Exploring Hierarchy Situation of 4A Marketing Mix on Malaysia’s Fast Food Restaurants

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Abstract: Fast Food Restaurant becomes one of the sectors that contribute a lot to the gross domestic product to Malaysia in recent years. In order to penetrate the market of fast food industry in multi racial country, marketers must always take care of food consumption behavior of every ethnic. This study tried to find out the hierarchy situation of 4A marketing mix factors (Affordability, Accessibility, Awareness and Acceptability) in customer perspective instead of marketer perspective that had grown importance in the market. Descriptive analysis and ANOVA analysis were conducted to run as to generate results. Research findings showed that, accessibility situated at the top of the hierarchy, acceptability, awareness and affordability ranked respectively. Therefore, it is crucial for the fast food restaurants and marketing policy makers to take into account these four factors hierarchy to enrich any correspondent marketing strategy.

Key words: Marketing Mix • Affordability • Accessibility • Awareness • Acceptability

INTRODUCTION

The term marketing has changed and evolved over a period of time. Today, marketing is more on providing continual benefits to the customer and these benefits need to be provided when transactional exchange takes place. The Chartered Institute of Marketing defined marketing as the management process that responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing requires co-ordination, planning, implementation of campaigns and a competent manager(s) with the appropriate skills to ensure success [1]. For marketers to effectively market and advertise their products and services, they should consider about the behavior or nature for customers and supplier for resources. They should understand the customer’s needs and respond to their demand using the relevant supply. By doing so, they can maintain their core competency by remaining connected with their customers or suppliers [2]. For this reason, the marketing mix theory is improving from time to time. Marketing mix begins with 4P (Product, Price, Place and Promotion) by E. Jerome McCarthy in 1960, as the most common model and has been consistently used in chaos and complexity article based on the marketer or product perspective. Each of the element in 4P are not trade-offs but are fundamental marketing issues that always need to be addressed. However, 4P of marketing is a fall back of the old days of marketing.

As with many aspects of traditional business, today’s market demands are adjustments to see things from your customers’ perspective. Many now dismiss 4P as being out of date and have developed the 4Cs to replace that concept. Consequently, 4P shift to 4C (Customer Value, Cost, Convenience and Communication) proposed by Robert Lauterborn [3, 4]. As the model based on the customer or product perspective, the product part of 4P model is replaced by customer value, shifting the focus to satisfying the consumer. Price is replaced by cost to the user, reflecting the reality of the total cost of owner. Many factors influences the cost but not limited to the customers cost to change or implement the new product or service and the customers cost for not selecting a competitors capability. Place is replaced by convenience, with the rise of internet and hybrid models of purchasing, traditional definition of place is no longer relevant as...
convenience takes into account the ease to buy a product, find information about a product and several other considerations. Promotion is replaced by communication which represents a broader focus than simply promotions. Communications can include advertising, public relation, personal selling, viral advertising and any form of communication between the firm and the consumer. In short, the 4C reflect a more customer oriented marketing philosophy, in fact they provide useful reminders that you need to focus entirely on the customer when deciding where to offer a service.

In entering an international market however, one of the most important factors to consider is the customers or the target market and their behavior in order to align with how each aspect of marketing is seen by the organizations. Therefore, 4C shift to Eight O. Meaning that, in order to determine the behavior of the target markets, the marketers should be able to screen the target markets and determine their characteristics using the Eight O [5]. The Eight Os are composed of occupant, object, occasion, objective, outlet, organization, operations and opposition. In this first screening or analysis the first four of the Eight Os will be given emphasis. These include object, objective, organization and operation. Therefore it is known and recognized as 4O.

Lastly, Marketing Mix has moved toward 4A (Affordability, Accessibility, Awareness and Acceptability) as the model also based on customer perspective. This model is proposed by Jadghish N. Sheth in 2003. This model is perceived to be more customers oriented unlike the previous concept that was more towards product oriented [6]. In 4A model, all the elements of 4P and 4C models are defined from the customer’s point of view but not product’s point of view.

This is one of the reasons that contribute this research about Exploring Hierarchy Situation of 4A Marketing Mix on Malaysia’s Fast Food Restaurants and it is mainly focus on Klang Valley. The main factors that will be discussed in details on this research are actually the factors of 4A marketing mix in which will influence customer perceived value on Malaysia’s Fast Food Restaurant selection. Therefore, the main purpose of this research is to examine the relationship of these two parts, which are to assess the relationship between 4A marketing mix and customer perceived value and then find out the hierarchy situation of the 4A marketing mix factors.

Research Background
Marketing Mix Trend (From 4 P, 4C to 4A): 4P is the most common model of the marketing mix [7]. Basically, there are a total of four important elements when market the products and businesses, which are the fundamental four P’s of marketing [8]. During almost this half century (1960-2010), marketing mix has promoted from 4P’s, 4C’s, 4O’s to 4A’s. McCarthy [9] suggested the "marketing mix", always referred as the "4Ps", as a channel of translating marketing planning into practice [10]. The marketing mix management paradigm has dominated marketing thought, research and practice [11] and "as a creator of differentiation" [12] since it was introduced in 1940s. Kent [13] refers to 4P marketing mix as "the holy quadruple...of the marketing faith...written in tablets of stone". Marketing mix has been extremely influential in informing the development of both marketing theory and practice [14]. The original 4P, for example, was "firmly based on the needs of the manufactured goods sector" and the need for practitioners to "break down their decision making into a number of identifiable and actionable headings" [15].

Many researchers in the 1980s and 1990s still love to use and to extend the number of the Ps; from 4Ps to six, seven or more Ps. For example, Brookes [16] has also added customer service as a fifth P and [17] has found six Ps (public relations and politics). In service marketing, Booms and Bitner [18] have found as many as seven Ps (people, physical evidence and processes) as their arguments are that the 4Ps do not take sufficient account of people, processes and physical evidence. Many more, Wind [19] suggests 11 elements. However, the creation of new 'P' seem like unstop. New Ps was introduced into the marketing scene in order to face up into a highly competitively changed environment [20].

Perfection of 4Ps to 4Cs: The 4P’s can initially be transformed into 4C’s as; Product is substituted for Customer value, Price to Customer cost, Place to Customer convenience and Promotion to Customer communication respectively [21]. The 4Cs model is focus more on consumer and it is able to fit the movement from mass to niche marketing. 4P reflect suppliers’ point of view rather than consumers [21]. The "4Cs" imply more emphasis on customer wants and concerns than do the 4Ps [4].

Customer value as a "complexity" approach allows the product to develop as the customer uses it, with the perfect product emerging from the inter-relationship
between product and customer use, rather than from rigid product planning [22]. Price may be what companies decide to charge for their products, but Customer cost represents the real cost that customers will pay [23] [24]. Implying managements' methods of placing products where they want them to be as Customer convenience, recognizing the customers' choices for buying in ways convenient to them. Physical location has become more important for retailers as many customers prefer to buy from or are more likely trust to them. Promotion suggests ways in which companies persuade people to buy, whereas Customer communication is a two-way process also involving feedback from customers to suppliers [25]. Retailers are closer to the customer than are manufacturers and have more access to customer feedback [26] [27].

Perfection of 4Ps and 4Cs to 4As: Jadish N. Sheth and Shah [28] proposed 4A’s concept stating that customers who intend to purchase should have Acceptance, Affordability, Accessibility and Awareness [1]. The focus of 4Ps was delicately on “implications” as opposed to 4As that are aimed at “objectives”. The advantage of 4A over 4P is somewhat analogous to the advantage of benefit segmentation over demographic or psychographic approaches. Benefit segmentation, which considers what benefits customers are looking for rather than who they are... (Is seen as) a better way to segment than most alternatives. Likewise, 4A focuses on what has to happen at the customer end for marketing to succeed, rather than simply identifies the levers at marketing's disposal. In fact, 4P has focused strictly on the “means”, while 4A bring in the “ends” [28]. Nevertheless, it should be taken in to consideration 4A are not a mere semantic variation on 4P and or 4C, even though each terms appear to correspond closely with the other (Figure 1).

Fast Food Industry in Malaysia: Fast food is the term given to food that can be prepared and served very quickly or instantly. Another characteristic for Fast food, it is usually sold in Fast Food Restaurant or Quick Service Restaurant (QSR) within the industry itself. As time goes by for the society, their habit is moving towards fast pace trend. As a result, fast food is gaining popularity in upward trend [29]. In short, any meal that can be served with low preparation time can be considered as fast food. Typically, the term of fast food refers to food sold in a restaurant or store with preheated or precooked ingredients and served to the customer in the restaurant as dine in or in a packaged form for take-out/take-away [30]. Apart from dine in and take away, drive-thru is another method that is gaining popularity in upward trend [31], by allowing customers to purchase in the form of take away without having to get down from the car and just have to wind down their vehicle’s window to order and take away the food. Moreover, to make sure the fast food is convenient or accessible to customer, the restaurant usually available in many outlets. The outlets may be stands or kiosks, which may provide no shelter or seating, or Fast Food Restaurants [29]. The extra outlet apart from the main or headquarter branch is called Franchise. Franchise operations which are part of restaurant chains have standardized food stuffs shipped to each restaurant from central locations. Basically, the characteristic for a restaurant is with a much higher sit-in ratio, where customers tend to sit and have their orders brought to them in a seemingly more upscale atmosphere [32]. These usually can be founded in the restaurant such as Pizza Hut, Domino’s Pizza and The Chicken.

Malaysians were first introduced to fast foods when A&W established its first restaurant in 1963. Since then, consumers’ acceptance of fast foods has been the upward trend and service industry has become one of the sectors that contribute a lot to the gross domestic product to Malaysia in recent years [33]. Moreover, fast food is being categorized as one of the critical sub-sector of services and it as a whole contributed 59.2% or RM 208,086 million to the national income in year 2010, rising from 58.1% or RM 152,205 million in year 2005 [34]. In order to penetrate the market of fast food industry in multiracial country like Malaysia, marketer must always take care of food consumption behavior of every ethnic, especially in terms of Halal issue. Halal is a term...
designating any object or an action which is permissible to use or engage in, according to Islamic law [34]. According to Dietary laws, Islam has laws regarding which foods can and cannot be eaten and also on the proper method of slaughtering an animal for consumption. In addition to that, different consumers have different perception and attitude towards fast food. The differences are driven by the social demographic factor such as age, gender, race, income level, status and education level. Consumer’s perception is always influenced by the concerns related to price, quality, safety, labeling and information and concerns about the environmental effects of products and their packaging; needs fulfillment related to perceived adequacy of income, needs fulfillment related to perceived improvement in living situations; expectations and experiences with products; attitudes toward consumer protection efforts by government; attitudes toward consumer protection efforts by business; and attitudes toward consumer education efforts [35]. Companies that fail to come with replacements for such a consumer’s perception are contribute to enlarging the gap of products on offer and consumer’s wants [30]. Consumers are perceived that international fast food restaurant is better than local fast food restaurant because it is more emphasize on quantity rather than quality [36].

According to the research that will be conducted, this research can help in leading to a clearer picture and better understanding regarding on how the relationships of the variables of 4A are able to be established.

Acceptability can be improved in emerging economies by local ingredients, local brands and local approach. The customer should think that they can buy the product by putting extra money on that. They should feel that the product is designed as per their needs and it should deliver a great solution to the customer. They should think that the product gives some value to them and it should serve the purpose what they are planning to buy for. The customer should feel the comfort with the product and there should not be any hesitation to go for it. Acceptability of product depends on consumption patterns of consumer. Service also included in product mix. Therefore improving service quality has become one of the most important strategies [6]. A service provider can use to differentiate itself from its competitors and thus position itself more effectively in the marketplace [37].

Quality is one dimension on which satisfaction is based. Since the customer’s interaction with the service provider and the service producing process have a significant impact on the customer’s perception of service quality and subsequently influence customers’ satisfaction, service quality is viewed as an antecedent to satisfaction. Marketing concepts, such as customer satisfaction should be incorporated into the management’s operational decision making process [38]. It appears that availability of nutritious dishes may be an important consideration for restaurant selection. The preference of restaurant offering healthy and nutritious food is not surprising because of the growing awareness of link between diet and disease which initiated an increased focus on healthy eating habits [39].

Affordability can be improved through packaging innovation, unit price and design innovation. Affordability reaches the customer by satisfying their needs. Instead, it does not mean that cheaper products should be made and marketed. The designing of the product should match the needs of the customer. The customer should not think that they cannot buy it, which means it should be in their buying capacity [6]. Affordability can be explained as the degree to which a firm’s goods or services are affordable for consumers. Many low-income consumers in developing countries survive on daily wages, meaning that cash flow can be a significant problem. Companies need to be able to deliver offerings at a price point that enables consumption by even the poorest consumers [40].

Accessibility can be improved by distribution efficiency, franchising system and agency system. Marketers must trade off the distribution cost with incremental market saturation to ensure availability of the product or service by building a strong distribution system. Availability reaches the customer by providing them the product. It’s the logistics way to make the product available there. Availability of infrastructure makes a real impact for accessibility of product. Most of the products are promoted well but by the time it reaches the customer it gets late, so reaching the market should be considered [6]. A distinguishing characteristic of fast food is its availability. In today’s pervasive marketplace, consumers need not travel far to find a fast food outlet. This greater availability translates into a decrease in the full price of obtaining a meal, which contributes to greater consumption. Adaptation is required for many reasons including consumer tastes/preferences and laws/customs. The relative availability of different types of food retailers and greater availability of fast-food restaurants around people's homes was associated increased consumption of fast food [41]. Furthermore, if supermarkets are not readily available then fast-food restaurants often serve as a
substitute for food access [42]. Infrastructure is often poor and systems for collecting and delivering goods underdeveloped creating high transaction costs [43] [44].

Awareness can be improved by word of mouth (best medium), network effect, festivals and carnivals, field education and awareness, local media and languages and mobile phones and movie theatres. The awareness program should be in such a manner that it should reach the customers mindset. The main way of reaching the customer is through the commercials on media like TV, Radio and Outdoor. The awareness programs should be conducted at the area (Junction) where the village heads meet or in other way the meeting place at the villages and should be in such a way that it should contain some message to the audience. In fact, the promotional activities should be good in the local language. Awareness of different population show specific characteristics of their respective markets depending on the marketer’s interest [6]. The food industry relies upon a variety of advertising strategies to promote their products. Advertising can be classified into two categories: branding and directional [45]. Branding as the most dominant strategy as its objective is to create product recognition and lifelong customers. Associating the brand with positive emotions and meanings is central to success [46]. The most potential customer in fast food industry is the young generation. Marketers should start branding at a young age as children recognize brands as early as 18 months. They can identify characters, colors and symbols by age of 2 and begin to evaluate products by age of 3 [46, 47].

**Proposed Research Model and Hypotheses:** On the base of literature review and consumptions from them, this study reached to propose a model and two hypotheses respectively. It is concluded that, consumers put more emphasize on their level of acceptability before they proceed to the level of affordability in terms of fast food. In Malaysia, there are Muslim and non-Muslim people, therefore customer is more sensitive to the types of food they consume. The customer should feel comfortable with the fast food and there should not be any hesitation to consume the food. On top of the hierarchy, accessibility as the convenient to reach to the fast food restaurant is a factor as the location of the fast food restaurant must be accessible to customer. As far as fast food is concern, the food must be prepared instantly and easy to purchase. Ranked secondly of the hierarchy, acceptability of fast food depends on consumption patterns and religion value of consumer. Ranked thirdly on the hierarchy is the affordability. Financially, the customer must be able to purchase the fast food based on their income level, which means it should be in their buying capacity that willing to pay for the fast food. On the bottom of the hierarchy, the level of awareness is the promotional effort to reach to the customer’s mindset. Customer will only think about consuming the fast food after they can accept, afford and access to the food. Thus, two early hypotheses can be concluded (Figure 2).

**Hypothesis 1**
H1: All 4A marketing mix factors have not same impact on Malaysia’s fast food restaurants selection.

**Hypothesis 2**
H2: Among all of 4A marketing mix factors, Accessibility has the most impact on Malaysia’s fast food restaurants selection.

**Methodology**

**Research Design:** This research is quantitative research which is defined as a formal, objective, systematic process in which numerical data are utilized to obtain information about customer perspective on fast food restaurant selection. Due to the nature of this research, survey approach is selected. The unit of analysis was individual and data collected from each respondent who purchase fast food in selected restaurants. This research as a cross-sectional study was carried out once and represented a snapshot of one point in time. Convenience sampling is used due to the ability technique to gather a pool of
respondents quickly and willing to participant. The cluster sampling method is selected to conduct 200 respondents in area of Klang Valley fast food restaurants which were located in Main shopping centers. In order to collect the data, survey by using self-administered questionnaire is conducted. Closed ended questionnaire with 5-point likert scale is chosen in this research since it gives specific limited-alternative responses and asked the respondents about their perceived value towards affordability, accessibility, awareness and acceptability on Malaysia’s Fast Food Restaurant selection. The questionnaire for this study consists of four sections. Section A is used to collect information regarding to the respondent profile such as gender and age, while Section B requires respondent to select Local or Western Fast Food Restaurant then choose the most preferable Fast Food Restaurant. Section C consists of collecting information regarding all of the variables of this study (4As) and Section D requires respondent to choose the most important factor on Fast Food Restaurant selection.

In spite of Primary data, the Secondary data was collected through related reference books, articles and library data bases.

Reliability Analysis: Cronbach Alpha’s test of reliability was conducted in order to determine the reliability of the multi-item scales. Cronbach’s Alpha is range between 0 and 1. The closer the Cronbach’s Alpha is to 1.0, the more reliable is the variable. As the word implied, reliable simply mean that the variable is dependable in achievement, accuracy, honesty. The size of alpha is determined by both the number of items in the scale and the mean inter-item correlations. The reliability coefficient of 0.7 and above is considered adequate. The scales reliability of this research ranged from 0.70 to 0.87. Since all the variables achieved Cronbach’s Alpha of 0.70 and above, thus all the variables were reliable to be use in this study. (Table 1).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Test 1 (30 Respondents)</th>
<th>Test 2 (30 Respondents)</th>
<th>Actual Test (200 Respondents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptability</td>
<td>0.866</td>
<td>0.873</td>
<td>0.828</td>
</tr>
<tr>
<td>Affordability</td>
<td>0.754</td>
<td>0.747</td>
<td>0.785</td>
</tr>
<tr>
<td>Accessibility</td>
<td>0.715</td>
<td>0.741</td>
<td>0.788</td>
</tr>
<tr>
<td>Awareness</td>
<td>0.810</td>
<td>0.845</td>
<td>0.834</td>
</tr>
</tbody>
</table>

Sample Analysis: The respondents of this study consist of 45% male and 55% female. From all the respondents, 5.5% are Malay, 88.5% are Chinese, 3% are Indian and the remaining of 3% are other races. Majority of them (89.5%) aged from 18 to 25 years and having income of RM1, 000 and below (71.5%). The income level is affected by the fact that more than half of the respondents (76%) are student. In terms of education, 17% of respondents having at least diploma/STPM / HSC, while majority of them (73.5%) having bachelor degree. 24.5% of respondents prefer to choose local fast food restaurant and the rest with 75.5% prefer to choose western fast food restaurant. In a nutshell, McDonald is the most preferred international restaurant for the 200 respondents, while Secret Recipe is the most preferred choice for local fast food restaurant.

Data Analysis: Descriptive analysis is used to transform the raw data into a form that more understandable and interpretable. Frequency analysis can be used to describe the characteristics of variables in term of frequencies, mean, modes, median and percentages. Besides, frequencies and percentage were used to obtain the hierarchy situation of 4A marketing mix.

Analysis of variance (ANOVA) is a general method for studying sampled-data relationships. The method enables the difference between two or more sample means to be analyzed, achieved by subdividing the total sum of squares. The purpose is to test for significant differences between class means and this is done by analyzing the variances. It is applied when the population is assumed to be normally distributed but the sample sizes are small enough that the statistic on which inference is based is not normally distributed because it relies on an uncertain estimate of standard deviation rather than on a precisely known value. This study used Post-hoc analysis which is designed for situations in which the researchers have already obtained a significant omnibus F-test with a factor that consists of three or more means and additional exploration of the differences among means is needed to provide specific information on which means are significantly different from each other [48]. This study appropriated the Post-Hoc test in the context of design and analysis of gathering data via questionnaire for the hierarchy situation of 4As (Acceptability, Affordability, Accessibility and Awareness) based on customer perceived value towards Malaysian fast food restaurants.
RESULTS

The Hierarchy Situation of 4A Marketing Mix: Among the marketing mix factors, acceptability situated at the top of the hierarchy as the most important effect on fast food restaurant selection when 46% (92) of the respondents make this selection. Second after acceptability is affordability, which consist of 27% (54) who make this selection. The finding showed that awareness is even important than accessibility in terms of fast food restaurant selection. There are 15% (30) respondents have voted for awareness and last but not least is accessibility, which chosen by 12% (24) of respondents. Somehow, this is just the conventional method and the result is based on the result obtained from 200 respondents. The limitation of this method is there is no statistical data evidence and proof to convince that the result has obtained a certain significant level or confident interval (Table 2).

Hypothesis Test-(ANOVA Test): The dependent variable for this study is selection of fast food restaurant by respondent. In SPSS, each of the factor in the 4A marketing mix element had been grouped together to calculate the mean for each of it by creating new variables (acceptability, affordability, accessibility and awareness).

Table 2: Customer Perspective-The Hierarchy Situation of 4A Marketing Mix preference on selecting Fast Food Restaurant (Frequency Ranking)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptability</td>
<td>92</td>
<td>46.0</td>
<td>1</td>
</tr>
<tr>
<td>Accessibility</td>
<td>24</td>
<td>12.0</td>
<td>4</td>
</tr>
<tr>
<td>Affordability</td>
<td>54</td>
<td>27.0</td>
<td>2</td>
</tr>
<tr>
<td>Awareness</td>
<td>30</td>
<td>15.0</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 3: Comparison of Mean between 4A Marketing Mix

Tukey HSD

<table>
<thead>
<tr>
<th>Factor</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>200</td>
<td>3.4450</td>
<td>3.6263</td>
</tr>
<tr>
<td></td>
<td></td>
<td>200</td>
<td>3.6543</td>
<td>3.9267</td>
</tr>
<tr>
<td></td>
<td></td>
<td>200</td>
<td>3.6543</td>
<td>3.9267</td>
</tr>
<tr>
<td></td>
<td></td>
<td>200</td>
<td>3.6543</td>
<td>3.9267</td>
</tr>
<tr>
<td></td>
<td>1.00</td>
<td>200</td>
<td>3.9267</td>
<td>4.000</td>
</tr>
<tr>
<td></td>
<td>.971</td>
<td>1.00</td>
<td>4.000</td>
<td>4.000</td>
</tr>
</tbody>
</table>

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 200.000.

To create the dependent variable, another 2 variables has been created. First variable Marketing Mix is use to group the mean for each marketing mix in the same column (4 X200 respondents) to get the overall mean.

Table 4: Correlations between the Factors of 4A Marketing Mix

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Acceptability</th>
<th>Affordability</th>
<th>Accessibility</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptability</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.610**</td>
<td>.566**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Affordability</td>
<td>Pearson Correlation</td>
<td>.610**</td>
<td>1</td>
<td>.540**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Accessibility</td>
<td>Pearson Correlation</td>
<td>.566**</td>
<td>.540**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Awareness</td>
<td>Pearson Correlation</td>
<td>.437**</td>
<td>.466**</td>
<td>.462**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The highlighted region is the factor is significant in correlation within each other.

Table 5: ANOVA’s Result

<table>
<thead>
<tr>
<th>Marketing Mix</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>23.696</td>
<td>3</td>
<td>7.899</td>
<td>19.643</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>320.078</td>
<td>796</td>
<td>.402</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>343.774</td>
<td>799</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 6: Comparison of Hierarchical Situation of 4A Marketing Mix (Mean Evaluation Method)

<table>
<thead>
<tr>
<th>Element of 4A Marketing Mix</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>3.9267</td>
</tr>
<tr>
<td>Acceptability</td>
<td>3.6543</td>
</tr>
<tr>
<td>Awareness</td>
<td>3.6263</td>
</tr>
<tr>
<td>Affordability</td>
<td>3.4450</td>
</tr>
</tbody>
</table>

Then, second variable Factor is used to assign value for each of the marketing mix (1-acceptability, 2-affordability, 3-accessibility and 4-awareness) in order to get a result after running SPSS. Consequently, marketing mix is the dependent variable and factors are the independent variables (Table 3).

Hear after, the result obtained concludes that accessibility has the highest impact on selection of fast food restaurant. Second coming after accessibility is acceptability, third is awareness and lastly is affordability. With the evidence and proof provided here, there is enough statistical evidence to prove that the following is the hierarchical situation for the 4A marketing mix in Malaysia’s fast food restaurant: Accessibility (3.9267), Acceptability (3.6543), Awareness (3.6263) and Affordability (3.4450). For finding the correlation between the 4A Marketing mix factors Pearson Correlation test was also run and the results were acceptable (Table 4).

From the results, it is concluded that the first research hypothesis (All the 4A marketing mix factors have not same impact on Malaysia’s Fast Food Restaurants selection) with enough statistical evidence and proof, is failed to be rejected and maintained as a correct hypothesis with 95% probability (Table 5).

After analyze, Accessibility got the highest ranking of mean with 3.9367, followed by acceptability with 3.6543, awareness 3.6263 and affordability 3.4450. In this case, it could be concluded that, Second Research Hypothesis (Among all of 4A marketing mix factors, Accessibility has the most impact on Malaysia’s Fast Food Restaurants selection) supported as the correct hypothesis with the statistical evidence and proof on 95% probability (Table 6).

**Discussion**

Comparison of Hierarchical Situation of 4A Marketing Mix (Direct Method): The results of frequency order of respondents regarding to choosing 4A Marketing Mix factors as Malaysia Fast Food Restaurants selection indicate that: Acceptability (46%), Affordability (27%), Awareness (15%) and Accessibility (12%). However, this is just the conventional method and the result is based on the result obtained from 200 respondents. The limitation of this method is there is no statistical data evidence and proof to convince that the result has obtained a certain significant level or confident interval. (Table 2).

Comparison of Hierarchical Situation of 4A Marketing Mix (Indirect Method): As shown in Table 6, **Accessibility got the highest ranking of mean with 3.9367**, followed by acceptability with 3.6543, awareness 3.6263 and affordability 3.4450. Therefore it could be contributed, Accessibility got the highest mean because of as the name of fast food implied, consumer will concern about the level of accessibility to the designated place and getting the most convenient method. Fast food can be prepared instantly and this is the selling point for the fast food restaurant. At the second rank is acceptability, which is happened when consumer thinking about purchasing a product or service, they will need to accept the fast food restaurant. The theory of Muslim and Non-Muslim are still applicable. As soon as they accept the fast food restaurant, next they start to understand more about the restaurant and at here the level of awareness come into concern. Consumer will start to learn about the product line and the promotion advertised by the fast food restaurant. Finally, after they are able to access, accept and aware of the fast food restaurant, they will start to look at the pricing of the food being offered for sales. Well, all the price of the food in the fast food restaurant is more or less the same after all. So in terms of affordability (price), consumer will not really concern about it. To sum it all up, this method is supported as it compliance with the statistical evidence and proof. This research determines the important factors that influence the perception and attitudes of the consumers regarding tendency for fast food restaurant visiting and will visit in the future. This is important for the marketer to focus on the area of improvement in order to attract more and more customers visiting to their fast food restaurant.

Now the result obtained shows that from top to bottom of the hierarchy on Malaysia’s Fast Food Restaurant (Mean Evaluation Method), **Accessibility** come before Acceptability then is Awareness and lastly is Affordability. The result from the findings is definitely able to assist the management of the fast food restaurant to implement new strategies or new policies which enable them to attract more customers to their fast food restaurant. They are able to improve the current attributes...
of their fast food restaurant, closer to the customers since they know about the customers’ demands and the way to satisfy the customers’ needs and wants. Somehow, this theory only limited to Malaysia’s Fast Food Restaurant as the behavior of consumer in Malaysia and other countries can be differs in terms on the convenient to reach to designated location of the restaurant (accessibility), cultural and value (Acceptability), purchasing power parities (Affordability), mass media promotional advertisement (Awareness).

CONCLUSION

Nevertheless, there are several limitations of this study. First, due to the time and cost constraints, non-probability (convenient) and snowball sampling were used, thus resulted to the less representativeness of the sample. Second, only 200 respondents are chosen to be a sample of this study and it is considered as a small for this kind of study. Therefore, it is important for further studies to avoid these problems in order to get more thoroughly and accurate result. It is suggested for further studies to use probability sampling method when selecting the sample of the study. This is to ensure that the study will be able to provide a more accurate result since the purpose of probability sampling method is to ensure that every single unit in the population is having an equal chance to be selected as the respondents of the study. At the same time, it is recommended to increase the sample size of the study so as the error from the findings will be minimized as the reliability of the pilot test and 200 respondents could be higher.

On top of that, 4A marketing mix is generally a fresh topic as no one aware of the existence of 4A. Not even 4C as the next improvement from the traditional 4P. While in the process of searching journal, the information for 4A is very rare and must be interpreted in a very detail form to understand it from customer perspective instead of marketer perspective. The understanding of the Local and Western Fast Food Restaurant is essential for purpose of locating the originality of the Fast Food Restaurant. Environment and location of the restaurant should be studied in detail in order to provide a deeper understanding on how these factors will be able to contribute to the selection of the Fast Food Restaurant. Further studies should consider about corporate social responsibility as consumers nowadays are so much concerned about the business conduct of the company. Relationship built on mutual respect and cooperation facilitates the repeat purchases that are essential for success. At the same time, it is recommended that future studies should include more items in the questionnaire to increase the reliability and accuracy of the result.

In a nutshell, in order to know more about how to retain a customer, there is always a need to identify what factors that will contribute to the tendency of a customer to revisit the fast food restaurant again. Consumer purchasing behavior will change as time goes by. Whenever consumers feel that there is another alternative which is able to satisfy their needs and wants much more than the previous one, they will easily switch to the new one. Hence, it is so much important if the marketers and businesses are able to enhance the customer loyalty. This is because it is always much more cost efficient to retain a customer rather than to attract a new customer. Thus, the 4A marketing mix plays a very crucial role in understanding consumer in the customer perspective instead of the marketer perspective. As a conclusion for this research, along with the evidence and proof provided, there is enough statistical evidence to proof that the following is the hierarchical situation for the 4A marketing mix in Malaysia’s fast food restaurant: Accessibility, Acceptability, Awareness and Affordability.

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