

Factors Analysing Consumers' Preference Towards McDonald's and A&W in Malaysia

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ABSTRACT The importance of consumer preferences towards the fast-food industry has become an important phenomenon. This study analyses the choice of the restaurant between McDonald's and A&W on the following factors like cleanliness, atmosphere, value, location, price, taste, children and variety. The data were analyzed using t-test and it was found that there is a significant difference on one factor where children's decision on the choice of the restaurant seems to be important. Analysis was also performed on various other dimensions like race, age, gender, income, eating habits, and time spent on media.