Commerce

A STUDY ON CUSTOMERS BUYING BEHAVIOUR TOWARDS BRANDING STRATEGIES IN FAST FOOD INDUSTRY WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT Fast Food Industry is one of the Profitable Industry in today's era. The success of the Fast food Industry depends only on the customers. Branding Strategies should be more effective to attract the customers. Branding plays an initial role for getting customers. In this research paper the Buying behaviour of customers towards Branding Strategies is analyzed.

KEYWORDS : Behaviour, Buying, Customer, Fast Food Industry, Coimbatore

Introduction

A Fast Food edifice additionally referred to as a fast Service edifice at intervals the trade, may be a specific style of edifice characterized each by its nutrition preparation and by negligible tableware. Food served in nutrition restaurants usually caters to a "meat-sweet diet" and is obtainable from a restricted menu; is barbecued in bulk prior to and unbroken hot; is finished and pre-packaged to order; and is sometimes on the market able to exclude, though' seating could also be provided.

The nutrition trade is very competitive and dominated by massive firms. Smaller businesses should be savvy in developing promoting ways that drive shopper traffic. This entails staying in constant bit with customers. One in every of the most effective ways that for smaller nutrition firms to remain connected with their firms is thru research. Satiny low nutrition company should recognize what key customers wish and can purchase before developing promoting and advertising ways.

Objective of the Study
- To study the buying behaviour of consumers towards fast food services.
- To analyze the branding strategies in fast food industry.

Limitations of the Study
- The sample was restricted to 50 only.
- The results cannot be generalized.
- Method of data collection was through personal interview and therefore bias becomes a major limitation.

Review of Literature

Sunildro L.S. Akoijam1 and Dr Ch. Ibohal Meitei (2013) in their research branding strategies in selected FMCG products P&G India, Hindustan Unilever Ltd. (HUL), Amway India and Colgate-Palmolive India in this producers particularly they are produced commonly detergent, Luxury, Cosmetics, Tooth Paste and Bath Soap they also brand production goodwill. Chitra. R (2014) "An empirical study on Customers Purchase Intention towards Branded Apparels", this paper aims to study factors affecting customers' purchase intention towards branded apparel. Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value). The sample comprised of customers who were shopping in the multi-brand retail outlets, with 266 participants completing the self-administered questionnaire during shopping. Results reveal that susceptibility to normative influence and consumer confidence had positive impact on brand consciousness. Brand consciousness had positive impact on perceived quality of branded apparel & emotional value that these brands generate. Both quality and emotional value had significant impact on purchase intention.

Research Design
Research Designs and Methods

This study is basically a descriptive research to give an insight into the buying behaviour and branding strategy of fast food industry. Data were gathered by primary data collection method through structured questionnaires. Questionnaire have been designed on parameters concerning brand choice and a consumer survey has been conducted to study the scope to which consumer demographics and consumer psychographics has an impact on fast food choice.

Sampling Method

The technique of sampling used in this study was non-probability convenience sampling method because it was a feasible alternative, due to the limitation of time, costs, and conveniences in order to find adequate respondents.

Tools for analysis:
1. Percentage analysis
2. Chi-square test

Data Analysis and Interpretation

The questionnaire has been distributed to 50 respondents; the information collected can be depicted by the graphs and tables.

Table 1 Socio-economic Factors of fast food Industry

Sl. No.	Factor	No of Respondents	Percentage	Sl. No.	Factor	Number of Respondents	Percentage
Gender	**Status**						
1.	Male	30	60	5.	Married	24	48
	Female	20	40		Unmarried	26	52
	Total	**50**	**100**		**Total**	**50**	**100**
Age	**Frequency Visit**						
2.	Below 18	16	32	6.	Daily	12	24
	18-25	19	38		Weekly	19	38
	25-30	10	20		Monthly	11	22
	Above 30	5	10		Occasionally	8	16
	Total	**50**	**100**		**Total**	**50**	**100**
Education	**Amount Spending for Every Month**						
3.	Higher Education	14	28	7.	Below Rs.3000	10	20
	Under Graduation	16	32		Rs.3000 to Rs.6000	16	32
	Post Graduation	12	24		Rs.6000 to Rs.9000	14	28
	Professionals	4	8		Above Rs.9000	10	20

	Others	4	8		Total	50	100
	Total	50	100	Major Influencing Branding Strategy			
Income	8.	Brand Image	12	24			
4.	Below Rs.10,000	14	28		Brand Loyalty	19	38
	Rs.10,000-20,000	16	32		Brand Royalty	13	26
	Rs.20,000-50,000	14	28		Brand Extension	6	12
	Above Rs.50,000	6	12		Total	50	100
	Total	50	100				

Interpretation

It is inferred that 60 % are Male respondents are 40% are Female respondents. It is inferred that Below18 Years respondents are 32 %, 18-25 respondents are 38%, 25-30 respondents are 20% and remaining 10% are Above 30 Years respondents. It is inferred that Higher Education respondents are 28 %, under graduation respondents are 32%, Post Graduation respondents are 24%, Professionals respondents are 8% and remaining 8% are other respondents. It is inferred that Below Rs.10,000 respondents are 28 %, Rs.10,000-20,000 respondents are 32%, Rs.20,000-50,000 respondents are 28% and remaining 12% are Above Rs.50,000 respondents. It is inferred that Married respondents are 48 % and remaining 52% are Unmarried respondents. It is inferred that Daily respondents are 24%, Weekly respondents are 38%, Monthly respondents are 22% and remaining 16% are occasionally respondents. It is inferred that below Rs.3000 respondents are 20%, Rs.3000 to Rs.6000 respondents are 32%, Rs.6000 to Rs.9000 respondents are 28% and remaining 20% are above Rs.9000 respondents. It is inferred that Brand Image respondents are 24%, Brand Loyalty respondents are 38%, Brand Royalty respondents are 26% and remaining 12% are Band Extension respondents.

Chi-Square Test
Classification of Age and Frequency of Visit
Ho: There is no significant relationship between the individual's age and frequency of visiting the fast food industry.

Age & Frequency of Visit	Daily	Weekly	Monthly	Occasionally	Row Totals
Below 18	4 (3.84)	7 (6.08)	2 (3.52)	3 (2.56)	16
18-25	5 (4.56)	7 (7.22)	4 (4.18)	3 (3.04)	19
25-30	2 (2.40)	4 (3.80)	3 (2.20)	1 (1.60)	10
Above 30	1 (1.20)	1 (1.90)	2 (1.10)	1 (0.80)	5
Column Totals	12	19	11	8	50

The chi-square statistic is 2.7744. The p-value is .972571. The result is *not* significant at $p < .05$.

Classification of Income and Spending Habits
Ho: There is no significant relationship between the income and spending habits of an individual in the branding fast food industry.

Income & Spending Habit	Below Rs.3000	Rs.3000 to Rs.6000	Rs.6000 to Rs.9000	Above Rs.9000	Row Totals
Below Rs.10,000	5 (2.80)	3 (4.48)	2 (3.92)	4 (2.80)	14
Rs.10,000-20,000	2 (3.20)	5 (5.12)	7 (4.48)	2 (3.20)	16
Rs.20,000-50,000	2 (2.80)	5 (4.48)	4 (3.92)	3 (2.80)	14
Above Rs.50,000	1 (1.20)	3 (1.92)	1 (1.68)	1 (1.20)	6
Column Totals	10	16	14	10	50

The chi-square statistic is 7.2468. The p-value is .611445. The result is *not* significant at $p < .05$.

Findings
A Majority (60%) of the Respondents were Male. A Majority (38%) of the Respondents were 18-25. A Majority (32%) of the Respondents were Under Graduation. A Majority (32%) of the Respondents were Rs.10,000-20,000. A Majority (52%) of the Respondents were Unmarried. A Majority (38%) of the Respondents were Weekly visiting the fast food stores. A Majority (32%) of the Respondents were spending Rs.3000 to Rs.6000 per month. A Majority (38%) of the Respondents were preferred fast food store for based on Brand Loyalty.

Suggestions
The medium Income people are frequently visiting the Fast Food Industry. So the Fast Food Industry needs to improve its Brand royalty to satisfy the need of frequently visiting customers. The young people mostly preferring the fast food Industry, so the branding strategies to be improved to focus on the people of age group greater than 30. The success of the fast food Industry mostly depends upon the Branding Strategy. Branding Strategy must be improved based on the Quality and Quantity of the Food.

Conclusion
The primary objective of this study is to analyze the Buying behaviour of customers towards different Branding Strategies in Fast Food Industry. The personal aspects of the customers were analyzed in this study. The branding Strategies such as Brand Image, Loyalty, Royalty and extension are taken for consideration. The outcome of the study is most of the customers are influenced by the Brand Loyalty. So it is concluded from study the Fast Food Industry should maintain a faith full relationship with the customers to long lasting relations and sustain in the competitive market.

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