

FAST FOOD STRATEGIC ADVANTAGE: HEALTHY FOODS

Stephen Jones, Arkansas Tech University, U.S.A.
John Narcum, Arkansas Tech University, U.S.A.
Kevin Mason, Arkansas Tech University, U.S.A.

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ABSTRACT

Fast food restaurants (FFRs) [NAICS: 722513 (U. S. Census Bureau (2017))], represent a significant and vibrant industry within the global economy. Considerable research has investigated ways for fast food restaurants (FFRs) to achieve strategic advantage. And while FFR consumers are predominately male, there are large numbers of female FFR consumers (Dugan, 2013). Little research has been conducted to examine whether males and females differ as consumers in their food choice selections. This study, while exploratory in nature, examines whether males and females differ in terms of the healthiness of food choices during a FFR dining experience. Findings indicate the genders differ with respect to the healthiness of the food items chosen in while dining at a FFR. The implications of the findings and suggested managerial strategies for FFR success are discussed.

Keywords: *Fast Food Restaurants, Healthy Foods, Gender*