

Comparative Analysis of Preference of Fast Food Establishments among College Students of University of the Philippines in Diliman, Quezon City and University of Santo Tomas in Sampaloc, Manila

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Research Problem and Significance of the Study

This research focuses on how students decide on what fast food establishment to frequent in relation to the accessibility of the establishment. Fast food establishments defined as establishments which emphasize fast quality food service to customers are the likes of Jollibee, Me Donald, Burger King and Kentucky Fried Chicken which became popular because of media promotions. It is assumed that preference of fast food establishments among college students differ because of location and due to different individual preferences.

The center of analysis would be the college students of University of the Philippines and University of Santo Tomas. The fast food establishment hi University of the Philippines in Diliman, Quezon City is within a driving distance while in University of Santo Tomas in Sampaloc, Manila is within a walking distance trip because of the agglomeration of schools in Manila in a place known as the University Belt. The study is significant to understand the spatial relationships between spaces and cognitive processes which influence the college students' preference of which fast food establishment to frequent. Business planners will be given insights on site selection on the basis of consumers' perception as constrained by cost and distance considerations to ease the problem of accessibility.