fast food, followed by second-tier cities, third-and fourth-tier cities, and fifth-and sixth-tier cities.

Table 9 One-way ANOVA for City Variables

Variable	City	Cases	Mean $\pm$ SD	F	Significance
Willingness to Consume Fast Consumer Goods	Tier 1 and New Tier 1	42	3.29 $\pm$ 1.535	5.286	0.002**
	Tier 2	52	2.85 $\pm$ 1.719		
	Tier 3 and 4	36	2.83 $\pm$ 1.665		
	Tier 5 and 6	44	1.95 $\pm$ 1.446		

*indicates $p < 0.05$, **indicates $p < 0.01$

3.4 Correlation Analysis

Correlation analysis is used to determine whether there is a correlation between different variables. Pearson correlation analysis is a statistical method used to measure the strength and direction of the linear relationship between two continuous variables. It quantitatively describes this relationship by calculating the Pearson correlation coefficient $r^{[8]}$. The range of the Pearson correlation coefficient r is between -1 and 1. When r is close to 1, it indicates that there is a strong positive linear relationship between the two variables, i.e., as the value of one variable increases, the value of the other variable tends to increase. When r is close to -1, it indicates that there is a strong negative linear relationship between the two variables, i.e., as the value of one variable increases, the value of the other variable tends to decrease. When r is close to 0, it indicates that there is a weak or almost non-existent linear relationship between the two variables. Based on the correlation analysis results in the table below, all correlation coefficients are positive, and the correlation coefficients are greater than 0, indicating that there is a significant positive correlation between the variables in the scale. The bivariate Pearson test results show that when $0.3 < |r| < 0.5$, there is a weak correlation between the variables. When $0.5 < |r| < 0.7$, the variables are moderately correlated; when $0.7 < |r| < 0.9$, the variables are strongly correlated. From the analysis results, it can be concluded that the consumption intention of fast food products is weakly related to variety richness, moderately related to price level, taste, and highly related to convenience, cleanliness and hygiene. A further regression analysis can be conducted for a quantitative analysis.

Table 10 Correlation Coefficient Table

	Price Level	Nutritional Value	Variety Richness	Taste	Convenience	Cleanliness and Hygiene	Consumption Intention of Fast Food Products
Price Level	1						
Nutritional Value	.295**	1					
Variety Richness	.501**	0.045	1				
Taste	.578**	.150*	.346**	1			
Convenience	.697**	.270**	.459**	.479*	1		
Cleanliness and Hygiene	.756**	.240**	.462**	.645*	.746**	1	
Consumption Intention of Fast Food Products	.685**	.243**	.428**	.518*	.777**	.719**	1

** Significant at the 0.01 level (two-tailed), significant correlation * Significant at the 0.05 level (two-tailed), significant correlation

3.5 Regression Analysis

The consumption intention of fast food products is the result of various factors, so it is necessary to establish a quantitative model to examine the various factors together. This study uses a multiple linear regression model to quantitatively analyze the significant correlations between the variables of price level, variety richness, taste, convenience, cleanliness and hygiene, and the consumption intention of fast food products, and thereby determine the factors that influence consumer consumption intention of fast food products.

(1) F-test for variance

According to the analysis results, the significance level of the variance test for the regression model is $P=0.000$, which is less than 0.05, indicating a significant level and rejecting the null

hypothesis that the regression coefficient is 0, implying that at least one independent variable has a significant impact on the dependent variable. The variance test passes, and the model construction is successful.

Table 11 Variance Test ANOVA

ANOVA							
	Model	Residual	Sum of Squares	Degrees of Freedom	Mean Square	F	Significance
1	Regression		314.721	5	62.944	66.076	.000b
	Residual		160.038	168	.953		
	Total		474.759	173			
a. Dependent Variable: Willingness to Consume Fast Food							
b. Predictor Variables: (Constant), Level of Service, Variety Richness, Taste, Convenience, Cleanliness							

(2) Regression Model Results

According to the analysis results, the significance level of the price level $P=0.028$ is less than 0.05, therefore the null hypothesis is rejected, and the price level has a significant impact on the willingness to consume fast food. From the regression coefficient, the regression coefficient of the price level is 0.210, so it can be concluded that the price level has a significant positive impact on the willingness to consume fast food. The significance level of variety richness and taste P is greater than 0.05, therefore the null hypothesis cannot be rejected, and variety richness and taste do not significantly affect the willingness to consume fast food. The significance level of convenience $p=0.000$ is less than 0.05, therefore the null hypothesis is rejected, and convenience has a significant impact on the willingness to consume fast food. From the regression coefficient, the regression coefficient of convenience is 0.555, so it can be concluded that convenience has a significant positive impact on the willingness to consume fast food. The significance level of cleanliness is $p=0.000$, which is less than 0.05, therefore the null hypothesis is rejected, indicating that cleanliness has a significant impact on the willingness to consume fast food. From the regression coefficient, the regression coefficient of cleanliness is 0.199, so it can be concluded that cleanliness has a significant positive impact on the willingness to consume fast food. From the regression coefficient, the factor that has the greatest impact on the willingness to consume fast food is convenience, followed by price level, and then cleanliness, variety richness, and taste have no significant impact on the willingness to consume fast food.

Table 12 Regression Analysis Results

Coefficient a						
Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance	
	B	Standard Error	Beta			
1	(Constant)	-.542	.245	-2.216	.028*	
	Price Level	.210	.101	.156	2.085	.039*
	Variety Richness	.019	.060	.016	.310	.757
	Taste	.103	.088	.070	1.167	.245
	Convenience	.555	.080	.492	6.901	.000**
	Cleanliness	.199	.092	.181	2.170	.031*
a. Dependent Variable: Your willingness to purchase fast food?						

** indicates P-value less than 0.01, * indicates P-value less than 0.05

3.6 Factors Affecting Consumers' Fast Food Consumption Comprehensively Analyzed

There are significant differences in the willingness to consume fast food among different groups of people with different life backgrounds. According to the analysis results, gender plays a significant role in fast food consumption, with men being more inclined to consume fast food

compared to women. This gender difference may be related to physiological and social role differences, reflecting consumer gender-specific preferences in food choices. Consumer age is also an important factor affecting fast food consumption, with young groups of 15 to 25 years and 26 to 35 years more likely to accept fast food, who usually place more emphasis on convenient and quick dining methods, which meet their needs for a fast-paced lifestyle. On the other hand, as age increases, consumers' attention to healthy and safe food increases, and they pay more attention to healthy culinary culture, which may be more cautious in choosing fast food. Marital status has a certain impact on fast food consumption, with unmarried individuals being more inclined to consume fast food compared to married individuals. Married individuals are influenced by age, family environment, living place, energy, etc., and they pay more attention to the balance and diversity of family diet, and tend to choose non-fast food. Unmarried individuals, because they place more emphasis on the economic efficiency of time, in addition to external conditions and venues, tend to choose convenient and quick fast food. Consumers living in cities also have a differential impact on fast food consumption, with residents of developed cities more likely to choose fast food as a solution due to their fast-paced lifestyle and heavy work pressure. While less developed cities may be more inclined towards traditional home cooking, the demand for fast food is relatively lower.

In the survey research on the reasons for purchasing fast food, the main reason why consumers purchase fast food is to save time and energy, as fast food is convenient and quick. The second reason is that some people think that fast food is relatively affordable in terms of price. In the survey research on the reasons why people do not purchase fast food, the biggest reason why consumers do not choose to purchase fast food is their concern about the quality of the food, and the second reason is that they think the food in fast food restaurants is not fresh and nutritionally unbalanced.

According to the results of correlation analysis and regression analysis, the price level, convenience, and cleanliness and hygiene of fast food all have a significant impact on consumers' willingness to consume fast food. Among them, the most significant factor is the convenience of fast food, followed by the price level, and the least significant factor is the cleanliness and hygiene. The richness of fast food varieties and taste will not have a significant impact on consumers' willingness to consume fast food.

4 Suggestions and Countermeasures

The fast food industry^[9] faces diverse consumer needs and challenges in the constantly changing market environment. Through the analysis of survey results, the factors that influence the purchase of fast food consumers are diversified, among which the quality and freshness of food, the convenience of purchasing and consumption, have a positive and forward-looking guidance on consumer purchases. The price level and hygiene level also have an impact on consumers. Based on the survey results, the following countermeasures are proposed for fast food enterprises in terms of marketing network layout, marketing strategies, and internal management:

4.1 Marketing Network Layout

When enterprises layout their marketing network^[10], they should first consider convenience and accessibility, ensuring that the marketing network is located in convenient locations such as subway stations and bus stops, or near the consumer's daily travel route, such as schools and office areas, to improve the convenience of purchase. The network layout should focus on high-density population areas, prioritizing the establishment of marketing networks in urban centers^[11], commercial areas, and large communities with high foot traffic to capture the largest number of potential customers. The layout of marketing networks is to be set and adjusted by taking into account the target

consumer group's consumption habits. In summary, companies should consider consumer behavior, market trends, and corporate strategy when planning the distribution of marketing outlets. By implementing scientific layout and fine-tuning operations, they can enhance market coverage and customer satisfaction, thereby achieving sustained business growth^[12].

4.2 Marketing Strategies

Product Strategy. Product innovation and customization should be tailored to different age groups. As people age, their demand and preference for fast food change. For young people, products should focus on innovation and fun to cater to their fast-paced lifestyle. For older groups, nutritious and healthy fast food options should be emphasized. Implementing family-oriented and individualized product strategies, taking into account differences in marital status, can enable the launch of different marketing strategies for married and unmarried individuals. For married individuals, family-friendly meal packages should be promoted, emphasizing balance and variety. For unmarried individuals, emphasis should be placed on convenience, individuality, and flexible choices. **Regional market strategies and cultural integration.** Differentiate products based on regional differences and urbanization levels, emphasizing convenience and speed in developed cities, and traditional cooking culture and regional features in traditional areas. Consider cultural integration and launch products tailored to different cultural tastes^[12]. Enhancing product quality and nutritional value, in the face of consumer concerns about quality and nutrition, companies should strengthen product quality control by providing more fresh and natural ingredients, as well as products with higher nutritional value, to build trust in their brands.

Integrating channel and pricing strategies. Emphasizing the convenience and balance of marketing outlets and prices. Consumers generally seek the convenience and price advantage of fast food, so companies should optimize their sales channels, improve service efficiency, and ensure that their products are competitively priced. This can be achieved by cooperating with the supply chain, improving production efficiency, and using technological innovation. In implementing these recommendations, companies need to be flexible in responding to the constant changes in the market and meet consumer needs by continuously innovating and improving product quality^[13]. **Promotion strategies,** targeted advertising and promotion to specific consumer groups. Develop differentiated advertising and promotion strategies based on gender differences. Attract targeted consumers in a personalized way through social media, online platforms, etc.

4.3 Internal management of marketing outlets

Standardize internal management of marketing outlets. Standardize internal product, price, and promotion standards to optimize product display and layout. Based on sales data and consumer preferences, optimize product placement to ensure that bestselling products and new products are easily visible^[14]. Utilize visual marketing techniques such as color coordination and themed displays to attract consumer attention and ensure that shelves are full, reducing empty spaces to give consumers the impression of a rich selection of products and a variety of choices. Clearly label prices, including promotional prices and original prices, to increase price transparency and avoid consumer misinterpretation. Regularly review pricing strategies to ensure competitiveness compared to competitors while maintaining a healthy profit margin. Establish cleanliness and safety standards, maintain store cleanliness, ensure food safety, and create a clean and tidy shopping environment by complying with all health and safety regulations, such as properly storing temperature-sensitive products and regularly inspecting equipment maintenance.

Create a comfortable in-store environment that enhances the consumer experience by providing

employee training and improving customer service. Regularly train employees on product knowledge and sales techniques to enhance service levels and emphasize employee initiative and a friendly attitude^[15]. Encourage them to actively solve customer problems and provide personalized recommendations. Utilize in-store advertising boards, digital displays, etc. to display promotional information and attract customer attention. Continuously improve and gather customer feedback, whether through survey questionnaires or social media comments, for continuous improvement of the marketing outlet's internal management.

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