Customer research for up-selling purpose in fast food chain

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Laurea University of Applied Sciences   Abstract

Restaurant Entrepreneurship

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Restaurant Entrepreneurship program gave a potential opportunity for students applying their literature theory and practical experience in the field of Hospitality in general, start-up a business, or in service design. The main focus points of the thesis are: customer service in fast food restaurant, increasing selling rate, speed of service, generating brand loyalty, reducing food waste. The case was based on the information of a fast food restaurant in airport.

There is high demand of food service in the airport. Realizing difficulties in inventory and human resource controlling, the author mainly tries to locate problems and find out solutions with aim to improve the service. Customers were sorted out to specific groups which are recognized by their nationality. Customer purchase behavior is main factor of research, also how food culture effect to customer's order. To improve customer care, nutrient factor was researched to suggest customer with healthier combinations, matching with their favorite orders and reasonable prices.

The knowledge base was completed by theoretical books, company information and articles. Qualitative and quantitative research were conducted. Qualitative research was aimed for staffs interview and quantitative research to collect customer's ordering data via survey. Purpose of both methods was to study customer's purchasing behavior and its relation to customers cultural background. Observation and forecasting methods were chosen for data collecting.

Thesis work was collecting and analyzing data for a fast food chain in airport in aim to verify target customers and to give staff a guideline in up-selling products based on customers national origins. Applying theory of food culture in actual case of fast food restaurant, flexible and correct order by expeditious communicate skills. Thesis progress gave challenges to the author and experiences on how to apply ideas into practice. Since, food trend and customer mindset are flexible, the thesis need to be more updated by relevant surveys to further deepen the understanding of the topic.

Keywords: customer behaviour, food culture, speed of service, customer care.

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1   Introduction

Fast food becomes more popular in food serving industry as a response to high demand of busy lifestyle, where customers want to eat fresh and fast. Most fast food restaurants first operated in United States and have since spread out to other continents. The thesis mainly focuses on fast food service in the airport as part of current working experience of the writer. In Helsinki Airport, there are three fast food restaurants, all restaurants are operated under Burger King brand. Target customers are traveling passengers and airport staffs. Burger King airport has been visited with a huge amount of customer during the time, special in high travelling seasons and on every weekend. In pursue of development, company is always looking for best food suppliers. Cooperating companies already produce raw materials for Burger King on global scale to commit with producing fresh products.

Based on observations from working environment, flight passengers often visit restaurant in hurry to be catch the flight or waiting for connection flights. They come with high demand to be satisfied with ready-meal before their journey. Understanding customer wishes and business problem is what brings the author to have a new service idea to produce the fastest service progress but still commit with company's quality services.

As the purpose of this thesis, it is necessary to recognize customer's cultural and national background to suggest the right option for the targeted customers. The target of the Burger King is also to focus on healthy eating habits of the customer. Whenever customers think about fast food, greasy and fat may be coming up first in their minds. For that reason, thinking for customers healthy eating habits is also important. Thesis also gave suggesting foods that are balanced in nutrients according to Burger King nutritional guiding form.

The functional thesis consists of two parts: theoretical background, and practical implementation. The theoretical part is divided into two topics: fast food history and company background, second topic is about factors that effect the up-selling. Most of knowledge cited from related articles, books and researches. The practical implementation is including researching methods in actual working environment, qualitative and quantitative research, and forecasting. In the implementation, an interview was approached based on qualitative theory. Quantitative research is applied by survey and displayed in percentage result of customer's order. Forecasting method was conducted by daily counting number of flights in terminal 2, Helsinki airport. It is important to predict amount of potential customers restaurant would serve to better the food preparing process, organizing human resource and setting daily action plans.

Swot analysis method was used as the last step to test feasibility of service idea in actual work and the possibility for extending the service idea further. Final result of this thesis, also

the outcomes, is to find out effective selling techniques to customers. The ambition is reaching to customer's choice and up selling to increase restaurant's income by guessing customer's nationalities and food culture. After the progress of this project, there was a possible result as author expected regarding to theoretical framework. However unstable amount of customer as well as people from different background are still a challenge for the writer to understand customer's behavior.

2   Fast food industry

First of all, fast food service has been continuously demanded in modern life of developing countries. Many companies as Mc Donald's, Burger King, KFC, Jollibee, Carl's JR and so on, have cached the business ideas to operate fast food services and become well-known brands in fast food service field. Because of that, it is also needed to be explained about background of fast food and how it became popular. This chapter contains 4 parts: processed food and trend, fast food chain introduction, cooperation, customer loyalty and benefits. It will help readers to have general vision on thesis content as well as understanding service ideas from the inside.

2.1   The history of fast food industry

Fast food is usually possessed and served quickly. It is easily packed and ready to be taken away. Firsts fast food restaurants opened in the United Kingdom and the United States, selling quick snacks as fish and chip. Recognizing the potential of fast food in food serving industry, drive-through restaurants were popularized in Unit States in 1950s. "eating on the run" was becoming popular at that point. The increase of number of restaurants was growing rapidly in the typical friendly developing urban area. (How stuffs work 2018.)

In regards to the reasons of eating out phenomena and it's benefits, life is getting busier and and as an result there is higher demand for such service. People think home cooking is slow process, spending on cooking is taking time and grocery shopping is time consuming. These factors are changing food culture and food service economy in the modern life. Fast food modified to meet the needs of busy families, quick serving and inexpensive food became a phenomenally successful in developed and developing countries. Eating out, considered as luxury habit in the past, is now becoming very popular in the hurrying pace of life. Restaurants in general, and fast food are needed as easy, affordable, care-free options for housework resulting in family members having more time being together.

The development of fast food restaurants in United State was mostly leading the fast food industry. Fast food restaurants are located in over 100 counties and supporting approximately

4.7 million working positions. Fast food industry has contributed a part in the development of economy in U.S and other countries. (AccuPos 2018.)

Most fast food restaurants offer drive-through service that let customer conveniently order and pick up food on their own vehicles. Fast food stores have been located close to gas stations, stop stations. In most modern fast food operations, processed food ingredients are prepared and delivered by agreed supply factory. Food will be stored in different treated segments, refrigerators, freezer stores and dry stores before re-prepared, reheated and cooked in short period. The instant process of this has to ensure food quality, allergic elimination and effective organizing in the kitchen.

2. 2 Fast food chain introduction and cooperation

2.2.1 Fast food chain introduction

As Burger King is first and only fast food chain operates in the airport. Company was chosen as a case to conduct and introduce general fast food chains background in this thesis. Company has long lasting history, it was founded in 1953, Miani -Dade country, Florida as "InstaBurger King". After difficult time of running business, in 1954, company was renamed to "Burger King" as it is known until today (figure 1). Since 1957, "Whopper" - burger's name was introduced and became the main meal on Burger King menu until now. After the success of Whopper, Burger King edited the menu to create more popular products in foreign markets but still retained the regional taste of the brand. As statistic from December 31, 2016, Burger King had over 15,700 units in 100 countries, 47.5% units are in United States and 99.5% units are owned and operated by new investors with the agreement on franchised model of Burger King United States 2013. (Britannica 2018.)

Figure 1: Labels of Burger King from 1955 to 1998. (Evolution of the logos 2015.)- The logo of brand still maintains same image until now.

Figure 2: Original Whopper meal. (All student deals 2018.)

Figure 2 shows a typical traditional Whopper meal, which included whopper burger, french fried, optional soft drink. Basically, the ingredients included toasted soft sesame seeds bun with grilled beef slice, fresh tomatoes, onions, salad, crunchy pickles and sauces.

2.2.2 Cooperation

Burger King, at the moment, has 3 restaurants in Helsinki airport. These restaurants are co-operated by HMS Host Finland - one of catering and restaurant chain compared with Restel franchising partner. HMS Host is an international catering service provider of airport restaurants. HMS Host is providing international airport restaurant services in over 150 countries. Company's slogan is "feeling good on the move" (figure 3). It is also company's aim to operate restaurant chains to serve flight passengers around the world. HMS Host co-operates with many brands to offer international services, but still commit with the brand's standard as well as the franchise concept of each of its partners. Beside Burger King, HMS Host is also operating businesses by other well-known restaurants, coffee shops, lough bars, fast food bars. All located in the airport. (HMSHost information 2018.)

Figure 3: HMS Host Logo (HMS Host information 2018.)

Burger King airport is holding well placed positions inside the airport. Restaurants are located in center of Schengen gates, non-schengen gates and arrival gate which are closer to train station and main airport entrance. Benefiting of of eye-catching location, Burger King airport serves hundreds of passengers during the day.

2.3   Customer loyalty and benefits

Creating loyal customers is core factor to evaluate success of business. Loyal customers will share their experience about new products or services to the world, promoting to the public about new products. By that initial customer experience benefit, company has a change to save budget on marketing. Certainly, trust of customers is simply to concrete company's brand foundation, influencing income and visible development in future.(Team support 2018.)

Once customer loyalty is created steadily, customers tend to spend more money and they are willing to pay higher prices on products or services which match their expectation. This process allows company to set a higher standard without losing customers and offer various benefit since they are loyal members. (Team support 2018.)

If a new service or products concept has been designed and company wants to test the selling rates, then loyal customers are typical indication to predict that value. According to customer data base collected over the time, company can have an accurate vision and prediction on sales. Measuring customer behavioral patterns of returning and repeating of their habits. (Team support 2018.)

Ramaswasi (2017) mentions in his article about benefits of loyal customers. He claims, once customer became more loyal to company, they could forgive potential shortcomings. Loyal

customers are also key for success operation, by listening to their opinions, needs, company acquires more ideas to enhance of hidden angles, putting effort to finish a new projects or aiming at potential growth. Company's attempt to keep customer retention are also beneficial to raise company's profit target. (Multichannel merchant 2017.)

After understanding the important factors of customers loyalty, the next part will show detail researches how to create a good customer relationship. When services are introduced to customers, they are always represented from the best possible side, therefore that leads to higher expectation from customers. It is demonstrated by studies that, in order to provide excellent service, an organization needs exceed customer's expectations. Always keeping to promises and guaranteeing things that your company can provide are important factors of a good service provider. Referring to "Customer care excellent", Sara Cook mentioned this map to demonstrate clear image of customer expectation, as showed in figure 4. (Cook 2011, 17-18.)

Expectation high	→	Poor service	→	Service received low
Expectation low	→	Excellent service	→	Service received high

Figure 4: Exceeding expectations.(Cook 2011, 17-18.)

To a successful customer service organization, it is crucial to understand the value of listening to customer's feedback. Nevertheless, it should not be focused only on complain analyzing, but also on being proactive in generating feedback. Taking an example from British Airport Authority for their practical survey - each year the airport has conducted around 120 000 interviews from customers. Their main survey focused on evaluating service satisfaction on different aspects of service. How customer's happiness react upon service improvement when using British Airport's services. As in this example, many organizations are putting an effort to find out what customer overall experience is and try to offer products matching their needs.(Cook 2011, 94-96.)

Fast food chain as Burger King also conducts online survey program. The target of the survey is to listen what customers like or dislike and improve customer service and maintain

company's reputation for many years and keep offering great fast food service. Customer will receive reward for their valuable feedback after survey is finished. The main link to the questionnaires of company's survey can be found in "myBKexperience".

Burger King has used online survey method as their method to get customer's response. The major benefits of online survey is to continuously show the survey form on main website, updating information of given feedback quickly. Score from customer survey's result has been calculated accurately and informed to department instantly be it either recommendations or complaints.

Even a reputable organization or start-up business, consequently relies on customer loyalty as an important aspect for its development. Analyzing loyal customer's feedback has showed that it is vital to keep good relationship to company's customer, because customers is the golden key of income and profit. After understanding customer's value, action plan should be implemented, gratefully listen to their feedback or complain to improve quality of service, as examples of British airport and Burger King's survey.

3   Factors proposed for up-selling purpose

Passengers visit and leave for different journeys from all over the world. Leisure travelling or business trip, customers are bringing benefits to most of airport services: restaurants, hotels, bars, spas, recreation, transports and so on. Therefore, learning thoroughly about culture's variety , special food culture of different countries will bring a business to the bright side of successful path. The purpose of this chapter is to recognize customer's behaviour by cultural eating habits, gender and age. On one side, this chapter also mentions the difference of Eastern and Western thinking about fast food. Main reason to talk about customer's culture is to exceed customer's expectation about fast-food service, increasing customer's loyalty.

The core of learning diversity food culture is to embrace their eating habit and then leading to the right orders for targeted customer. This chapter consists of observation on eating cultures, travelling and spending statistic, food culture by religion affection and different culture comparisons.

Factors proposed for up-selling purpose consists of five parts, firstly evidence statistic from Visiting Finland about number of travelers that visited Finland in period of 2015-2016. The core point is to have an overview where people come from to divide them into specific research groups. Second, third, fourth part are taking a deeper look at customer groups and their food culture. The different between eastern and western food culture is also explained.

3.1   Statistic of foreigner visitors to Finland

In this chapter, there is an introduction of cross-culture of some most significant countries that have direct effected to the restaurant's selling rate. The countries which have been chosen are from statistic observation principally by numbers of customer that have been served every business day. Besides that, the mentioned countries are also from statistics of Visit Finland's web page.

According to Visit Finland's Tourists Survey about expenditure of foreign tourists in Finland 2016, there are some big group of tourists from China, Russia, Japan, EU countries, United States, United Kingdom. Russian visitors are responsible for 30% of spent money in Finland from 2015 to 2016. The great location, biggest neighbour country of Finland, cheaper flight cost and travelling time all together bring the feasibility of Russia visiting in recent years. In another angle, Chinese is claimed as second largest group that has contributed to Finland tourism industry. The number of Chinese visitors increased 35% in 2016 when compared with 2015. Chinese visitors spent 335 million euros in total. (Visit Finland 2017.)

Top 10 spending by country of residence, EUR million EUR

	2016 (MEUR)	Change 2015-2016 (MEUR)	Change%
1. Russia	469	-21.4	-4.4%
2. China	335	77.3	30.0%
3. Sweden	172	16.2	10.4%
4. Germany	151	3.6	2.4%
5. Estonia	126	-22.6	-15.3%
6. Japan	117	5.0	4.5%
7. United Kingdom	116	24.1	26.3%
8. France	99	9.6	10.8%
9. Spain	84	22.0	35.7%
10. United States	80	5.8	7.8%

Table 1: Top 10 spending by country of residence by euro from Visit Finland's tourists survey 2016. (Visit Finland 2017.)

After analyzing these statistic number, we can identify the potential countries will become aimed group of customer for increasing company's selling rate. In next paragraphs below is

detailed analysis of food culture of each target group that are significant to Finland tourism economy.

Top 10 in Finland visited 2016 by country of residence

Country of residence	Traveling to Finland in 2016	Change to 2015 (%)	Travel change
1. Russia	2 686 500	- 3.8%	-107 400
2. Estonia	921 500	- 1,1%	-10 400
3. Sweden	860 600	6.0%	48 400
4. Germany	404 400	17.2%	59 200
5. China	356 000	34.9%	92 000
United Kingdom	253 200	0.8%	1 900
7. Japan	231 400	17.9%	35 000
8. France	176 000	12.9%	20 000
9. United States	145 200	3.4%	4 800
10. Spain	143 800	26.2%	29 900

Table 2: Top 10 visited Finland 2016 from Visit Finland's tourists survey 2016. (Visit Finland 2017.)

From the table 1 and table 2, we can clarify avowedly the trend of which countries prefer to spend from 2 years, 2015-2016. Russia is still on the top of spending, even if there was a reduction of expenses by 4.4%. On the order hand, it is shown that there is an increase of Chinese tourists by total growth of 34.9% (table 2) on visitors amount and 30% on expenditure (table 1). Schengen countries are the following group with lower spending, such as Sweden, Germany, Estonia. In general, Spain, China, United Kingdom and France are all potential countries to increase on based on 2 years observation. Biggest spending increases are ranging from +35.7% to +26.3%. (Visit Finland 2017.)

By the personal observation of the author, one specific group will be included in cross-cultural observation that isn't represented by the Visit Finland 2017 statistic. Indian culture must be represented because they seems to have significant increase in travelling to Helsinki

Airport. It may be that Visit Finland statistics will reflect this increase in the statistics for the years 2017-2018. As for now the information has not been published.

3.2   Russia and tea culture

As Chinese culture, tea is really important to Russian culture. It is indispensable part of the culture whenever somebody visits a Russian family. Drinking tea become a social ritual of Russian, anytime of a day, usually served at every meal.

The tea culture of Russian was brought from Western Europe, specially from the Dutch and English. However, from other perspective tea culture came from Chinese Empire and Mongolia, countries that neighbour Russia. (The daily tea 2015.)

Dark tea is the most common tea used by Russians. Also several types of tea in their list are green, herbal, special black tea is used in many occasions. Other common tea types are brought from India or China became popular in Russia too. A normal setting of Russian tea time included tea pot. Accompaniment of milk, lemon, honey and sugar are presented on a side as. (Trip savvy 2018.)

Figure 5: The traditional tea time of Russian culture. (Russian tea culture 2015.)

Figure 6: Traditional desserts. (Pinterest 2018.)

The picture from figure 5 illustrates Samovar container of Russian started since 18th century. Samovar, brow container, is the metal container that Russian use to heat and boil water for typical tea originally. On the top of Samovar is the tea pot, tea and hot water from Samovar are mixed before drinking. Samovar's innovation was an effective solution in the past as most of Russian stove designed very huge and can not make fire anywhere. Samovar was an ideal and practical way to boil water right at the dining table. However, Samovar is not used popular as before, Russian still keep the habit of drinking tea. (The daily tea 2015.)

Desert is another essential part of Russian tea culture (figure 6). It will be an omission if dessert is not mentioned. Pies and pastries are well matched with Russian tea time. Also thing like bread rolls, kalatch, pancakes, spice cakes, biscuits, candies are also popular sweets. (Trip savvy 2018.)

3.3   Chinese cuisine

China is the second most significant group to airport's service industry, the number of this tourist group is increasing recently not only in Helsinki but also in other cities of Finland. The total amount of Chinese visitors to Finland in 2016 is 356 000, and estimated money spent per trip stands at the highest mark of 940 euros. (VisitFinland 2017.)

Due to its rich cultural and territorial specificity, China has great diversity of food culture compared with other Asia countries. China is becoming more active in global business nowadays. The country has wide social network with not only in Asia continent but also expanding rapidly to other developing continents as Africa and America. The amount of Chinese population and economical development has significantly effected to most of businesses and economies around the world. (World population review 2018.)

Regarding to Chinese eating habit, Chinese have various different regional cuisines that contribute to their specific eating habit and cooking method. However, Chinese cuisine typical meal consists of rice, soup and many side dishes. The ingredients are variable, but usually dishes are made of seasonable vegetables, meat, fresh seafood, fruits and other specific regional ingredients. Difference to Western culture, Chinese ancient culture do not use large amounts of dairy products for cooking and eating. Canned food products and frozen food are rarely eaten and preferred habits are eating fresh and rich materials from ideal cultivated regions. (Chinese Food culture profile 2017.)

One of the highlight in Chinese culture is they like eating together and sharing food with others. Chinese normally order long list on food menu on most occasion, while Western people usually enjoy eating individually on their own portion. Addition to that, Chinese use more spices and seasoning rather than Western people, very basis of Chinese meals, they usually add chilli, pepper, garlic, ginger, spring onions to most of dishes. To increase the

richness in cuisine and savory. Chinese have involved many cooking methods as steaming, stewing, sauteing, braising and quick stir fried with noodles and rices. Figure 7 illustrates steaming method is used a lot by Chinese to make typical food as Dimsum, bao, cakes and so on. (Chinese highlights 2017.)

Figure 7: Dimsum and steaming food are outstanding part of Chinese cuisine. (China highlight 2017.)

Chinese has rich food cuisine. They created unique food cuisine that can not be identified with any other. Learning about Chinese cuisine is a essential part that can help understanding Chinese customer's behavior and getting close to conclusion how to please their requirements.

3.4   Indian religion and food culture

Indian can considered to be one of second biggest group attending airport fast food restaurants. According to S.Kumar (2014), an author of the article "The religions influence on Indian food and cooking method", Hinduism religion is shared by three-quarters of Indian population. Since eating meat is a forbidden by Hinduism religion, Indian eat beans and lentils as main ingredient to cook. Although they can not eat meat, protein products from cow milk are allowed to sufficiently provide nutrient balance. Milk, cheese and curd are main popular products of their diet. Otherwise, the country with climate environment is an ideal factor to grow numerous types of vegetables, herbs, spices that most used in Indian food cuisine. A part of Hinduism population does not use garlic and onions, to replace for that they can eat nuts, parsley, sage, ginger and various seeds. As can see from figure 8, there are some typical and traditional vegetarian food of Indian. (Linked in 2014.)

Figure 8: Indian traditional food with various kinds of beans and vegetables. (Linked in 2014.)

Hinduism was effected by Muslims food culture from 1194AD, Muslims came and brought their food culture, specially grilling methods and using dates and nuts in deserts. By the time, Indian also got influences from other religions as Christianity. Indian learn cooking method of stir frying and cake baking from Christians to make their own cuisine and traditional food with influences from other cuisines. (Linked in 2014.)

The vegetarian traditional food of Hinduism are widespread now in India, therefore this basic need-to-know of the custom will be the bridge of cross-culture as well as typically understanding group of customer. It is essential to recognize religions of Indian to offer proper requirement in case of customer service in fast food restaurant.

The significant change in food taste and lifestyle of Indians make them change opinion about eating out nowadays. During a period time, Indian got more awareness about other cuisines and got influenced from western culture. A lot of fast food restaurants are growing in the region, but vegetarian menu must be available for this market sale. Multinational fast food restaurants have to adapt with the requirement of creating menu with more vegetarian options , alongside regular meat meals. (Rina et al .2015, 613.)

From the research of Rina and colleagues, they also suggest that fast food restaurants need to provide more nutrition information to their customers. Fast food chains need to focus more on healthy lifestyle and improving the menu to variety of healthy food options. Children meals should be have more options and fit with the nutrition target. (Rina et al .2015, 621.)

By the researches showed above, it seems selling fast food to Indian groups is an obstacle. Indian choose their own way for eating and that is hard to change their habits. Fast food

business have had a tough time to get going in Indian market. In fact, there have been some reasons in the past that make fast food business in India slow down than other developing countries. (Quartz India 2016.)

- Firstly, consumers are mostly religious and eat vegetarian food, eating at home is more valued than eating out.

- Second reason, younger people and urban consumers are attracted by restaurants and coffee shops which offer better price in the area of high population density.

- Heath concern and wellness are the third reason, that keep Indian away their mind from fast food.

Nevertheless, many fast food chains have changed these weakness to become strengths by renovating the menus to vegetarian options. The goal is to please the market demanding of India. Besides that, fast food company as Mc Donald's, for example, also promote spiced food's option that match with Indian's taste and adjust prices to be seasonable with the local market's price.

3.5 Culture, gender, ages issues effect food choices

This part is mostly focusing on the cultural differences of Western food culture and Asian food culture. The opinion of Chinese on western food culture from different aspects. Second part is mainly about how ages and gender can effect to customer's food choice. Hence the writer can distinctively understand customer's background.

3.5.1 Western and Asian food culture opposition

This part contains a description of food culture differences; how Asian people accept Western food and how Asian accept Western food culture in the modern life. In case of Western food, this part of thesis mainly concerns fast food and not all Western food culture. The researches below will help to obtain a better image between Asian eating habit and making decision, in the case of fast food.

The most concern in the difference in food culture of Asian and Western, is their particular living regions and food supplying. After the main course, desserts such as cookies, cakes, pies and ice cream are eaten mostly by Western people. Asian act differently. In Asia these sweet desserts can be eaten occasionally on birthday, wedding or other celebrations. Chinese usually eat fruits or sweet soup for their dessert. (Chinese Food culture profile 2000.)

Traditional Chinese cooking does not use a lot of deep fried cooking methods. However, the reason most of Chinese restaurant in America and Western, nowadays, have some dishes with

deep fried as shrimp, chicken, sour pork and sweet is to promote business and to match with Western tastes. (Chinese Food culture profile 2008.)

In her article, Ellen Li is analyzing alternative points of view on what do the Chinese think of Western food? Her case of research is similar to this thesis about fast food service. As she mention typical eating habits of Burger King established from America, through the view of Chinese. (what do the Chinese think of Western food? 2017.)

- By observation, she pointed out that American prefer eating lots of fried and greasy food, Chinese think those food should be eaten occasionally for health reasons. American desserts are too sweet with a lot of sugary and fattening, special cakes with frosting and cream.

- Chinese people favor eating hot and drinking hot beverages with limited sugary taste and sweetness. Oppositely, Americans like eating cold food for appetizing, special salad with cold dressing (as mayo, yogurt, vinegar sauce, olive oil). American like drinking cold and sweetened beverages like beers, ice water and soft drinks.

- Processed food are not common in Chinese eating concept, Chinese families prefer to cook fresh and eating at home for health and finance reasons.

Even though American food seems not to being able to be accepted by Chinese previous generations, nowadays lots of Chinese young generation obviously adapt well in to the American food culture. Young Chinese like eating out and they are open-minded consumers. Most common explanation for fast food popularly in China is that people like to try something different, and are curious to Western food that they can not find somewhere else. American fast food restaurant are now considered as vital potential markets in China. The great taste of Western food is also valued and welcomed by Asian consumers. Food chains as KFC, Mc Donald's, Burger King are pretty popular every where in China and Asia.

Another concern that should be taken into account is most of Western fast food restaurants have been committed with strict food hygiene regulations. People, nowadays, are more carefully for their health and what they are consuming than before. Therefore, it could lead people in trust to eat fast food in restaurants rather than fast food on road sides. Customers may spend more on fast food restaurants for better services, comfortable environment, modern facilities and unique Western taste.

3.5.2   Effects of gender and age on customer's decision

Another category of customer's behavior that this part investigates is how gender and age effects to customer's decision. At first glance, there are many factors that lead a person

purchasing decision: finance, ages, gender, culture experience and psychology. Hence the flexible and active working environment of fast food service, specially in the case of airport, the scope of object was narrowed into these cases: mainly on culture, gender, ages.

There are number of additional factors effects to customer's decision, gender and ages will be explained in this part. In order to serve the customer better in situation when you cant rely on identifying customers nationality, basing service approach by gender and age is essential.

Gender

Commonly, gender makes a significant difference to customer's decisions. One obvious factor easily recognizable between male and female is that female customers care more for their health and appearance. Most of women, as reported, choose eating food with less calories with lower fat content. Instead of that, women would prefer higher intakes of vegetables and foods high in vitamins and fiber. Moreover, the motivation on weight control makes women more careful on food decisions. They are more serious about caring about food's ingredients.

Applying ideas into fast food service, their eating behavior may lead these groups of customer to better health food choices. However, Burger King has some suggesting menus as a solution. Hopefully, it would match with customers needs, before new coming diet menus will be suggested. Burger King menu suggestion and nutrient contain will be analyzed more detail in chapter 4.

Many researcher pointed out that factor of taste is likely main reason to explain for man and women difference in thinking about food choices. As common thinking, men need to eat more since their body are physically bigger than women. Therefore men are in reported level of calorie consuming is higher than woman. Other reasons can taken into account such as age, height, level of activity may effect to energy consume of each group, as said by Natoli director of food and Nutrition department, Australia. (Food and nutrition Australia 2018.)

Eating meat, by Western perspective, has usually been linked to strength and masculinity. When woman come to a fast food restaurant, they would prefer eating salad to fish and chips. Conversely, most men would not think twice about what they eat. The consequence of being over weight may not effect on their choice. Men believe they are more physically active and that this is effecting their food choice.

Age

According to several researches about ages effect on food choices, author's result showed that group of older customers from 60 years old and more, they are likely make carefully decisions on food choice as the reason of health consideration. Same issue on this research,

young group participants, from 18 to 30 years old, showed less concerned to healthy eating option. This group is more focusing on prices, time and food preparation. (Chambers et al. 2008, 356-365).

This group easily adopts new food trends, and make flexible food choice as result of their busy pace of modern life. In the research author also point out that younger female and older female care better about their appearance, therefore regarding to food choice, they get better knowledge to younger males. And also they feel more energetic for the healthier eating diet. From Chambers's suggestion, *"Overall, these results suggest that consumer motivations for healthy eating are diverse and that this must be considered by government, retailers and food producers"* . (Chambers et al. 2008, 356-365).

4   Practical implementation

Practical implementation part plays important role for a successful project. It decides feasibility of planed service ideas and regarded theories. This part demonstrates research methods and application on the case of fast food restaurant customer behavior, as initial target of thesis. Through this practical implementation, it is helpful to the author to verify accurately target groups of customer, according to customer's behaviour from their nationality, ages and gender.

There are two basic approaches were conducted in this practical part, included qualitative and quantitative research. Interview method was executed to collect qualitative data regarded to staffs opinions, that was meaningful to show their personal recommends on difficulties of working environment and what should be improved. In term of quantitative research, forecasting method and observational survey to get statistics on customer's order were implemented. Swot analysis was also performed in the end, this is necessary to realize thesis's possibility and inside obstacles to evaluate the success of this project. Ideally, these chosen methods are to prove number of selected international customer on their food options.

After the survey, the author realized that customer also care about food ingredient as well as the nutrition factors of the meal. In the result, there is one part about customer care and suggestion based on restaurant's menu that may help customer have better choice in healthy food issue. For forecasting method, the research used Finavia daily flights schedule to locate where customers arrive from and leave. The goal for this method is to find out customer's travel path and to get well ready for selling in advance.

4.1   Qualitative research

Qualitative research is used to collect data about person, group or even community from their personal experience. (Wang et al.2016, 86). Qualitative research is a research method we can use to improve our search skills by seeing what researchers actually do applied in particular project. Moreover, the benefit of qualitative research is to demonstrate the viewpoint of real life experience by using particular methods. In academic fields, qualitative research is used to seek in-deep understanding in human behavior, human experience and social life. (Seale et al.2007, 18.)

Qualitative research allow participants share their information by their own words, or by the author's observation in the natural setting of situation. There are some popular qualitative collecting data categorizes could be planed for a strategy, such as in-deep interview, observation, ethnography and focus group. Each methods bring a different benefit depend on the purpose of collecting data. In-deep interview can be consented as most frequently used by student in research (Wang et al.2016, 116.)

Various methods of qualitative research can be applied in a project. However, in this thesis, the author only used interview method as a main factor for searching staffs opinions about their difficulties when working in airport fast food restaurants, particularly to listen their experience in term of applying thesis's object in actual work.

4.2   Interview method and result

Interview is an useful method can be occurred in different aspects. Interviewing assumed as one of common method to understand the situation. Many common forms can be involved in this methods, such as individual interview, face-to-face verbal interchange, group interview, and telephone surveys. An interview can be structured, semi-structured or unstructured. Information from interview give a true and accurate picture of respondent on an actual aspect. This method can be applied in many scenarios of life, not only in academic research. (Fontana et al.2007, 11.)

Semi-structured interview was conducted by the author, since there were 5 cashiers participated in this interviews by answering questions related to their regular working routine. Semi-structured interview benefit is that it allows one or more participants involved. It is open-end type of interview and it helpful to the interview in understanding clearly set of instruction. The purpose is to get more opinions from staffs, reliable and comparable qualitative data. Another benefit of semi-structured interview is interviewers can prepare question in advance and having note taking during the interview time. (Cohen & Crabtree 2006.)

The participants shared valuable information from the interview part, they are people who interact directly with fast food service everyday. Their experience, in general, is an essential guiding to the authors research theme, what should be improved for better service or even help staffs having better selling technique to target customers. Staffs were asked to try the implement of the selling strategy, based on the thesis's research about identify customer culture. For more detail about interview questions, it is showed in the appendix part, page 45.

Firstly, they recommended that as good location of restaurant, terminal 2 and right next to check-in gate, bring a huge benefit for customers finding their way to restaurant. Compared with other restaurants in airport, prices from Burger King is cheaper and customer can enjoy the wider view from the terrace as location of restaurant itself is on the top floor. However, working under reputable company brand also put them under pressure, always have to implement with the franchise, customers asking for same service as any place they visit. Fast service was gauged as their first mission, all staffs need to follow and limit their selling time. Specially in the rush hours when they have to speed up the service. The service time for each customer has been estimated and set as daily sale target by company everyday.

During the second part of interview, we shared frankly about problems when communicate with customers as well as how to identify target customers by staff's experience. Mostly customers complain about the cleanness of lobby, dirty floor and tables, messy self service counter, long waiting time for special orders or food allergic issues. These mentioned aspects often happen in rush hours, which bring a difficult for both customers and staffs.

Staffs were asked about their experience how to identify customer's culture for up-selling. They said that they prefer looking at their appearance for guessing their nationalities, by the communicative language if customer has a partner or sometimes by directly communication with customers. Staffs need to keep delightfully and short communication all the time, as "where are you from?" or "where are you going, Sir?" . The point is not only keeping nice conversation to customers but also giving staffs a hint to find out customer's culture to offer something more.

In the last part of interview, the author asked questions related to staff's advises how to apply thesis's idea in actual case of fast food restaurant. They mentioned some key elements related to the topic. In regards to Asian group (Chinese, Korean and Japanese) people tend to order chicken burgers. Most of the time they will order some snacks. In comparison, Westerners would prefer beef burgers. However if they are young women, half of the time they will order salads or a veggie burger. For Westerners, it's good to recommend desserts (brownies with ice-cream is a good choice as it's cheap and quite filling). Indians people like to have veggie or fish burger, probably because of their religions. In addition, one cashier said:

"they also love having dips to go with their fries so I always ask if they would need extra dip, especially mayonnaise".

According to staffs feedback, the thesis's object is really practical to their working environment. They want to try how up-selling to customers eventually according to the author's guiding. Staffs also participated in the survey process to collect data about the customer's order. The result of survey is analyzed in next part, quantitative research and survey method.

4.3   Quantitative research

Quantitative is most common published research that many researchers have applied. Gathering the process of data, quantitative research is an act to provide valuable insight of things. Mayo (2014, 102) explained that: *"quantitative research involves a desire to understand and establish a basic knowledge of how one thing affects another"*. Other way of quantitative research method definition, quantitative method study is to determine the relationship between one thing and another. This method is commonly based on numerical data analyzing, or conducted by survey and questionnaires.

For the purpose of quantitative research, the method focus on testing theories or hypotheses to ensure the value of testing process. Another bright side of quantitative method, according to author, use standard data collection techniques and statistical tests to make sure the results are not able to chance. (Mayo 2014, 103.)

This thesis mainly use forecasting method and observation to collect data. The survey idea is to count number of customers of aimed groups as well as random customers at different business time. Forecasting research was conducted by calculating percent of flights from aimed groups and guessing amount of customers.

4.4 Observation and quantitative analysis

In term of Hospitality operation, doing survey research often is important to update customer's feedback. In case of the visibility of new service design, survey contribute largely to customer's feeling and opinions how to please them, what customers need or simply experience customer's behavior. Those are the reason for survey research was conducted in this thesis.

In fact, there are many elements have to be arranged before implementing the survey, such as form of information gathered, time limitation, location and scenarios in order to get effect data. Mayo also recommended in his research, the layout of questions effect apart to value of the result, or their applicability and usefulness. (Mayo 2014, 104-106.)

The fast food restaurants welcomes large amount of customer everyday, as restaurant open at certain time from Monday to Sunday. As working experience and observation, most of customers visit Burger King restaurants before their flight. Visiting time of customers normally in the waiting time, gap between checking in and boarding time. For accurate and equal results, survey was conducted in the most busiest Burger King restaurants, gate 29 - Schengen terminal.

The survey was implemented three times on different days and times, the target of variety survey setting as explained above. For each survey, amount of customers intake was around 30 persons from different nationalities. Target customers were recognized mostly by guessing of their speaking languages, accent and appearance.

In this part, target group of customers included nationalities, in which target customers are from China, India, Russia and Western are strongly concentrated. Customers were also documented by their gender, age groups and their orders were indicated clearly for more accurate result.

In last survey, survey's strategy had been changed. Instead of recording number of customer as two first surveys, the last survey had applied order-suggesting technique, by suggesting to the customers for certain foods. Example for that idea: Russian speaking customers would be suggested for tea and desserts as an extra of their priority order. The application was also conducted on other groups as idea testing for new service design.

There are six steps that were followed from beginning of survey form design to conducting and receiving the results (table 3). Overall time for observation and complete the survey took about one week since the researcher has to find out ideal situation for the survey.

Goals	Sample	Questions	Fieldwork	Response	Insight
• Which orders customers orders based on nationalities. • Recognizng group of loyal customers.	• Target: 30 customers per survey. • Date and time.	• Nationality • Ages • Gender • Order	• Airport. • Customers are passengers and staffs	• Collecting data.	• Analyzing result and evaluation.

Table 3: Survey process.

CUSTOMER'S ORDERS SURVEY

Date

Time

Nationality	Customer #1	#2	#3	#4	#5	#6	#7	#8	#9	#10
Chinese										
Russian										
Indian										
Western										
other countries										

Gender M/F										
Age										
under 12 yrs										
12 to 18 yrs										
18 to 25 yrs										
25 to 35 yrs										
35 to 50 yrs										
over 50 yrs										

	Customer #1	#2	#3	#4	#5	#6	#7	#8	#9	#10
Customer's order										
Whopper										
Whopper x cheese										
Whopper double										
Whopper doube X Cheese										
Steakhouse										
steakhouse double										
Big King										
Chicken burger										
Fish burger										
Vegie burger										
Kid meals										
Bacon King										
Salad										
Snacks										
Chicken snacks										
Chese snacks										
Onion rings										
Beverages										
Coffee										
Tea										
Orange juice										
Milk shake										
Soft drink										
Dessert										
Hot brownie										
Ice cream										

Table 4 and 5: Data collecting form.

As can see from the table 4 and 5, these forms were used to collect customer's background: nationalities, ages and gender. In the customer's order form, the author's intention is to observe how customers ordered and their behavior according each group. The ultimate goal is to answer these question:

✓ What are their main course and dessert?

✓ Are they willing to accept the cashier's suggestion on the menu?

✓ Are they happy with the suggestion?

Turning to the next part, the result of survey is demonstrated by percentage calculating. The result is combined for three days of observation. Firstly, the author want to show the result from customer's nationalities, gender and ages (figure 9).
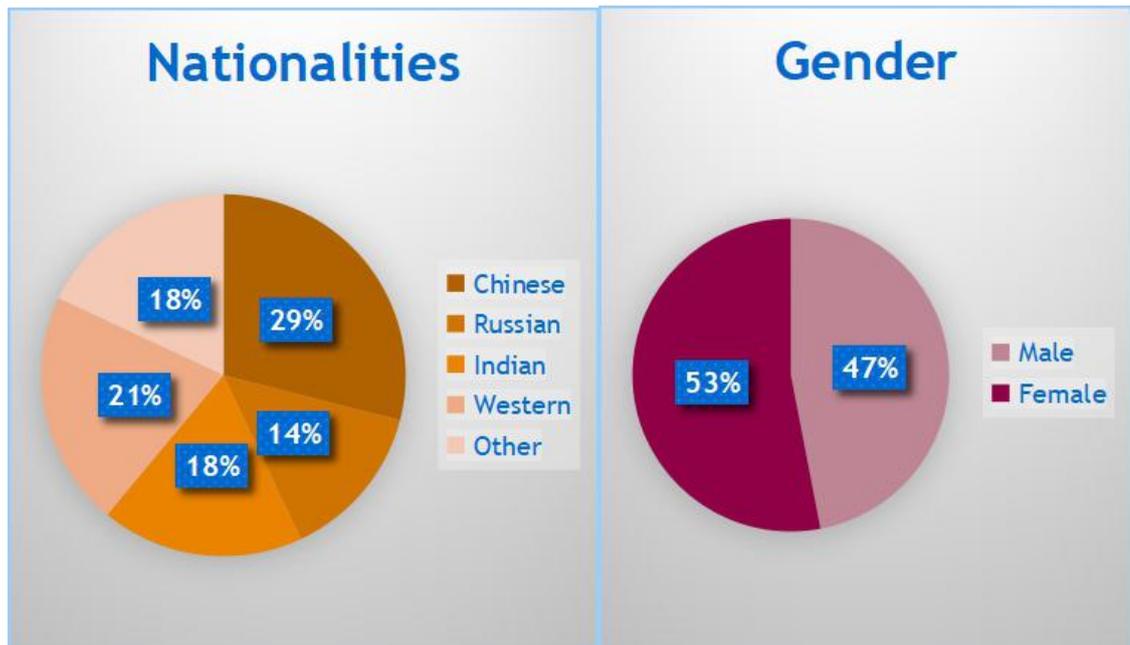

Figure 9 : Nationalities and gender percentage.

Nationalities and gender of customers were first categories researched. The purpose is to have general idea where customers came and to define the objects of survey, how many percent of passengers were investing in the increasing of restaurant's income. Although the survey was occurred in 2 hours per target day, the survey seemly gained positive results.

As can see clearly from the first pie chart, Western people and Chinese were main customers of the business. As personal overall observation and working experience pointed out, that these group are often group of customers visiting restaurants. There were also other factors effect to amount of customer, of course, such as flights and purpose of travelling. Indian and Russian were next following groups, nationalities was identified observing their communicate languages to their partner or guessing, same technique for age groups collecting.

Analyzing the gender date, the results said that there was about equal gender attendance: 47% male and 53% female. Therefore, the restaurant was visited by male and female equally. Because female is considered to eat less fast food rather than male, for health reasons.

However, the result was over expectation, female's percentage was over male in the random survey period.
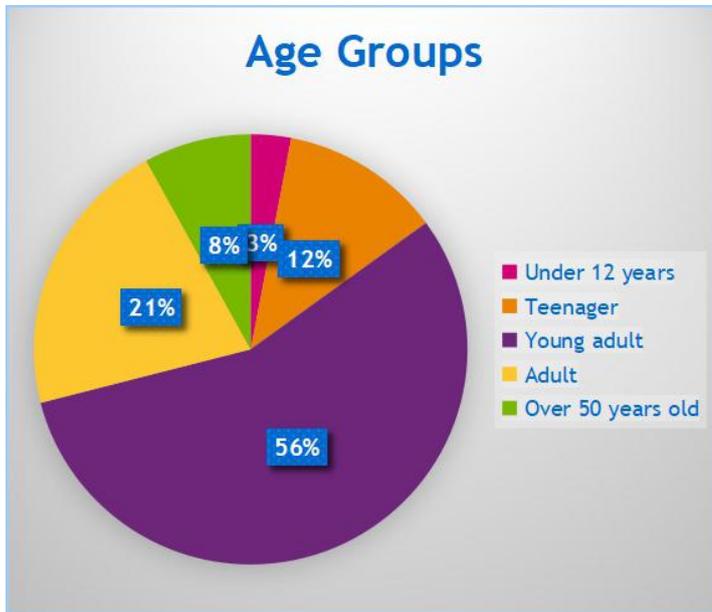

Figure 10: Age groups percentage.

For the age groups (figure 10), young adult was claimed as biggest group standing at 56%. Adult was the next group by taking 21% . Teenager was in third position before kids under 12 years old group and people over 50 years old. The percentage of age group reveled particularity that young adult and adult are two vital groups of Burger King. Evidence was showed by amount of customers that had come on three days of survey, that it seems fast food was the favorite choice of this group.
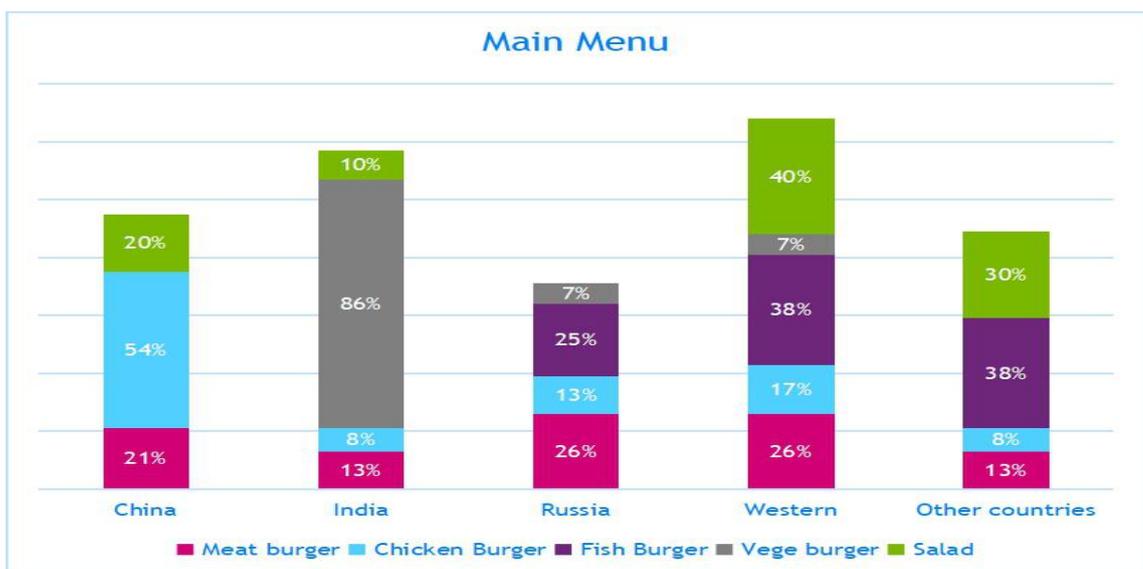

Figure 11: Main meals comparison result.

After having fully image about target customers, next survey was about their food choice (figure 11). In main menu option, readers can clearly see that Westerners and Russians were two main group that preferred eating beef burgers (26%), their favorite orders were all included big meal mostly with extra cheese and steak, high calories consuming with french fries combos and soft drink. In next chart, beverages and side dishes were analyzed.

Chicken portion were the main interest of Chinese customers. 54% of Chinese target group ordered chicken burgers during the time of survey, exceed percentage of the beef burger orders. From that evident, it should be huge benefit for business if staffs suggest chicken burger for this target group. In fish portion ordering, all countries have likely equal number and this meal, in general, is rarely ordered by individual working experience.

However, to other angle of observation, Vegetarian eaters mostly came from Indian as Hinduism religion effect to their eating habit. Indian culture and religion was written in the theoretical part. As predicted, 86% of Indian sided for vegetarian burger strongly proved that religion is highly effects the order decisions of this target group to customer's choice.

In next series, the chart shows the quantity of salad consumption (figure 12). In which, Westerners were significant consumers, taking 40% in total. After comparing between gender and food choice, salad portion was remarkable from female order. The result might lead to explanation that women care better for their health and appearance, also evidence for literature of gender research section.
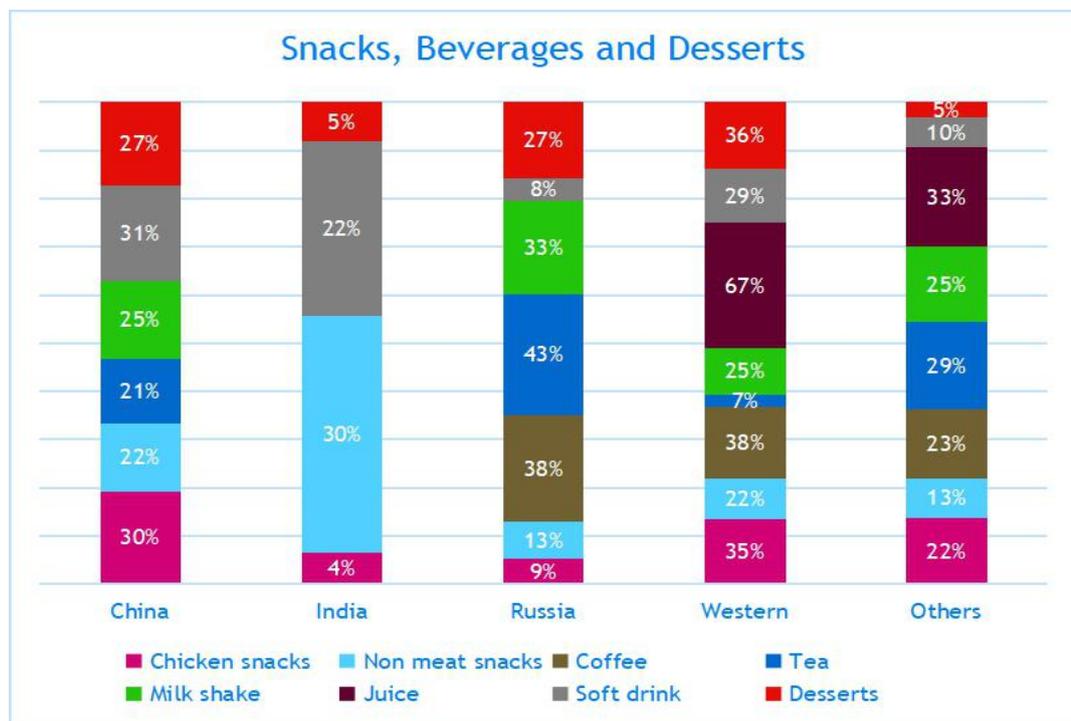

Figure 12: Snack, Beverages and desserts comparison result.

Coming to next chart, side dishes and beverages were a focus. Western and Chinese groups were the biggest in chicken snack consuming, 35% and 30%. Chicken snacks was less appealing to Indian and Russian groups, 4% and 5%. However, Indian was described eating more non-meat products than other countries, such as Mozzarella sticks, chilli cheese bites and onions rings, 30 per cent in total. China and Western groups were same percentage in this consumption at 22%, before Russia, other groups, account for 13%.

In term of coffee and tea, Russia and Western groups seem likely spending more on drinking coffee, where they stand at 38%. While China prefer drinking tea as their great meal combination and culture refection, 21% of Chinese spending on tea. Generally, Russia was the largest group on tea and coffee consuming, 43% of tea and 38% on coffee orders.

Russian took a significant part to milk shake order, by 33%. Otherwise, soft drink was best choice of China and Western, at 31% and 29%. Orange juice got positive result by Western group standing at 67%, also desserts such as hot brownies and ice cream were mainly consumed by Western people, 36% before Chinese and Russian by 27%. Indian were seldom asked for these desserts in common, limited to 5% per desserts orders. The location of survey is showed in the figure 13.

Figure 13: Burger King Helsinki airport, gate 29. (Finavia 2018.)

Explaining customer's decisions, in another book of Sara Cook, the author also reviewed about expectation in customer services of the countries as India, Russia and China. In which, Sara Cook believed in the fact that a growing of middle class in India is more concern in brands and high expectation on good quality service. Regarding Chinese and Russian groups, they entirely ask for luxury standard of consumer goods or high level on services offered. Differently, Western society in recent decades is under pressure of unstable economy. People seek for excellent service that equivalent to their value of money. As consequence, author concluded that these customers should be aware to have better service organizing and giving customer outstanding experience. (Cook S. 2012, 1-3.)

Purpose of this research can be named as an service design project, however any projects before starting should be analyzing by different angels for it's feasibility and risks. Therefore SWOT method was a next step conducted, there is a framework with four key elements: strengths, weaknesses, opportunity and threats (table 6). This method lead the ambition of project to the right way, helping on concreting strengths, opportunity, finding out what insight needs and minimize weaknesses.(Swot analysis 2018.)

Strengths	Weaknesses
• Suggest customers to their expected order. • Increasing customer's expectation and loyalty. • Control inventory's level. • Reducing food waste. • Improving selling skills	• Customer may change their mind in order. • Customers outside categories. • Prediction challenges.
Opportunity	Threats
• Market expansion. • More target customers from Asia.	• Vision on new market trade. • Restaurant's organization. • Busy working condition. • Languages. (Chinese, Japanese, Vietnamese, etc.)

Table 6: SWOT analysis.

Strengths

Generally, strengths of this recognizing customer's food culture is to lead them to right order and control inventory's level. Also explained previous ideas, there are many factors on sale management that the customer's food culture bring to it's benefit. Service's strengths was showed from the sector above, forecasting method. By better controlling of inventory's level, restaurants can reduce the amount of food waste easily and in manage raw materials supplies more effectively. Moreover, the business ideas is easy to apply by encouraging staffs to improve their customer's communication skills. Cashiers play the main part to set this idea into account. Conducted customer's communication skills can be organized and guided in general company's workshop or meeting. Target is to help staffs get to know better customers, who are they serving by the logic related to customer's food culture.

Weaknesses

Everything has two sides of issue. This service idea definitely also has some internal obstacles need to be found out and improved. Hopefully, the idea can be applied soon in real Burger King service guiding as well as airport restaurant's system. The weaknesses may have such as customer change their mind to try new menu which is not relevant to their food culture. Amount of customer might not be accurate by predicted flight schedule since many factors as increasing business's travelers without recognizing nationality from flights, transit flights. More other reasons, the distance between restaurants and boarding gate is am challenges for customer to find out restaurants, delayed flights or cancellation. External factors as customer's finance or they come for other food choices. Recognized customers by nationality be also a limitation factor.

Opportunity

According to Finavia, Helsinki airport will expand with a new terminal in 2019 to support for transit passengers among international flights,specially from Asian countries. Therefore, the service idea will have more opportunity to apply for target customers, specially customers from China, overall effected Chinese food culture countries (Vietnam, Thailand, Japan, Korea), India and Russia. On Finavia website, passengers also gave a lot of positive feedback on their own wishes that the airport should have more food court, fast food is in priority by grasp-and-go service solutions. Amount of customer will increase when new terminal is in operation also counted as another opportunity.

Threats

Although increasing of customers in near future will bring benefit for a business, there are many inside threats that may effect on business organizing. It requires company head office to have vision on new market trade, analyzing customer's travel path and efficiency restaurant organizing to get comfortable and private space for customers. More staffs will be in requirement to adapt busy working conditions. Language may also be an obstacles for the service if customer do not speak English or Finnish.

4.5   Customer care and suggestion based on restaurant's menu

As first intention of the author is about culture, ages and gender could effect to sale. However, thank to observation, the author realized that customers also really care about what they really consume in a fast food portion. Many customers made questions about food ingredient as well as nutrition content of each items. Therefore, in this section the author mostly look for relevant researches and individual experience to suggest customers for healthier food choice.

A big juicy meat burger absolutely become more favorite of people from different backgrounds. However, beef burgers content high nutritional cost, fatty, greasy and high in cholesterol. Eventually, it causes to health problems as weight gain, high calories intake and obesity. Therefore, this part is to suggest a better choice that help customers still enjoy their favorite burger, but preferring to healthier food consuming. From 2013, Burger King has applied poultry burgers as a target of Burger King evolution. They started to sell Turkey burger in limit offering term. To compare with meat burgers, Whopper as an example, chicken burgers has 93% less cholesterol than meat burgers. Although chicken burgers are claimed to have more sodium by 18%, it is still healthier choice compared to other categories. (Fast food nutrition 2018.)

Regarding to next part, there are many options suggested for both targets, satisfy customer with their favorite burgers but still following their diet plan. Most options suggested with chicken burgers, less or without ingredient of mayo, cheese, ketchup or other sauces, instead going for high content of vegetable and salad. Most of these diet recommends are proposed from Burger King nutrient form. (Eat this, not that 2018.)

Veggie burger is first name in the list, good side of veggie burger is same amount of protein (21gram) as whopper but less calories. While whopper without mayo contains 500 calories, veggie burger has only 310 calories. For other reasons, veggie burger is also cheaper and suitable for most Indian customers by religious factor.

Next category is salad and topping options, a portion of salad without dressing is only 60 calories. It may be a good choice if someone need to have a bigger meal to feel full, considered nice combination for a portion of burger and salad. A grilled chicken salad or crispy chicken salad is about 340-440 calories. This option is most prefer to women, adults above 50 years old, or Chinese according to eating culture.

Tender grilled chicken sandwich is in the next choice, only 370 calories on a sandwich without mayo is perfect choice for person who prefers burgers but still want to keep good eating habits. A chicken sandwich is balanced nutrition with salad and fresh sliced tomato. This option can be proposed to any type of customer group.

Whopper Junior, cheeseburger and hamburger are all easy option for children with the calories amount from 310 calories or less. Parents can add fat free milk (90 calories) or fruit juice to the kid meal to replace for soft drinks.

4.6   Forecasting method

Forecasting method was applied in this research with the expectation of using logic to predict future behaviour of customers. As Sara Cook's definition about forecasting method, the method using statistical analyses of data and tests the perceptions about future. Forecasting

method mostly based on current assumption condition to expect continuously develop in future. Forecasting is a powerful tool in the world of finance, deciding future possibility of new market sale or extending scope of a business. (Cook, S. 2014, 110-112.)

This method was conducted by observing the flights statistic, mainly focusing on level of flights weekly, arrival and departure. As mentioned from survey method, survey was implemented in 3 days. Before that conducting, observation time about 1 week was taken for flight schedule checking, high line flights from China, India, Russia as the main target. As mandatory and flight condition, passengers have to check in at least 30-45 minutes before their flight, they may also show up at the gate maximum to 2 hours. For that reason, we know when and which groups of customer will visit restaurant in short time.

During the time of survey conducted, Finavia flight schedule was used as crucial forecasting reference. Flights information for departure time was updated also by airline websites such as Finnair, Aeroflot, Airbaltic which contributed directly flights from Helsinki airport to those aimed countries. Flight schedule checking was recorded one or two days before survey time. Flight schedule from day 17th to 19th of April are attached in appendix part, page 48-50. In this section below, there are some determined flights, that relate to aimed group passengers, were conducted to the survey. Detail analyzing of flight schedule is showed in next table, table 7.

1st of survey 17th of April, 2018	•Survey time: 15-17 •1 flight Helsinki-Hongkong, flight time:16.45, terminal 2, gate 32A (gate close to Burger King restaurant).
2nd day 18th of April, 2018	•Survey time: 17-19 •3 flights was in research: 1. Helsinki-Moscow, flight time 17.40; 2. Helsinki-St.petersburg, time:17.55; 3. Helsinki-Beijing, time 18.20, all flights from terminal 2.
3rd day 19th of April, 2018	•Survey time: 16-18 • 3 flights was in research: 1.Helsinki- Hongkong, time 16:45; 2. Helsinki- Moscow, time 17:40; 3. Helsinki-St.petersburg, time:17.55, all flights from terminal 2.

Table 7: Forecasting method on flight time.

5   Result summary for up-selling purpose

Regarding to the outcome of project, there are some essential elements found out after all. These elements are also showed as realistic reflection for related theories. This result is valuable information to food suggesting and the ability of selling upgrades in fast food business.

➢   *Younger adults and adults are two biggest group linked to Burger King loyal customers, and fast food service in general.*

➢   *Young adults prefer to have extra items in their meal: ice cream, snacks, milk shakes, etc.*

➢   *Burger King airport location contributes a part to amount of customers.*

➢   *Westerners and Russian consume meat more than other groups, large meals with extra items are their favorite choice.*

➢   *Chinese consumers are likely to consume chicken product .*

➢   *Vegetarian meals are mostly ordered by Indian.*

➢   *Salad eaters largely from Western group, indicated mostly by women.*

➢   *Western and Chinese groups like eating combos with burger, French fries and soft drink, since it is full meal and lower price.*

➢   *Tea and dessert are consumed mainly by Russian and Chinese.*

➢   *Coffee is consumed mostly by Westerners, morning combos: burger and coffee.*

In order to help cashiers easily approach the result of thesis in actual selling communication, the "up-selling suggestion" form is absolutely a solution suggested by the author. The form can be handed to cashier during their shifts to help them clarifying better customers. From this briefly description, cashier can up-selling for different groups of customer by this following categories, table 8.

Nationality	Up-selling suggestions
Chinese	• Chicken burger meal, snacks, desserts, tea.
Westerners	• Large meal, extra cheese and bacon. • Beef burgers may be a main option. • Drinks: coffee, beers, soft drinks.
Indian	• Vegetable burgers and French fries.
Russian	• Large meal, desserts and black tea. • Beef burgers may be a main option.
Gender	• Male : Large burger, extra beef or chicken, large French fries. • Female: salad or chicken burgers, drinks: coffee, tea or orange juice.
Ages	• Young adults and adults: snacks, desserts (brownies, ice-cream, milk shakes)

Table 8: Up-selling suggestions form.

The benefit of forecasting method to restaurant's operation, as can be seen clearly forecasting method play important initial role for better controlling inventory's level, and to limit the scenario of running out products that would effects to customer's satisfaction and expectation. However, there are some elements that this method brings to company's business such as:

➢ *Organizing better staffs and working schedule. Identify rush period and when company should pay overtime salary. Good on finance management term.*

➢ *Time controlling in speed of service, productivity of service.*

➢ *Better controlling in food expiration, a part of inventory controlling.*

➢ *Getting ready for food preparation beforehand.*

Further analyzing, forecasting also help the manager to forecast sales, where the money come from and how much they earns on revenue. The actual plan may bring benefit in profit margin and contribution to gross profit. The method supports for improving products selling by suggesting additional items when customer make the order.(Purpose of forecasting revenue 2018.)

The result from flight time forecasting was a part to analyze which group of customers might visit to the restaurant, depend on flight time and passenger's destination. Flights time and

schedule, as observation and based on Finavia website, is durable and repeats same schedule every week if there are no interruption of flight delayed or cancellation. From that foundation, company's sale department might have better organizing on sale forecasting, then discussing to restaurant's store managers to have better sale planing in short term or further operation.

6   Conclusion

In summary, eating fast food is becoming very popular in fast-moving society. People eat fast food everywhere and any time. Therefore understanding the reasons why people eating out more often than in previous decades bring certain outcomes for the business. The initial purpose of sorting out customer's group is crucial point to solve inventory problem of Burger King Helsinki airport and saving time on taking order by suggesting right order to right person.

In theory part, writer focused most on finding out the reasons why people from different food culture, gender and ages effect to their choice. The ambition for that to help getting close to customer's need and enhance service factors. It is also foundation to help the write of this thesis understand better company scenarios, currently working environment.

The research idea was started by personal working experience, when each specific group of customers have repeat same behavior in order. That main point lead the author's curiosity to search for customer food culture backgrounds. All outcomes of this research mainly help company to concrete their performance on increasing customer loyalty, raising customer's expectation, speed of service (reducing waiting time), or even internal significant change in inventory controlling and sale upgrading. The result from customer's order reflect truly daily sale in reality.

Applying this research idea is real challenge for the author in business factor since customer, nowadays, constantly change their mind in food choices. Besides food culture factors, most reasons are from personality, finance issue, health, gender, ages. Even though the implementation of project firstly was going well as expectation, but there were still unrecognizable customer's groups that could not predict on their behavior and eating habit - teenagers and young adults as example. These group also effect high income on sale and considered as remanded limitation of the objective of thesis.

Thank to staffs valuable opinions contributed a part to the success of this thesis, they pointed out cashier's difficulties regarded understanding customer's behavior. By working experience, they proposed positive advises to improve quality of service and effective communication skills for both customers and staffs together.

For more suggestion, the project can be overcome if company can have more research and study on this objective. Company even can organize bigger survey to have more detail in customer's behavior and expectation. Moreover, this idea can be extended to HMS Host restaurants system in Helsinki airport since the topic is relevant. Listening staffs opinions, nevertheless, is necessary to improve customer's communication skills and to grader better selling skills based on thesis's topic suggested.

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Figures

Tables

Appendices

A. Company

1. Could you introduce briefly what is the benefits of our restaurant's location?

2. What is the pros and cons when you work for a reputable company?

B. Problems

3. What is the usual complains we might get from customers?

4. What is your experience in term of customer behavior observation?

5. What would you suggest if customer cannot decide their option?

6. What are the main problems when you work in rush hours?

C. Culture

7. What do you think about customer's food culture effect to their order?

8. What do you think about the thesis's idea if it could be applied in our service?

D. Advises

9. Have you ever try to suggest customers by underlining their nationality?

10. What is your suggestion to improve thesis object?

Appendix 1: Interview questions

BURGER KING® USA Nutritionals: Core, Regional and Limited Time Offerings
OCTOBER 2017

Nutrition Facts	serving size (g)	Calories	Calories from fat	Total fat (g)	Saturated Fat (g)	Trans Fat (g)	Chol (mg)	Sodium (mg)	Total Carb (g)	Dietary Fiber (g)	Total Sugar (g)	Protein (g)
WHOPPER® Sandwiches												
WHOPPER® Sandwich	270	660	360	40	12	1.5	90	980	49	2	11	28
w/o Mayo	249	500	200	22	9	1.5	80	840	49	2	11	28
WHOPPER® Sandwich with Cheese	292	740	420	46	16	2	115	1340	50	2	11	32
w/o Mayo	271	580	260	29	13	1.5	105	1200	50	2	11	32
Bacon & Cheese WHOPPER® Sandwich	303	790	460	51	17	2	125	1560	50	2	11	35
BBQ Bacon WHOPPER® Sandwich	303	800	460	51	17	2	125	1540	53	2	14	35
DOUBLE WHOPPER® Sandwich	354	900	520	58	20	3	175	1050	49	2	11	48
w/o Mayo	333	740	360	40	17	2.5	165	910	49	2	11	47
DOUBLE WHOPPER® Sandwich with Cheese	377	980	580	64	24	3	195	1410	50	2	11	52
w/o Mayo	355	820	420	47	21	3	185	1270	50	2	11	52
WHOPPER JR.® Sandwich	134	310	160	18	5	0.5	40	390	27	1	7	13
FLAME BROILED BURGERS												
BACON KING™ Sandwich	356	1150	710	79	31	3.5	240	2150	49	2	10	61
Homestyle Cheeseburger	212	550	250	27	12	1.5	95	1140	48	2	10	30
Hamburger	93	220	80	8	3	0.5	30	380	26	1	6	11
Cheeseburger	104	270	110	12	5	0.5	40	560	27	1	7	13
Double Hamburger	124	310	130	15	6	1	60	400	26	1	6	18
Double Cheeseburger	135	350	160	18	9	1.5	70	580	27	1	7	20
Extra Long Cheeseburger	213	590	310	34	13	1.5	90	1040	45	2	9	26
Bacon Cheeseburger	111	300	130	15	6	1	50	710	27	1	7	15
Bacon Double Cheeseburger	139	370	180	20	9	1.5	75	660	27	1	7	21
Double Cheeseburger	135	350	160	18	8	1.5	70	580	27	1	7	20
Bacon Cheeseburger Deluxe	139	290	120	13	6	0.5	45	640	28	1	7	14
GRILLED DOGS												
Classic Grilled Dog	123	310	140	16	6	1	30	960	32	2	10	11
Chili Cheese Grilled Dog	123	330	170	19	8	1	40	980	28	2	5	14

Nutrition facts	serving size (g)	Calories	Calories from fat	Total fat (g)	Saturated Fat (g)	Trans Fat (g)	Chol (mg)	Sodium (mg)	Total Carb (g)	Dietary Fiber (g)	Total Sugar (g)	Protein (g)
CHICKEN & MORE												
Grilled Chicken Sandwich	229	470	170	19	4	0	85	840	39	6	7	37
w/o Mayo	214	370	70	7	2	0	75	740	39	6	7	36
Crispy Chicken Sandwich	228	670	370	41	7	0	60	1080	54	2	8	23
w/o Mayo	200	460	160	17	3	0	50	890	54	2	7	23
Original Chicken Sandwich	219	660	360	40	7	0	75	1170	48	2	5	28
w/o Mayo	190	450	140	16	3.5	0	60	990	48	2	4	28
Crispy Chicken Jr.	142	450	270	30	5	0	30	780	34	2	5	12
Spicy Crispy Chicken Jr.	142	390	190	21	3.5	0	30	740	37	2	6	12
Chicken Nuggets- 4pc	58	170	100	11	1.5	0	25	310	11	1	0	8
Chicken Nuggets- 6pc	88	260	150	16	2.5	0	35	470	16	1	0	12
Chicken Nuggets- 10 pc	146	430	240	27	4.5	0	55	780	27	2	0	20
Chicken Nuggets- 20 pc	292	860	490	54	9	0	115	1570	53	3	1	39
Chicken Fries - 9 pc.	91	280	150	17	2.5	0	35	850	20	1	1	13
Jalapeno Chicken Fries	96	300	160	18	3	0	40	950	19	1	1	15
BIG FISH™ Sandwich	188	510	250	28	4.5	0	30	1180	51	2	7	16
BK VEGGIE® Burger **	219	390	140	15	2.5	0	5	1060	42	6	9	22
w/o Mayo	209	310	60	7	1	0	0	990	42	6	9	22
Kids Meals												
entrees												
Kids Oatmeal	167	170	30	3	1.5	0	5	260	32	3	12	4
Chicken Nuggets- 4pc	58	170	100	11	1.5	0	25	310	11	1	0	8
Chicken Nuggets- 6pc	88	260	150	16	2.5	0	35	470	16	1	0	12
Hamburger	93	220	80	8	3	0.5	30	380	26	1	6	11
Cheeseburger	104	270	110	12	5	0.5	40	560	27	1	7	13
side items												
Mott's® Natural Applesauce	111	50	0	0	0	0	0	0	13	1	11	0
beverage												
Fat FREE Milk (8 fl oz)		90	0	0	0	0	5	125	13	0	12	9
1% Low Fat Chocolate Milk (8 fl oz)		160	25	2.5	1.5	0	15	150	26	0	25	8
Capri Sun® 100% Apple Juice		80	0	0	0	0	0	25	20	0	20	0
Soft Serve Cone	120	190	40	4.5	3	0	20	150	32	0	24	5
Chocolate Chip cookie (in some areas)	38	160	70	8	4	0	10	125	24	1	15	2

Appendix 2: Burger King nutritional form.

Appendix 2: Helsinki airport flight schedule, 17th April, 2018.

16:35 **Departures** ✈

Time	Destination	Carrier	Flight No		Terminal	Check-in
17:35	Oulu	norwegian	D8110		T2	244 - 249
17:35	Berlin	FINNAIR	AY1435	JL6823	T2	207 - 219
17:40	Chongqing	FINNAIR	AY091		T2	207 - 219
17:40	Moscow Sheremetyevo	FINNAIR	AY713	JL6863	T2	207 - 219
17:45	Copenhagen	FINNAIR	AY959	FI7359	T2	207 - 219
17:50	Warsaw	FINNAIR	AY1145		T2	207 - 219
17:55	Stockholm Arlanda	SAS	SK721		T1	106 - 108
17:55	St. Petersburg	FINNAIR	AY705		T2	207 - 219
18:10	Amsterdam	KLM	KL1170	9W8670	T2	250 - 252
18:15	Vaasa	FINNAIR	AY317	AF4679	T2	207 - 219
18:15	Kuopio	FINNAIR	AY371		T2	207 - 219
18:15	Frankfurt	Lufthansa	LH851	ET1586	T1	109 - 111
18:20	Beijing	FINNAIR	AY085	CA5212	T2	207 - 219
18:20	Kokkola-Pietarsaari	FINNAIR	AY631		T2	207 - 219
18:30	Tallinn	FINNAIR	AY1027	QR6143	T2	207 - 219
18:35	Prague	norwegian	D8448		T2	244 - 249
18:55	Oslo	norwegian	D8311		T2	244 - 249
18:55	Stockholm Arlanda	norwegian	DY4288		T2	244 - 249
19:00	Oulu	FINNAIR	AY445		T2	207 - 219
19:00	Istanbul	TURKISH AIRLINES	TK1764	SK3409	T2	267 - 270
19:10	Krabi	FINNAIR	AY155		T2	207 - 219
19:15	Oslo	FINNAIR	AY917		T2	207 - 219
19:15	Gothenburg	FINNAIR	AY867	QR6135	T2	207 - 219
19:20	Copenhagen	norwegian	D8262		T2	244 - 249
19:25	Turku	FINNAIR	AY633		T2	207 - 219
19:30	London Heathrow	FINNAIR	AY1339	CX1418	T2	207 - 219
19:30	Paris Charles de Gaulle	FINNAIR	AY1581	AF5005	T2	207 - 219
19:30	Munich	Lufthansa	LH2465	OS7454	T1	109 - 111
19:35	Stockholm Bromma	FINNAIR	AY839	TF6111	T2	207 - 219
19:50	Tel Aviv	FINNAIR	AY1979		T2	207 - 219
20:00	Kuusamo	FINNAIR	AY487		T2	207 - 219
20:00	Brussels	FINNAIR	AY1549		T2	207 - 219
20:05	Stockholm Arlanda	SAS	SK723		T1	106 - 108

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Appendix 3: Helsinki airport flight schedule, date 18th April, 2018.

16:25	Tallinn AY1023, AF4660, BA6013, QR6139, JL6869, IB7430	T2	23A	+
16:30	Fukuoka AY075	T2	50E	+
16:30	Kuopio AY369, AF4630, IB7420	T2	31C	+
16:30	Dusseldorf AY1395, JL6821	T2	31D	+
16:30	Zurich AY1513	T2	13	+
16:30	Riga BT306, 2N6036	T1	14A	+
16:40	Brussels AY1545, JL6833, TP8343	T2	17A	+
16:45	Hong Kong AY101	T2	50J	+
16:45	Budapest AY1255	T2	19	+
16:45	Pori 2N426, KL9161	T1	13A	+
16:50	Stockholm Bromma AY835, TF6109, BA6053, QR6122	T2	19A	+

Appendix 4: Helsinki airport schedule, date 19th April, 2018