



# **A STUDY ON CONSUMER'S PREFERENCE TOWARDS FAST FOOD SERVICE WITH SPECIAL REFERENCE TO KFC IN COIMBATORE CITY**

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## **ABSTRACT**

*The powerful fragmentation of consumers nowadays, represents a tendency that should be taken into consideration, in order to identify and improve the quality dimensions of the products which are important for each category of consumers. Young people are not concerned with food preparation and that is why, they prefer to go out for their meals. They usually go to fast-food restaurants, especially when there is nobody to cook for them (while they study away from home) and also when they want to socialize. Although they have the necessary knowledge about the nutritional value of food and its effects on their body, they don't act accordingly. Fast – food restaurants are famous because they serve the food very fast, they are cheap and they easily replace homemade food. Although people, who are usually very busy working, find fast-foods advantageous, we should all be aware of the fact that fast-food products are high in calories, fats, sugar and salt. Even so, young people admit that it is very difficult for them to change their food habits - especially because they don't have time and discipline to do it. The accessibility of the location is another motive for young people to prefer fast-foods. Unlike the restaurants, which are located in less accessible areas for the young people, fast-foods are located in their way towards their home or downtown, and they are more numerous. Easiness of finding a fast-food could be associated with the lack of time or the hurry. Choosing one particular fast-food depends on its flexibility and capacity to adapt to young people's needs.*

**KEY WORDS**-Consumer Satisfaction, Favours towards KFC, Preference of Fast Food

## **INTRODUCTION**

Multinational fast food outlets initially faced protests and non-acceptance from Indian consumers. This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. In addition, fast food is perceived expensive besides being out-of-way meals in Indian culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the perception of Indian youth, in the age group of 20-30 years, towards consumption of fast food outlets.

## **STATEMENT OF THE PROBLEM**

In the past few years a number of MNC fast food outlets have opened up in India. A huge number

of them are widely spread over the metro cities like Chennai, Mumbai, Delhi, Kolkata, Hyderabad, Pune etc. Service quality is the key factor contributing towards preference of international fast food restaurants. A study on the customer's perception towards KFC fast food outlets in Coimbatore city helps for further development and growth of the company to a greater extent.

## **OBJECTIVES OF THE STUDY**

- To identify existing opportunities for KFC fast food restaurants at Coimbatore.
- The overall objectives of the study is to analyse the fast food consumption and lifestyle of consumer *segments* for developing the marketing strategies in fast food
- To know the attitude of the customers towards fast food consumption and their expectations from the outlets.

**RESEARCH METHODOLOGY****DATA COLLECTION**

Both primary and secondary data were used.

**PRIMARY DATA**

Primary data is the data that is collected for the first time by the researcher. The primary data are collected with specific set of objective to assess the current status of any variable studied. The primary data were collected using structure questionnaire in Google form.

**SECONDARY DATA**

Sources of secondary data include journals. All this helped in authenticating the kind of information obtained from our primary sources and thus helped to get a very objective view of the study.

**RESEARCH DESIGN**❖ **AREA OF THE STUDY**

The area of the study refers to Coimbatore city.

❖ **SAMPLE METHOD**

Sampling is the selection of some part of an aggregate or totally on the basis of which it is made. Convenient sampling is used for this research.

❖ **REASON FOR AREA OF THE STUDY**

The city of "COIMBATORE" is called as "MANCHESTER OF SOUTH INDIA" with a salubrious climate. The city is endowed with a large number of educational institutions, textile mills, foundries and agro based industries. So it is easy to reach Coimbatore. It is the third largest city in Tamil Nadu.

❖ **SOURCE OF DATA**

- The study used only primary data. The data was collected from 126 respondents by using questionnaire method.
- The questionnaire had been prepared in such a way that the respondents were able to answer in useful manner.

❖ **SAMPLING DESIGN**

For the purpose of the study, 126 respondents were selected.

Convenience sampling method was administered in this study.

❖ **TOOLS FOR ANALYSIS**

The following statistical tools were used in the study.

- a) Simple percentage analysis
- b) Ranking analysis
- c) Likert analysis

**LIMITATIONS OF THE STUDY**

The following are the limitations of the study:

- The respondent of this study belongs to Coimbatore city.
- The limitation of convenience sampling method is applied to this study.
- The time period of the study was limited.

**REVIEW OF LITERATURE**

D.P. SUDHAGAR (2017)<sup>1</sup>, the trend of the eating out has become a fashion for all the generations depending on various factors. So it is very important for the fast food outlet managers to see and eater the needs and expectations of the customers dining in the restaurant. The present study will aim to see the factors associated with fast food outlets. Customer's holds strong importance towards food taste, healthy food, nutritional value of the food, hygienic food service, reasonable pricing, food safety, and other food services compared to menu varieties, prompt food service, food presentation attractiveness and innovation in fast food. The study successfully accomplishes the overall objective of the research by taking out the gaps in the food quality attributes of the fast food outlets in Chennai city, South India.

ASHAKIRAN AND DEEPTHI R 2012, to system of consumption of foods which has several adverse effects of health. Lifestyle changes has compelled us so much that one has so little time to really think what we are eating on large scale and its impact on health needs emphasis and health education which are greatly contribute to its limited consumption and switching over to healthy eating habits for the better living. It is not impossible to win war which junk foods against indicates a clear cut difference in their mean score of their attributes and also dimensions identified with factor analysis

ANITHA GOYAL AND N.P.SINGH 2007, this paper seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian Young consumers. Design/Methodology/approach-the study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young customers. Though the rating of fast food outlets attributes under study based on mean score is very high but still consumer visit fast food outlets for fun, change or entertaining their friends but certainly not as a substitute of homemade food. Comparison of McDonald's and Nirula's indicates a clear cut difference in their mean score of their attributes and also dimensions identified with factor analysis.

**DATA ANALYSIS AND INTERPRETATION  
SIMPLE PERCENTAGE ANALYSIS****TABLE SHOWING FLAVORS PREFERRED BY THE RESPONDENTS**

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE %
1	Spicy Flavor	61	48.4
2	Crispy	33	26.2
3	Grilled	22	17.5
4	Others	10	7.9
	<b>TOTAL</b>	<b>126</b>	<b>100</b>

*(Source: Primary Data)***INTERPRETATION**

The table 4.1.12 shows that out of 126 respondents, 48.4% of the respondents prefer spicy flavor, 26.2% of the respondents prefer crispy, 17.5% of the respondents prefer grilled and 7.9% of the respondents prefer other flavors.

**INFERENCE**

Majority 48.4% of the respondents prefer spicy flavor the most.

**TABLE SHOWING THE THINKING OF CONSUMER ABOUT THE KFC  
FAST FOOD**

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE %
1	Strongly disagree	14	11.1
2	Disagree	13	10.3
3	Neutral	64	50.8
4	Strongly agree	7	5.6
5	Agree	28	22.2
	<b>TOTAL</b>	<b>126</b>	<b>100</b>

*(Source: Primary Data)***INTERPRETATION**

The table 4.1.16 shows that out of 126 respondents, 11.1% of the respondents strongly disagree with KFC fast food, 10.3% of the respondents disagree with KFC fast food, 50.8% of the respondents neutral with KFC fast food, 5.6% of

the respondents Strongly agree with KFC fast food, 22.2% of the respondents agree with KFC fast foods.

**INFERENCE**

Majority 50.8% of the respondents are Neutral about the KFC fast foods.

**LIKERT SCALE ANALYSIS****TABLE SHOWS THE SATISFACTION LEVEL OF CONSUMER  
(TASTE)**

S.NO	FACTORS	NO OF RESPONDENTS (f)	LIKERT SCALE VALUE (x)	TOTAL SCALE (fx)
1	Satisfied	70	3	210
2	Neutral	46	2	92
3	Dissatisfied	10	1	10
	<b>TOTAL</b>	<b>126</b>	<b>6</b>	<b>312</b>

*(Source: Primary Data)*

$$\begin{aligned} \text{Likert scale} &= \sum fx / \text{Number of respondents} \\ &= 312/126 \\ &= 2.5 \end{aligned}$$

**INTERPRETATION**

From the above table 4.2.3, it shows the level of satisfaction of the respondents regarding fast food in KFC.

Likert scale value 2.5 which are greater than the mid value (2), so the consumer is satisfied with the taste.

**RANK ANALYSIS**

**TABLE SHOWS MOST INFLUENCE DECISION TO EAT KFC  
(RANKING ANALYSIS)**

S.NO	FACTORS	RANK I	RANK II	RANK III	TOTAL SCORE	RANK
1	Brand	70(3)	50(2)	6(1)	316	1
2	Quality	40(3)	74(2)	12(1)	280	5
3	Taste	70(3)	46(2)	10(1)	312	2
4	More New Products	34(3)	75(2)	17(1)	269	6
5	Good Environment	50(3)	67(2)	9(1)	293	4
6	Good Service	50(3)	68(2)	8(1)	294	3
7	Reasonable Price	32(3)	64(2)	30(1)	254	7

(Source: Primary Data)

**INTERPRETATION**

The table 4.3.1 shows the factors influencing to take decision for KFC products. that the out of 126 respondents, brand is in the rank 1, quality is in the rank 5, taste is in the rank 2, more new products is in the rank 6, good environment is in the rank 4, good service is in the rank 3, reasonable price in the rank 7.

**INFERENCE**

It resulted that brand is in the rank 1 and it influences the respondents to take decision to eat at KFC.

**FINDINGS FOR SIMPLE PERCENTAGE METHOD**

- ✓ Majority 54% of the respondents are below 20.
- ✓ Majority 63.5% of the respondents are female.
- ✓ Majority 94.4% of the respondents are unmarried.
- ✓ Majority 75% of the respondents are students.
- ✓ Majority 39% of the respondent's family income are between 20000 - 40000.
- ✓ Majority 58% of the respondent's family size is 4.
- ✓ Majority 79% of the respondents family nature is nuclear.
- ✓ Majority 48% of the respondents area is urban.
- ✓ Majority 79% of the respondents preferred non-vegetarian in KFC.

- ✓ Majority 57% of the respondents are expecting to pay 200 for fast food in a week.
- ✓ Majority 48% of the respondents are preferred spicy flavour.
- ✓ Majority 48% of the respondents are preferred French fries in KFC.
- ✓ Majority 70% of the respondents are visiting KFC occasional.
- ✓ Majority 72% of the respondents are visiting KFC with friends.
- ✓ Majority 51% of the respondents are satisfied with KFC fast foods.
- ✓ Majority 40% of the respondents are well satisfied with KFC are environment.
- ✓ Majority 58% of the respondents are eating fast food in KFC to meet their friends.

**FINDINGS FOR RANKING ANALYSIS**

- ✓ It resulted that brand is in the rank 1 and it influences the respondents to take decision to eat at KFC.

**FINDINGS FOR LIKERT SCALE ANALYSIS**

- ✓ Likert scale value is 2.5 which is greater than the mid value of (2), so the customer is satisfied with the brand.
- ✓ Likert scale value is 2.2 which is greater than the mid value (2), so the customer is satisfied with the quality.
- ✓ Likert scale value 2.5 which are greater than the mid value (2), so the consumer is satisfied with the taste.



- ✓ Likert scale value 2.1 which are greater than the mid value (2), so the customer is satisfied with the more new products.
- ✓ Likert scale value 2.3, which are greater than the mid value (2), so the customer is satisfied with the good environment in KFC.
- ✓ Likert scale value 2.3, which are greater than the mid value (2), so the customer is satisfied with the good service.
- ✓ Likert scale value 2.01, which are greater than the mid value (2), so the customer is satisfied with the price.

## SUGGESTIONS

From the study we can find out that the consumer preference towards fast food on society is quite high, fast food will be great difficulty to maintain the health, some of the suggestions based on the study are as follows,

The conclusion is that when compared to other outlets the customers are satisfied with the varieties, cleanliness and the employee behaviour of the outlet which lead to increase in the sales of the restaurant.

Any customer survey is a means of getting valuable inputs from the customer and interpreting then to provide valuable feedback to the users of the information. This study is done with that objective only. From the study it can be concluded that the overall level of satisfaction of the respondents with regard to the service rendered at the fast food outlets is satisfactory. The study has brought out the customer preference of fast food and fast food outlets and also the factors that need to be improved.

## CONCLUSION

The study reveals that young people mentioned as being of major importance when choose a fast food KFC restaurants are the food and beverages taste, freshness and consistency, the physical environment- including the hygiene cleanliness, spatial layout and functionality, atmosphere and ambient conditions and qualities, taste, convenience and alternate to home food where found to be major reasons for consuming fast food by the young consumers. Young consumers are spending considerable amount of their income for eating outside due to convenient life style as it saves their time. Young consumers preferred major fast food restaurant as KFC types such as sandwiches, pizzas and burgers with spicy flavors.

A large amount of additional time is spend thinking about products and services, talking to friends about them, and seeing or hearing advertisements about them. In addition, the good people eat and the manner in which they use them significantly influence how they live their daily lives. These general concerns alone are enough to justify

our study of consumer preference. However, many seek to understand the behavior of consumers for what are thought to be more immediate and tangible reasons.

The average fast food consumers prefer KFC restaurant occasionally for evening time. Fast food consumers eat in for the change and not because of their nutritional superiority over homemade meals.

## REFERENCE

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