



## A Study on Customer Awareness and Satisfaction Towards Kentucky Fried Chicken (Kfc) in Coimbatore

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### ABSTRACT

*From onion rings to double cheeseburgers, fast food is one of the world's fastest growing food types. Fast foods are quick, reasonably priced, and readily available alternatives to home cooked food. Unlike in developed countries where organized retail chains are driving the changes in the food chain, in India, organized food service will take the lead for driving change in the short to medium term. The industry experts believe that the middle class young population, with high disposable income, will spend more on eating out at chained fast food outlets. The demand for ready-to-eat packaged food is also expected to record strong growth in the country. After the liberalization policy that came in force in 1991, fast food industry has grown in India as multinational fast food providers have set up their business either jointly with Indian partners or independently. In 1995, Kentucky Fried Chicken (KFC) also entered the Indian market and opened its outlet in Delhi. With changing life style and aggressive marketing by fast food outlets, fast food is also becoming popular in small towns; therefore, success of existing fast food outlets and entry of more is inevitable. Hence, the researcher has chosen this area for the study. Tools like descriptive analysis, chi square analysis and average rank analysis are tested to identify the awareness and satisfaction level of KFC customers.*

**KEYWORDS:** Fast food, customer awareness, satisfaction.

### Introduction

Indian consumers' lifestyle has tremendously helped the fast food industry to grow and expand over the last few years. Other reasons like - rising number of nuclear families, exposure to western cuisine and global media, increasing number of employed women - have had a significant impact on the eating out trends and growth of the fast food industry. The industry experts believe that the middle class young population, with high disposable income, will spend more on eating out at chained fast food outlets. The demand for ready-to-eat packaged food is also expected to record strong growth in the country.

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### Statement of the Problem

The growth in nuclear families, particularly in urban India, exposure to global media and Western cuisine and an increasing number of women joining the workforce has led us to a new era of eating- fast. Many previous studies revealed that, the reason behind the success of the multinational chains is their expertise in product development, sourcing practices, quality standards, service levels and standardized operating procedures in their restaurants, a strength that they have developed over years of experience around the world. KFC being one of the lead multinational chain, which has recently emerged in Coimbatore city, the researcher wants to identify the awareness level of KFC and to identify the customers satisfaction level towards KFC and hence the study.

### OBJECTIVES OF THE STUDY

1. To study the awareness of the customers towards KFC.
2. To know the satisfaction level of customers with KFC.
3. To suggest remedial measures.

### METHODOLOGY

For the purpose of analysis the researcher has chosen sample size of 120 respondents who are the customers of KFC. The type of sampling chosen is convenience sampling. Various tools like simple percentage analysis, chi-Square analysis, average rank analysis, analysis of variance were used in the study to test the objectives.

### REVIEW OF LITERATURE

1. Agnes K.Y. Law, Y.V. Hui, Xiande Zhao, (2004) have studied on "Modeling repurchase frequency and customer satisfaction for fast food outlets". In this study, the relationships be-

tween customer satisfactions; repurchase frequency, waiting time and other service quality factors in fast food outlets are modeled. Results shows that waiting time, staff attitude, food quality and food variety all significantly affect customer satisfaction.

2. G. Ronald Gilbert, Cleopatra Veloutsou, Mark M.H. Goode, Luiz Moutinho, (2004) have studied on "Measuring customer satisfaction in the fast food industry: a cross-national approach". This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally-franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting.
3. Monika J.A. Schröder and Morven G. McEachern, (2005) have studied on "Fast foods and ethical consumer value: a focus on McDonald's and KFC". This paper aims to investigate the effect of communicating corporate social responsibility (CSR) initiatives to young consumers in the UK on their fast-food purchasing with reference to McDonald's and Kentucky Fried Chicken (KFC). Most respondents (82 per cent) regularly purchased fast food from one of the companies; purchases were mostly impulsive (57 per cent) or routine (26 per cent), suggesting relatively low-level involvement in each case. Four factors were isolated, together explaining 52 per cent of the variance in fast-food purchasing behaviour. They were brand value, nutritional value, ethical value and food quality.
4. Rajul Bhardwaj (2011) has studied on "Perception about the Attributes of Selected Fast Food Retailers and their Impact on Consumer Satisfaction and Sales". The study relies upon an extensive data set of consumer satisfaction and sales information from approximately 180 consumers. The study advances the measurement of behavioral links between consumer satisfaction and performance in the food retail sector with firm-specific data. The study shows how firms can employ such results to develop appropriate consumer satisfaction policies.
5. Mohamed, Rozita Naina, Daud and Norzaidi Mohd (2012), have studied on "The impact of religious sensitivity on brand trust, equity and values of fast food industry in Malaysia". The paper focuses on the fast food industry and concentrates only on the impact of religious sensitivity on brand trust, equity and values. The results provide insights to the fast food sector and other organizations of similar structure regarding how they could manage marketing strategies for improved business performance.

**DATA ANALYSIS**

**Table 1: Personal Factors of the respondents**

Personal Factors		Number of Respondents	Percentage
Gender	Male	84	64.6
	Female	46	35.4
Age Group	Less than 20	6	4.6
	20-25	31	23.8
	25-30	8	6.2
	30-35	58	44.6
	35 and above	27	20.8
Educational Level	No Formal Education	1	0.8
	School Level	9	6.9
	Graduate Level	52	40
	Post graduate level	55	42.3
Occupational status	Student	13	10
	Employed	27	20.8
	Business	68	52.3
Marital status	Married	35	26.9
	Unmarried	83	63.8
Family type	Joint family	47	36.2
	Nuclear family	45	34.6
Family size	2 members	85	65.4
	3-5 members	21	16.2
	5 and above members	76	58.5
Number of earning members	1	33	25.4
	2	20	15.4
	3 and above	62	47.7
Monthly family income	Less than 10000	48	36.9
	10000-15000	1	0.8
	15000-20000	16	12.3
	20000 and above	47	36.2
		66	50.8

It is found from table 1 that 84(64.6%) of the total respondents are males, 58(44.6%) of the total respondents are in the age group of 30-35 years, 55(42.3%) of the total respondents education is post graduate level, 68(52.3%) of the total respondents are employed, 83(63.8%) of the total respondents are married, 85(65.4%) of the total respondents are in nuclear family, 76(58.5%) of the total respondents have 3-5 members in family, 62(47.7%) of the total respondents have 2 earning members and 66(50.8%) of the total respondents have monthly family income of Rs 20000 and above.

**PERSONAL FACTORS AND SOURCE OF AWARENESS**

Hypothesis: The personal factors have more significant influence on the source of awareness of KFC.

**Table 2: chi-square value- personal factors and source of awareness of KFC**

Personal factors	Chi-square value	p value	Significant /Not significant
Gender	5.557	.235	NS
Age	23.384	.104	NS
Educational level	16.887	.393	NS
Occupational level	8.907	.711	NS
Marital status	4.102	.392	NS
Type of family	4.549	.337	NS
Size of family	5.054	.752	NS
Number of earning members	3.877	.868	NS
Monthly family income	34.233	.001	S

It is concluded that monthly family income have significant influence on source of awareness of KFC.

**PERSONAL FACTORS AND MEDIA OF AWARENESS**

Hypothesis: The personal factors have more significant influence on the media of awareness of KFC.

Table 3 describes the personal factors, chi-square values, p values and their significance on the media of awareness of KFC.

**Table 3: Chi-square value- personal factors and media of awareness of KFC**

Personal factors	Chi-square value	p value	Significant/Not significant
Gender	1.607	.448	NS
Age	9.478	.304	NS
Educational level	9.251	.160	NS
Occupational level	1.501	.827	NS
Marital status	.629	.730	NS
Type of family	1.984	.371	NS
Size of family	3.845	.427	NS
Number of earning members	3.354	.500	NS
Monthly family income	.863	.930	NS

It is concluded that none have significant influence on media of aware of KFC.

Factors that influence in selection of KFC products The following are the factors considered in the study for selecting KFC products.

- Attitude decor furnishing A1
- Cleanliness A2
- Comfort A3
- Neat appearance A4
- Casual environment A5
- Music/entertainment facilities A6

**Table 4: Average rank – personal factors and factors that influence in selection of KFC product**

Personal factors			A1	A2	A3	A4	A5	A6
Gender	Male	AR	2.8452	2.9405	3.0952	3.4762	3.9048	4.7262
		FR	1	2	3	4	5	6
	Female	AR	2.9130	3.3261	3.3913	3.6304	3.5435	4.1957
		FR	1	2	3	5	4	6
Age group	Less than 20	AR	4.0000	3.1667	2.8333	2.5000	3.5000	5.0000
		FR	5	3	2	1	4	6
	20-25	AR	3.3548	3.1935	3.1290	3.4194	3.3548	4.5484
		FR	3	2	1	4	3	5
	25-30	AR	3.3750	2.1250	1.8750	3.1250	4.8750	5.6250
		FR	4	2	1	3	5	6
	30-35	AR	2.6379	3.3276	3.5517	3.5517	3.6724	4.2414
		FR	1	2	3	3	4	5
	35 and above	AR	2.4074	2.6667	3.0000	3.9630	4.2222	4.7407
		FR	1	2	3	4	5	6

Educational level	No formal education	AR	1.0000	3.0000	2.0000	6.0000	4.0000	5.0000
		FR	1	3	2	6	4	5
	School level	AR	3.0000	2.7778	3.6667	2.6667	3.7778	5.1111
		FR	3	2	4	1	5	6
	Graduate level	AR	3.0000	2.7778	3.6667	2.6667	3.7778	5.1111
		FR	3	2	4	1	5	6
Post graduate level	AR	2.8545	2.9818	3.2364	3.5636	3.5818	4.7818	
	FR	1	2	3	4	5	6	
Professional	AR	2.8462	2.6154	2.4615	3.7692	4.4615	4.8462	
	FR	3	2	1	4	5	6	
Occupational status	Student	AR	3.6296	3.2222	2.8519	3.1481	3.2593	4.8889
		FR	5	3	1	2	4	6
	Employed	AR	2.8235	3.1029	3.2500	3.6029	3.8088	4.3971
		FR	1	2	3	4	5	6
	Business	AR	2.4118	2.9118	3.4118	3.6176	4.1176	4.5294
		FR	1	2	3	4	5	6
Others	AR	1.0000	3.0000	2.0000	6.0000	4.0000	5.0000	
	FR	1	3	2	6	4	5	
Marital status	Married	AR	2.6747	3.0482	3.3373	3.7108	3.8675	4.3494
		FR	1	2	3	4	5	6
	Unmarried	AR	3.2128	3.1277	2.9574	3.2128	3.6170	4.8723
		FR	3	2	1	3	4	5
Family type	Joint family	AR	3.2000	3.3556	3.1333	3.4889	3.4000	4.4222
		FR	2	3	1	5	4	6
	Nuclear family	AR	2.6941	2.9294	3.2353	3.5529	3.9765	4.6000
		FR	1	2	3	4	5	6
Family size	2 members	AR	2.6190	3.4286	3.0952	3.5714	3.9524	4.3333
		FR	1	3	2	4	5	6
	3-5 members	AR	2.8684	2.8026	3.3816	3.4342	3.7500	4.7500
		FR	2	1	3	4	5	6
	5 and above members	AR	3.0303	3.4848	2.8485	3.7273	3.7273	4.1818
		FR	2	3	1	4	4	5
Numbering of earning members	1	AR	2.6500	3.2500	3.3000	3.3000	4.1500	4.3500
		FR	1	2	3	3	4	5
	2	AR	2.9032	2.8871	3.2258	3.5323	3.7419	4.6935
		FR	2	1	3	4	5	6
	3 and above	AR	2.9167	3.2500	3.1250	3.6250	3.6667	4.4167
		FR	1	3	2	4	5	6
Monthly family income	Less than 10000	AR	2.0000	1.0000	3.0000	4.0000	5.0000	6.0000
		FR	2	1	3	4	5	6
	10000-15000	AR	3.2500	3.1250	2.5000	4.0625	3.7500	4.3125
		FR	3	2	1	5	4	6
	15000-20000	AR	2.7447	3.2766	3.8085	3.2979	3.5745	4.2979
		FR	1	2	5	3	4	6
	20000 and above	AR	2.8788	2.9545	2.9394	3.5606	3.9091	4.7424
		FR	1	3	2	4	5	6

It is found from the table 5 that the respondents irrespective of their personal factor have given top priority to taste (A6) followed by flavour (A7) when compared to other factors.

#### PERSONAL FACTORS AND LEVEL OF SATISFACTION TOWARDS THE FACTORS OF KFC

**Hypothesis:** There is no significant difference between the personal classifications of the respondents on their mean scores relating to level of satisfaction towards the factors relating to purchase at KFC.

**Table 5: Results of ANOVA- personal factors and level of satisfaction towards the factors relating to purchase at KFC.**

Personal Factors	Source Of Variation	Degree Of Freedom	Sum Of Squares	Mean Sum Of Squares	F Value	p Value	Significant/ Not Significant
Gender	Between Groups	11	2.068	.188	.802	.638	NS
	Within Groups	118	27.655	.234			
	Total	129	29.723				
Age	Between Groups	11	18.000	1.636	1.161	.322	NS
	Within Groups	118	166.377	1.410			
	Total	129	184.377				
Educational	Between Groups	11	14.513	1.319	2.296	.014	NS
	Within Groups	118	67.794	.575			
	Total	129	82.308				
Occupational	Between Groups	11	6.911	.628	1.290	.238	NS
	Within Groups	118	57.466	.487			
	Total	129	64.377				
Marital Status	Between Groups	11	3.006	.273	1.194	.298	NS
	Within Groups	118	27.001	.229			
	Total	129	30.008				
Family Type	Between Groups	11	2.179	.198	.858	.583	NS
	Within Groups	118	27.244	.231			
	Total	129	29.423				

Family Size	Between Groups	11	4.065	.370	.893	.549	NS
	Within Groups	118	48.828	.414			
	Total	129	52.892				
Number of Earning Members	Between Groups	11	3.690	.335	.679	.756	NS
	Within Groups	118	58.279	.494			
	Total	129	61.969				
Monthly Family Income	Between Groups	11	6.769	.615	1.181	.308	NS
	Within Groups	118	61.508	.521			
	Total	129	68.277				

It is concluded that there is significant difference in mean score only in educational level in respect of their level of satisfaction towards the factors relating to purchase at KFC.

### FINDINGS

From the analysis, it can be inferred that, most of the customers are males, married, hailing from nuclear family with two earning members. The study reveals that majority of the customers are occasional purchasers and are highly satisfied towards the taste and has no complaints about the services provided by KFC. The customers' awareness level varies towards the number of earning members and their monthly family income. Also the customer satisfaction level differs in terms of their educational level.

### SUGGESTIONS

Even though KFC is popular among the famous fast food industry for more than a half century, there is still having space for improvement from many aspects. Hence, the researchers from their study suggest that, KFC should try to give more advertisement. KFC should work more

upon their nutrition value of food and should an impression that they are more interested towards the health of their customers. KFC should also bring more variety in vegetable products which will add up more vegetarian customers also. It is suggested that, KFC can reduce their price which will bring the middle class customers also to their restaurants. KFC can focus on kids by providing special offers and packages that shows more interested towards fast foods and children's are vital customers who bring the entire family to the restaurants.

### CONCLUSION

Planning and scheduling play important part in KFC Corporation. Proper and efficient planning and suitable schedule had successfully allowed KFC's name and business to expand and spread worldwide. With an excellent products as well as KFC's ability in providing their customers with new and fresh products, KFC is able to maintain their success in a long term. The collaboration and cooperation between each department such as product development, engineering, food safety/quality assurance and supply logistic are vital in order to ensure every KFC's restaurants are able to serve the great taste of products to their customers.

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