

Report on Fast Food in Major Cities

Data collection timing: 06th – 09th January 2014

Based on Nusaresearch's panelist

Report date: February 2014

Creator: Nusaresearch team

A. Executive summary



[1] When need a simple food, respondents usually consume fast food

Most of respondents usually consume fast food when they need a simple food (55.9%), in the weekend and when someone invites are followed (55.2% and 46.8%).

[2] Respondents mostly consume fast food at 12 - 3 pm (in Weekday) and at 6 - 10 pm (in Weekend)

Mostly, the respondent usually consuming fast food at 12 - 3 pm (in Weekday) and at 6 - 10 pm (in Weekend), which respectively account for 38.7% and 39.1%.

[3] The price of fast food that bought in the last time (per person) between Rp 30,001 – Rp 50,000

44.1% of 297 respondents bought fast food (per person) between Rp 30,001 – Rp 50,000 in the last time.

A. Executive summary



[4] KFC is leading fast food market

In fact, KFC gains the highest percentage in all awareness level with 60.3% TOM, 97.0% Spontaneous, and 99.3% Total Awareness. The following brands are Mc Donald's and Pizza Hut.

[5] Most respondents intend to buy KFC, Mc Donald's, Pizza Hut, and Hoka Hoka Bento in the future

KFC, Mc Donald's, Pizza Hut, and Hoka Hoka Bento are brands intend to buy by respondents.

[6] Price is chosen by most respondents as factor they considered to evaluate the quality of fast food restaurant

From 297 respondents, 82.8% considered the price to evaluate the quality of fast food restaurant they visit more often. Then the second and third factors are services and furniture, which respectively account for 81.1% and 67.3%.

B. Research information



- ❑ **Research method** : Quantitative research (Online Survey)
- ❑ **Data collection** : 06th – 09th January 2014
- ❑ **Sample size** : 297
- ❑ **Research area** : Jakarta, Bandung, Medan, Surabaya, Makassar (Indonesia)
- ❑ **Target** : Male & Female aged 17 years old and over, monthly household income Rp 3,000,001 and over, and mostly bought fast food at fast food restaurant / outlets.
- ❑ **Research objectives** : To explore the fast food habits in the major cities and investigating the extent of consumer preference for fast food brands which available in Indonesia.
- ❑ **Sampling method** : Internet Sampling (Nusaresearch panel)



C. Research findings

Part 1.

Respondents' fast food consumption habits

Part 2.

Awareness of fast food

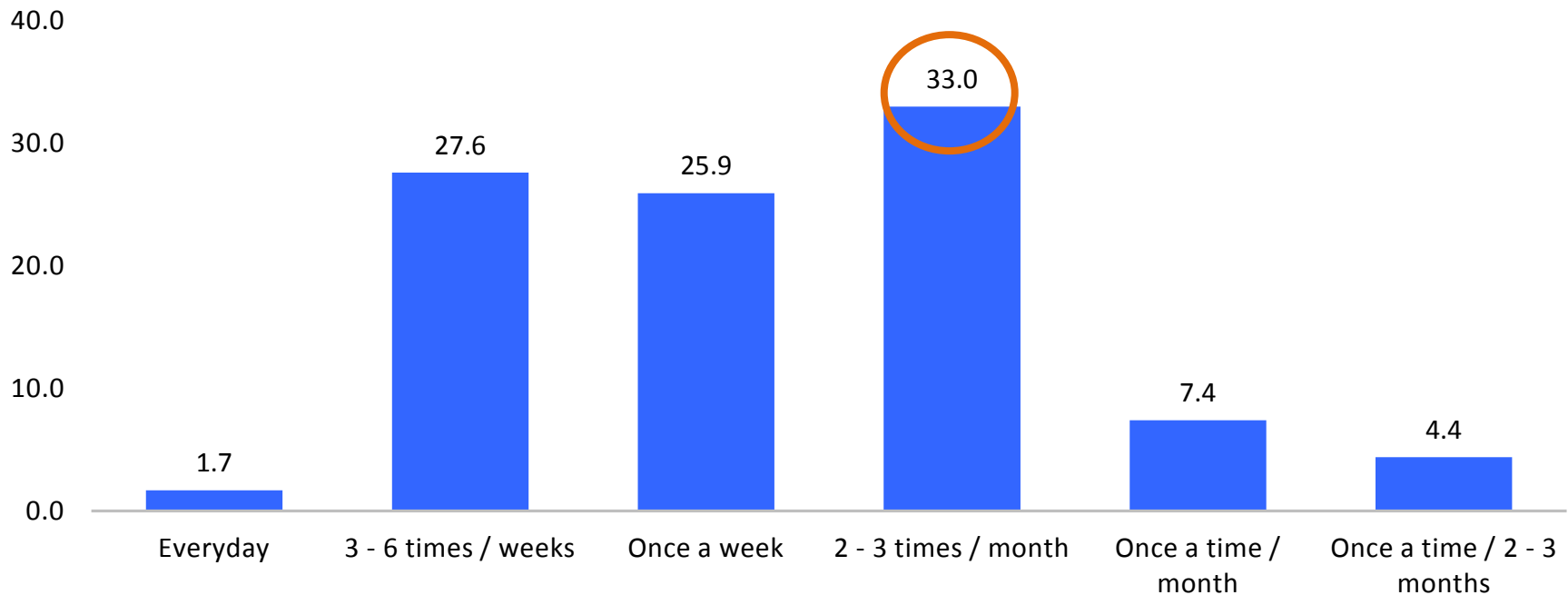
1. Frequency of consuming fast food



Consuming fast food in 2 – 3 times / month

Most respondents consume fast food 2 – 3 times / month (33.0%), followed by 3 – 6 times / week and once a week which respectively account for 27.6% and 25.9%.

[Figure 1] Frequency of consuming fast food



© Q. How often do you consume fast food ? [SA] Based n=297

Unit : %

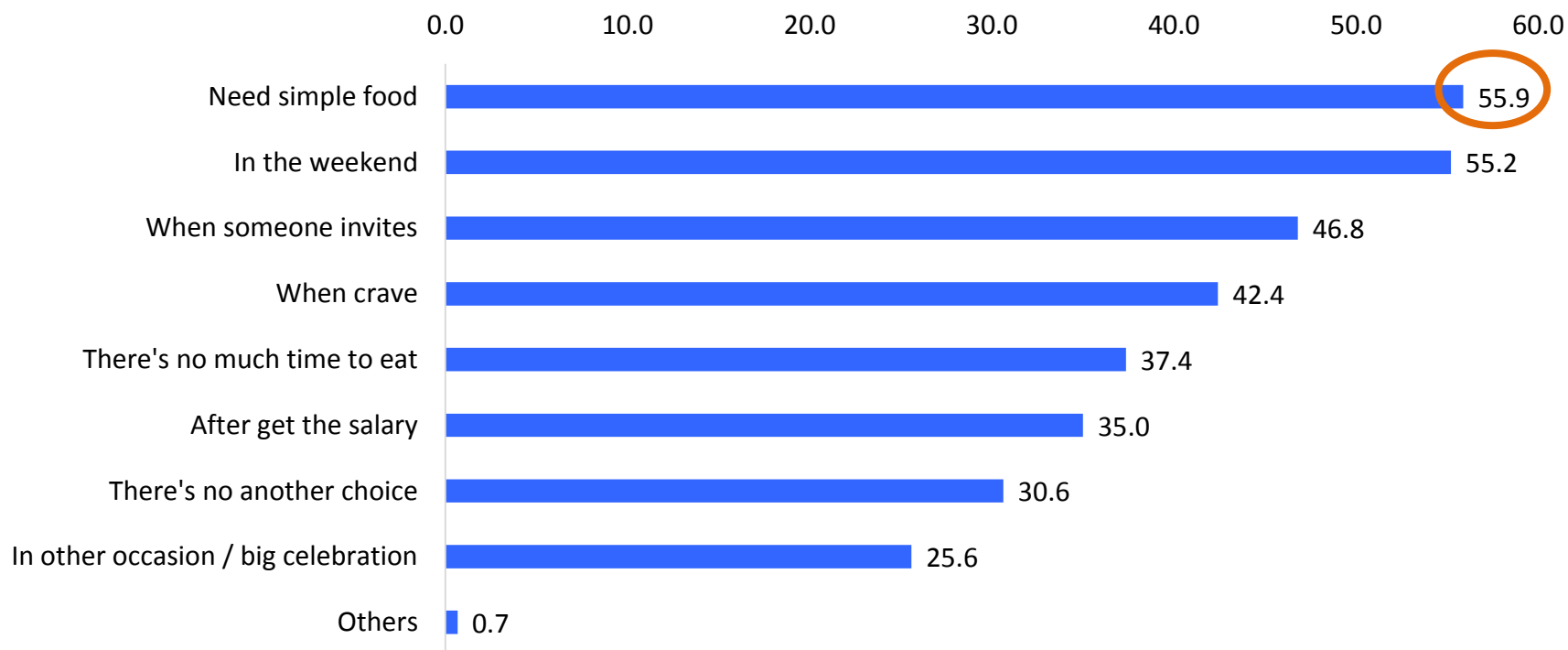
2. Moments while consuming fast food



When need a simple food, respondents usually consume fast food

Most of respondents usually consume fast food when they need a simple food (55.9%), in the weekend and when someone invites are followed (55.2% and 46.8%).

[Figure 2] Moments while consuming fast food



© Q. What moment you usually eat fast food ? [MA] Based n=297

Unit : %

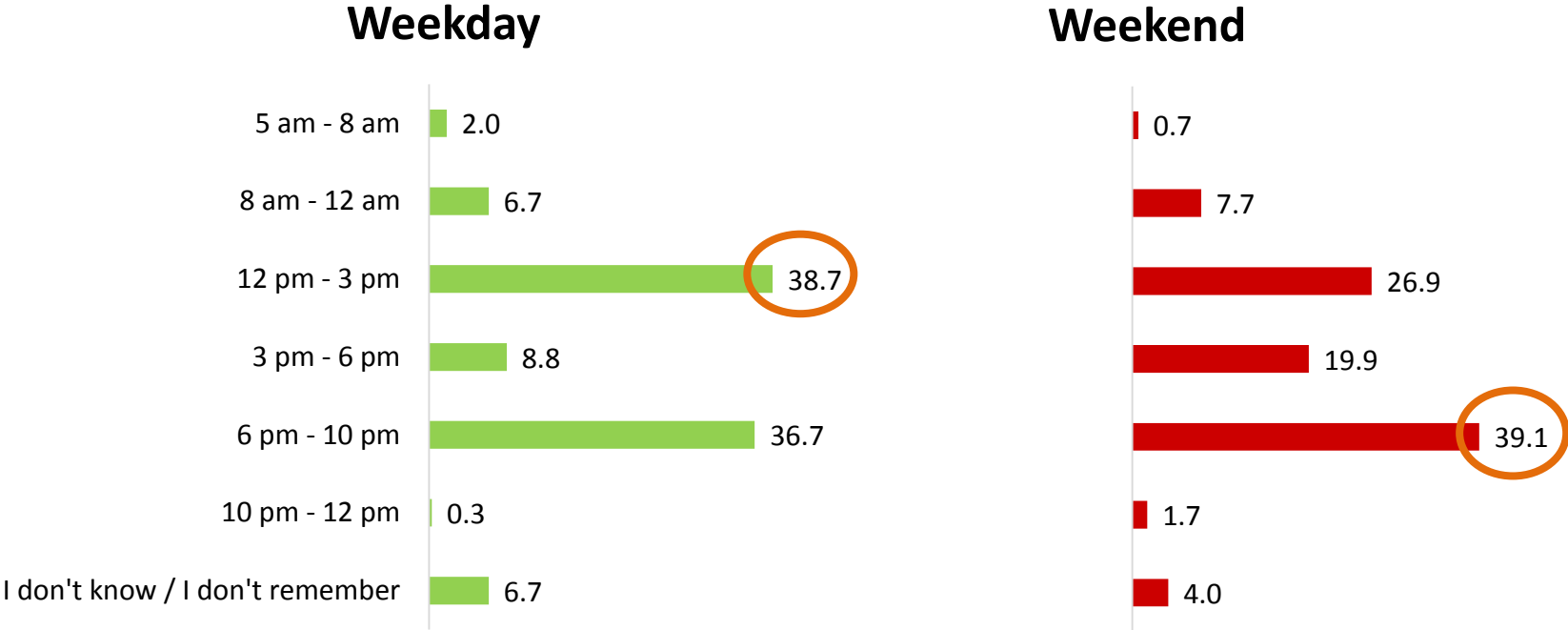


3. Timing of consuming fast food

Respondents mostly consume fast food at 12 - 3 pm (in Weekday) and at 6 - 10 pm (in Weekend)

Mostly, the respondent usually consuming fast food at 12 - 3 pm (in Weekday) and at 6 - 10 pm (in Weekend), which respectively account for 38.7% and 39.1%.

[Figure 3] Timing of consuming fast food



© Q. When you mostly often eat fast food ? [Matrix SA] Based n=297

Unit : %

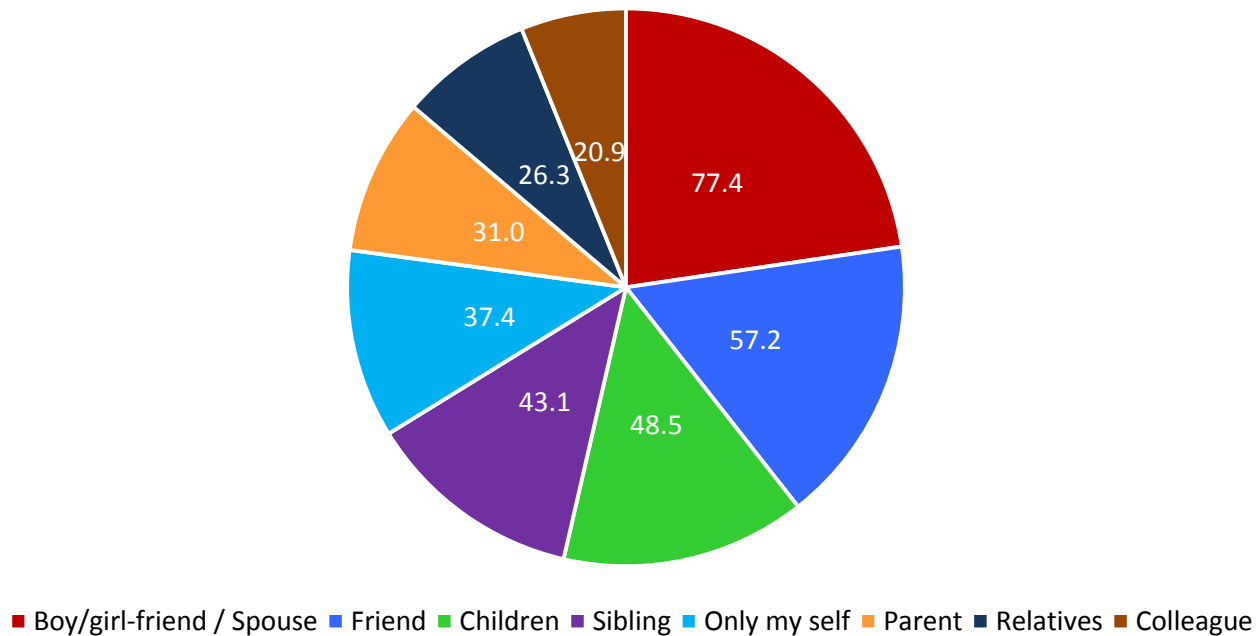
4. People who usually accompany while consuming fast food



77.4% accompanied by boy/girl-friend or spouse

Boy/girl-friend or spouse usually accompany the respondent while consuming fast food (77.4%). Followed by friend (57.2%), and children (48.5%).

[Figure 4] People who usually accompany while consuming fast food



© Q. Who you usually eat fast food with? [MA] Based n=297

Unit : %

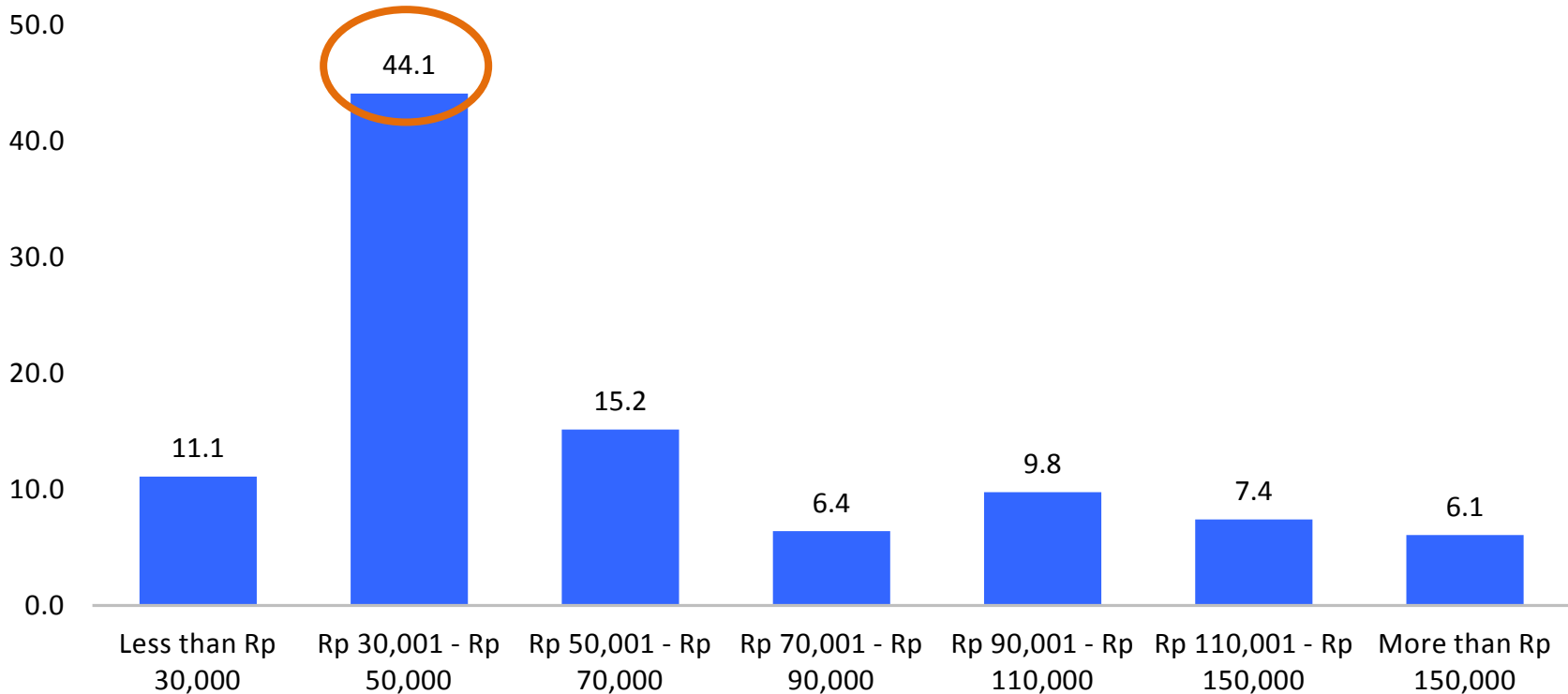


5. Expenditure for consuming fast food

The price of fast food that bought in the last time (per person) between Rp 30,001 – Rp 50,000

44.1% of 297 respondents bought fast food (per person) between Rp 30,001 – Rp 50,000 in the last time.

[Figure 5] Expenditure for consuming fast food



© Q. On average, how much do you spent to eat fast food for the last time (per person)? [SA] Based n=297

Unit : %

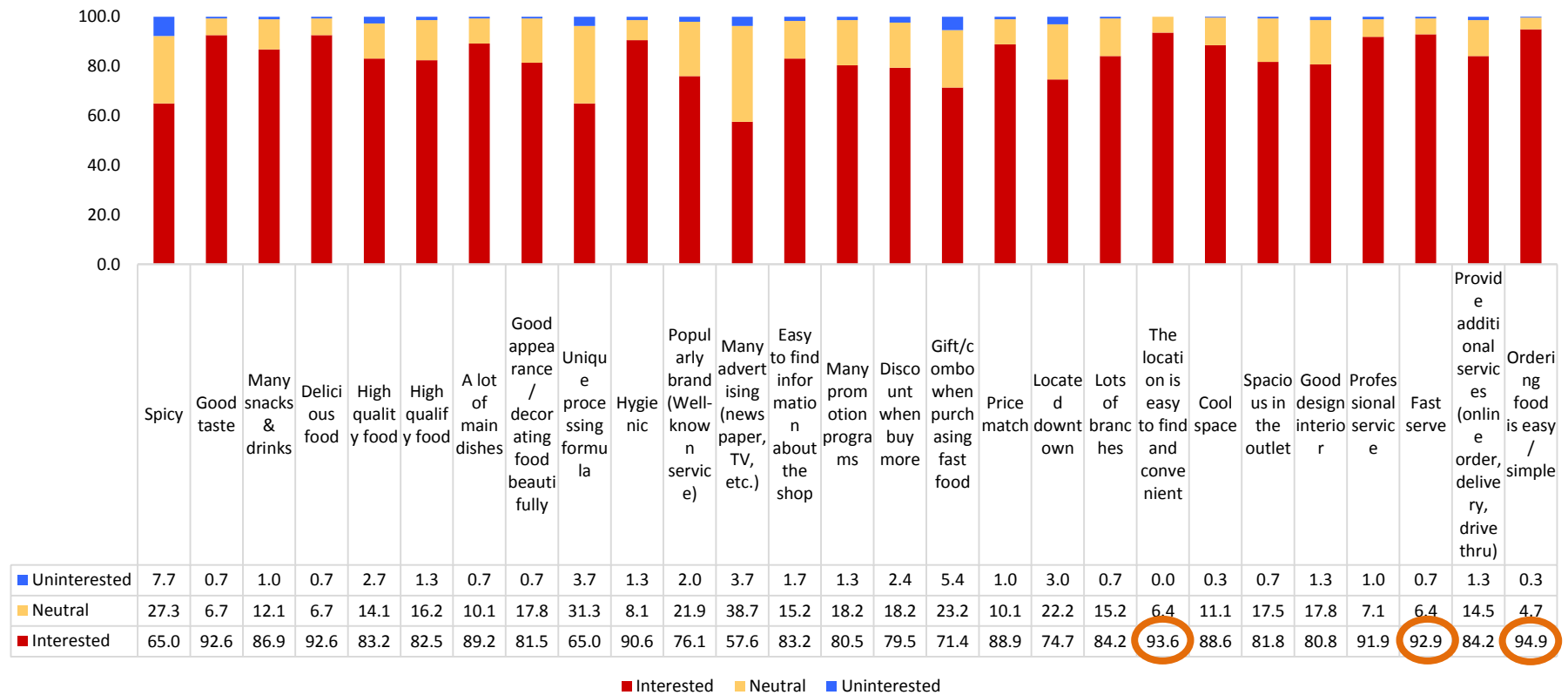
6. Interest level of fast food quality product



Easy to order food make respondents interested with fast food

Mostly respondents interested with easy to order food, easy to find the location, and fast serve.

[Figure 6] Interest level of fast food quality product



© Q. How interest you with fast food's quality product? [Matrix SA] Based n=297

Unit : %



C. Research findings

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Awareness of fast food

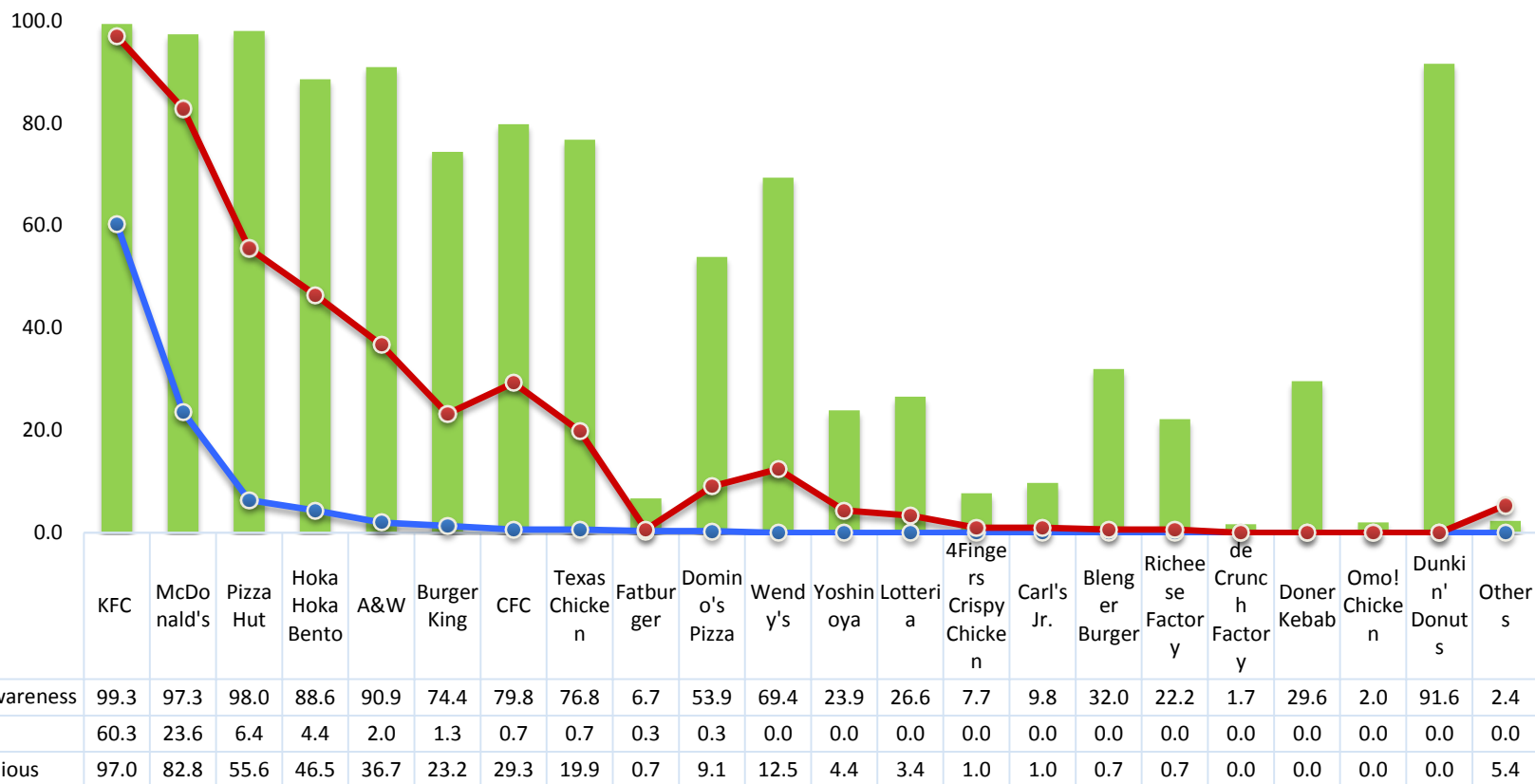
1. Awareness of fast food



KFC is leading fast food market

In fact, KFC gains the highest percentage in all awareness level with 60.3% TOM, 97.0% Spontaneous, and 99.3% Total Awareness. The following brands are Mc Donald's and Pizza Hut.

[Figure 1] Awareness of fast food



© Q. When you hear about brands of fast food in Indonesia, what brands do you remember? [FA] Based n=297

© Q. What brands of fast food that you know from the list below? [Including the brands you mentioned] [MA] Based n=297 Unit : %

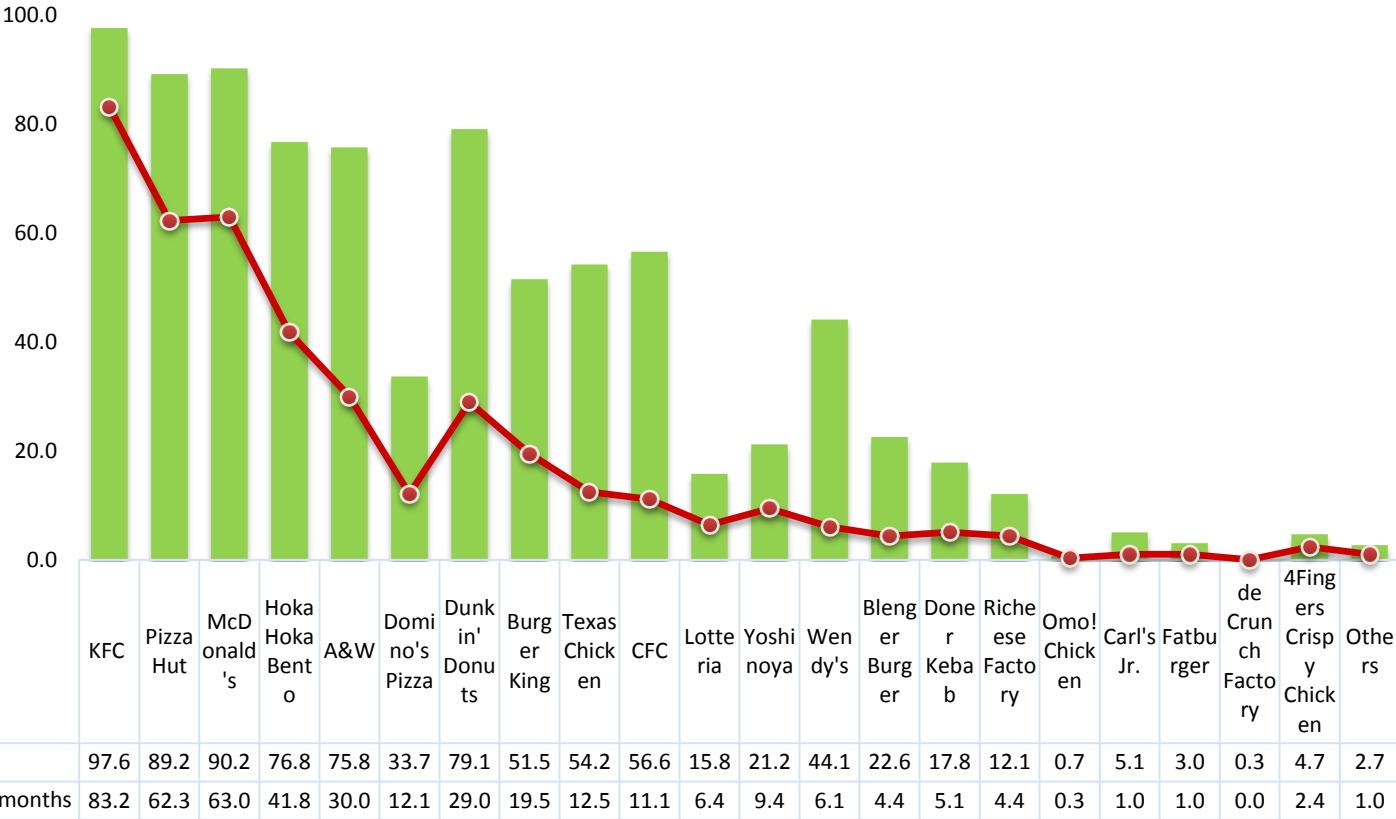


2. Trial Brands & Brands Consumed in The Last 3 Months

KFC gains the highest percentage of 97.6%

From 297 respondents, mostly have consumed KFC (97.6%). And 83.2% of surveyed people have consumed KFC in the last 3 months.

[Figure 2] Trial brands & brands consumed in the last 3 months



© Q. Amongst brand of fast food you know, what brands you have consumed? [MA] Based n=297

© Q. Amongst brand of fast food you have consumed, what brands you have consume in recent 3 months? [MA] Based n=297 Unit : %

3. Latest brand bought & Brand most often consumed

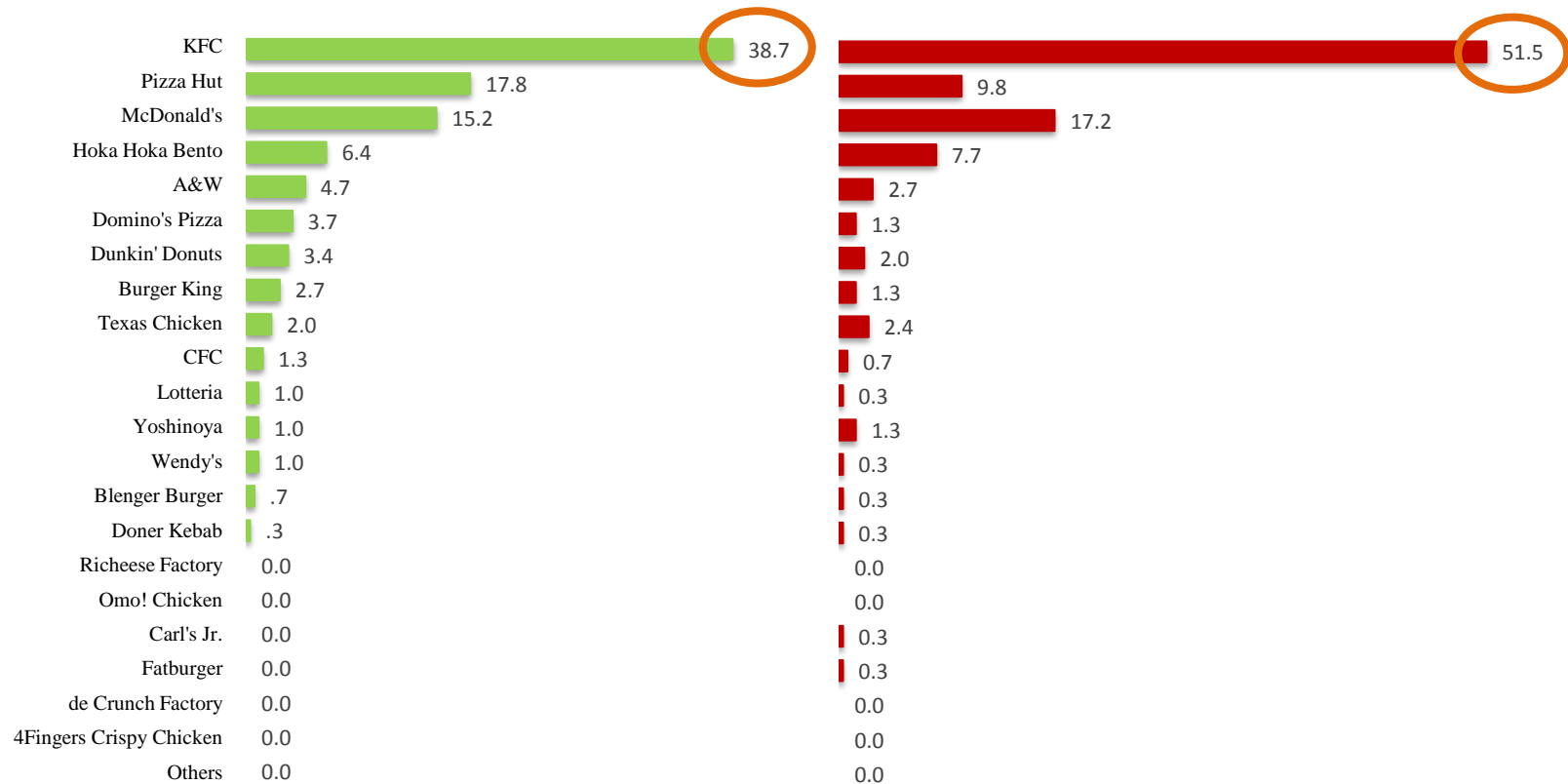


KFC gains the highest percentage of 97.6%

The percentage of consuming KFC in the last time is 38.7% of respondents. And 51.5% of respondents choose KFC as the brand they consumed most often.

[Figure 3] Latest brand bought & brand most often consume

Unit : %



© Q. Amongst brand of fast food you have consumed, what brands you have consume in the last time? [SA] Based n=297

© Q. Amongst brand of fast food you have consumed in recent 3 months, what is the brand you consume most often? [SA] Based n=297

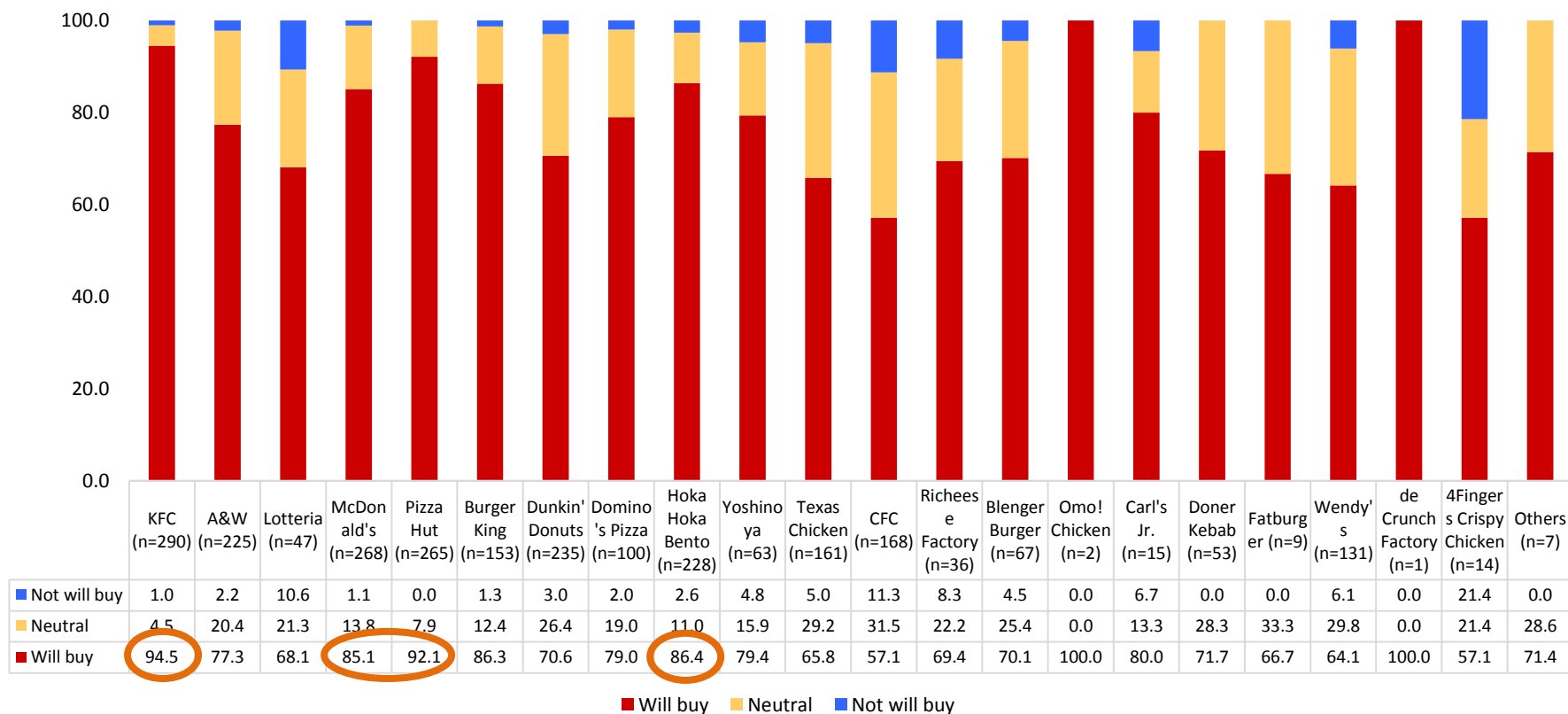
4. Intention level to buy fast food brands in the future



Most respondents intend to buy KFC, Mc Donald's, Pizza Hut, and Hoka Hoka Bento in the future

KFC, Mc Donald's, Pizza Hut, and Hoka Hoka Bento are brands intend to buy by respondents.

[Figure 4] Intention level



© Q. Please let us know your intention towards to buy the brands of fast food in the future? [Matrix SA]

Unit : %

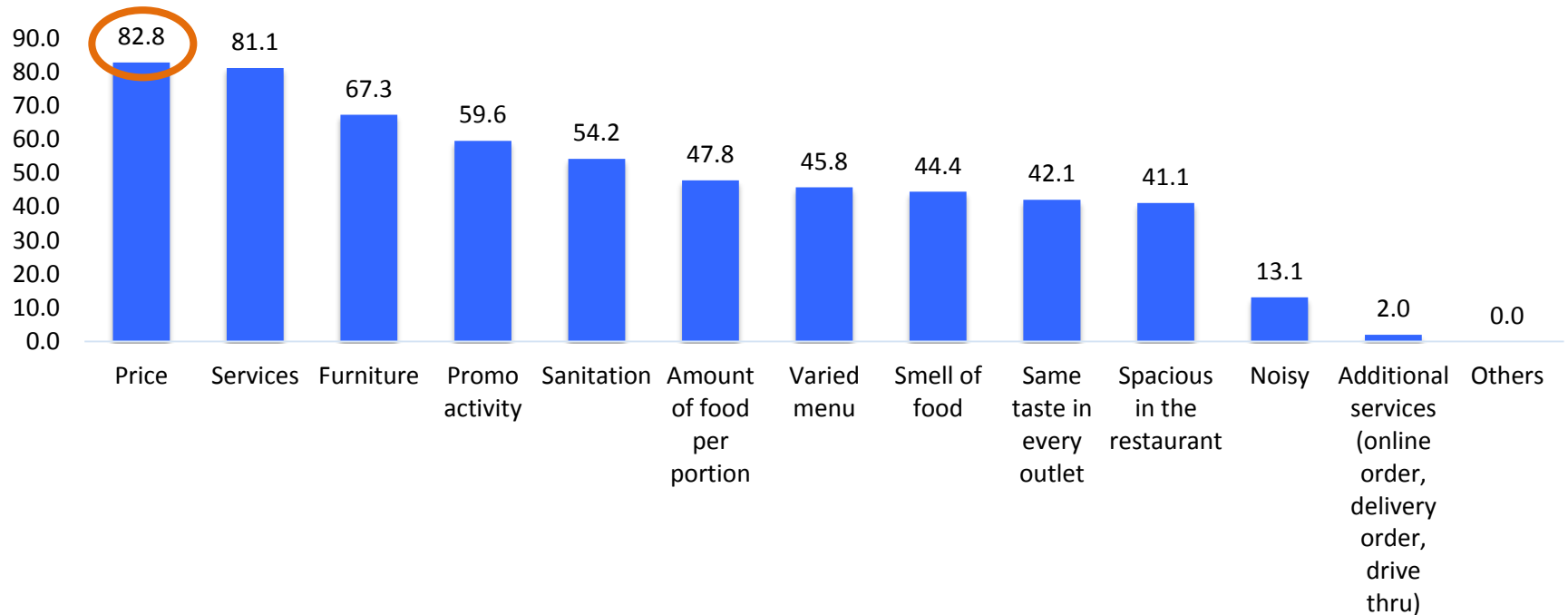
5. Factors are considered to evaluate the quality of fast food restaurant



Price is chosen by most respondents as factor they considered to evaluate the quality of fast food restaurant

From 297 respondents, 82.8% considered the price to evaluate the quality of fast food restaurant they visit more often. Then the second and third factors are services and furniture, which respectively account for 81.1% and 67.3%.

[Figure 5] Respondents' Intention Level



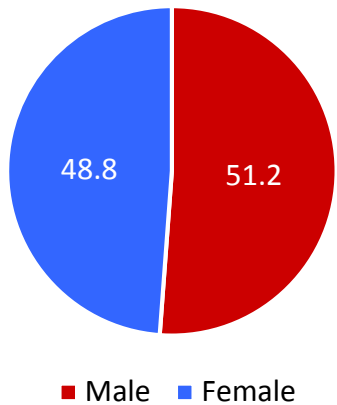
© Q. What factors do you consider to evaluate the quality of fast food restaurant you visit more often? [MA] Based n=297

Unit : %

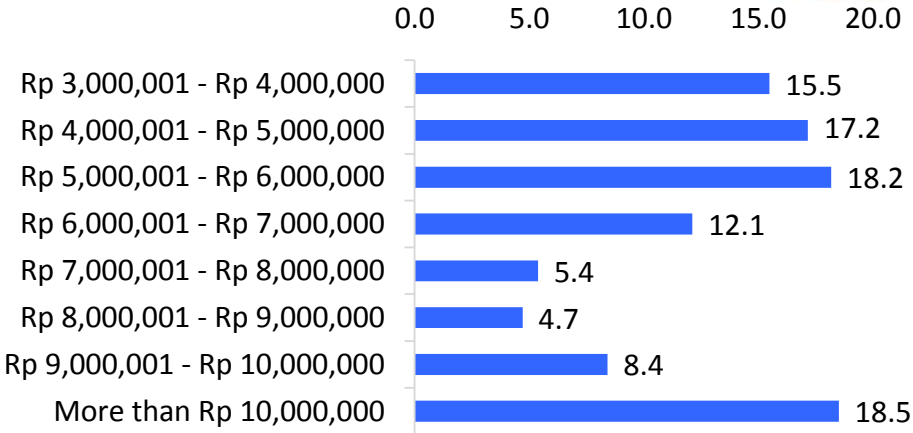


D. Respondent information

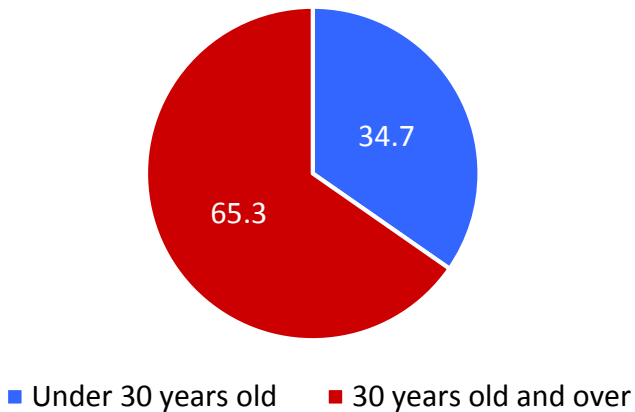
Gender



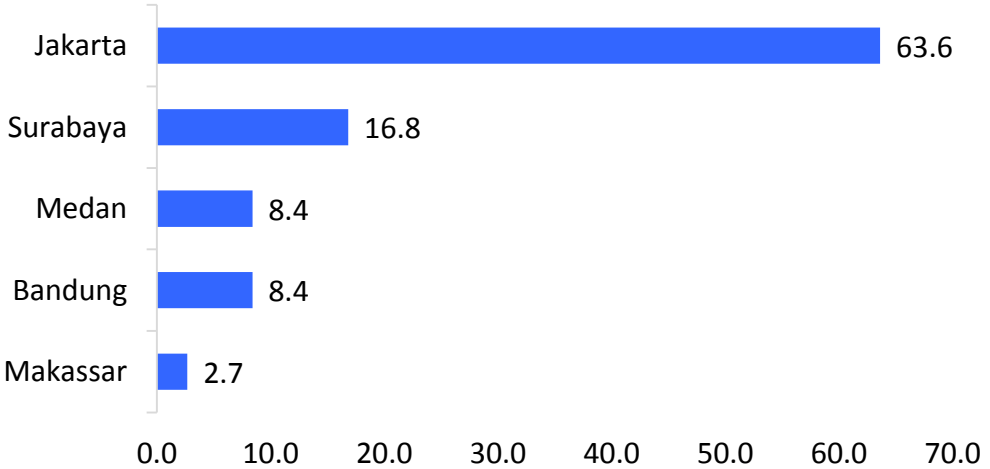
Monthly Household Income



Age



Living Place



Based n = 297

Unit : %

PT. Nusaresearch is 100% Japanese invested. Our main professions are ‘Online market research’, ‘Web creative’ and ‘Web marketing’. Online research is conducted based on Nusaresearch – our actively managed over 88,000 members panel with various segmentations across Indonesia.

FOR FURTHER INQUIRIES, PLEASE CONTACT:

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