

A STUDY ON CUSTOMER PERCEPTION ABOUT FAST FOOD QUALITY OF CHICK PUNCH IN TRICHY REGION



Marketing Management

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ABSTRACT

The purpose of conducting this research project is to examine the factors of food quality, service quality as well as restaurant environment that influenced customer satisfaction and revisit intention of chick punch fast food restaurant in Trichy. The literature reviews are included in this research as to provide better understanding towards the influential factors on dining experience as well as provide justification towards the research questions and research problems. Primary data were collected through survey questionnaire for this research purposes and 26 sets of questionnaire were distributed to the target respondents which are from several areas in Trichy. In this study percentage analysis & chi square test used to interpret the data collected. The data collected through survey questionnaires are able to be analyzed and results obtained are discussed in the form of table as well as charts. In addition, major findings of this research project were discussed in order to understand the relationship between food quality, service quality and restaurant environment towards customer satisfaction as well as relationship between customer satisfactions and revisit intention. On the other hand, the limitations faced in this study will be addressed and recommendations will be developed to assist future researchers in managing these limitation.

INTRODUCTION

"Fast food" this term was recognized in dictionary by Merriam-Webster in year 1951 mostly we need small capital requirements to start a fast-food restaurant; small individually-owned fast-food restaurants have become common throughout the world. Franchises are the part of restaurants chains which operations is to provide standardize food stuffs to the different locations for example Pizza Hut, KFC, McDonald, Dunkin Donets, and many others. For starting any fast food business the capital requirements are relatively low than any other business. That is the reason all over the world individually owned fast food restaurants are increasing. The term fast food is use for the food which can be prepared and served quickly than any other meal, minimum preparation time is considered for fast food, generally this term refers to food sale in restaurants and stores with low time preparation and served to customers in form of packaged for take away /takeout. This research was conduct to find out the factors for customer satisfaction. The feeling of pleasure and disappointment is known as Satisfaction. If the product was not satisfied person feelings then it will be dissatisfied, and if product satisfied person feelings after the use they will be satisfied. Customer is the key role in any business, without any customer it's difficult to do business, and that's the fact. It's necessary to work closely with your customer. because customer can also create your business. Customer is the major part of business and also in the market. Market where buyers and sellers meet. Business runs through customer, without the customer there is no business.

LITERATURE REVIEW

Food Quality

Food quality can be an important element in the fast food restaurants but there is no consensus on the individual attributes that constitute food quality. Therefore, all the food attributes are lumped together in only one variable that is food quality (Sulek & Hensley, 2004).

According to Grunert (2005), the food quality attributes are depend on the food type and the individual's food preference itself because the food attributes that constitute quality may change over the time as well in the consumer's mind. Moreover, different individual cognitive determinants on food quality may also lead to the difficulty to understand the consumer behavior (Rijswijk & Frewer, 2008). In addition, consumers are usually poor and confuse at predicting the food quality they needed to perceive and are dissatisfied despite the fact they are situated and unable to make confirmation on their own expectations for a particular food product (Grunert, 2005). In fact, due to this reason, there are many inconsistent food quality dimensions are used in the past researches, therefore, the different food

quality dimensions and comparison from the previous researches are summarized in the Table 2.1 for better understanding towards food quality.

This is supported by Becker (2000), quality has defined as a diverse meaning which depends specifically to the person's background who using the term of quality. Besides that, "quality" is very vague and unstructured when used by different person or even by the same person but in different conditions and situations. However, the most popular "quality" definition and accepted by almost all the people who working in food industry area is developed by International Standardization Organization (ISO) and it defined quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs" (Shaharudin et al., 2011).

Generally, in consumers' food perception and food choice decision, quality is one of the important elements (Grunert, 2005; Rohr, Lüddecke, Drusch, Muller, & Alvensleben, 2005). Consumers prefer products of high quality including the choice of food that they are consuming. Thus, consumers need to understand their own quality perception as they usually will make purchasing decisions on these beliefs (Rijswijk et al., 2008). Hence, in order to determine the customer's perceived significant attributes of quality towards the overall food quality, there is essential to link the consumer's quality understanding with the quality attributes.

In addition, in term of deciding on a fast food restaurant, food quality plays an important role and it has consistently been shown as one of the core attributes that customers consider (Sulek et al., 2004). Research by Vangvanitchyakorn (2000) revealed that quality of food is the most important factor in consumer's evaluation on different categories of restaurants.

According to Peri (2006), food quality is an essential element that restaurants must provide in order to fulfil the customer's needs and satisfaction.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY:

- To know the customer perception about fast food quality of chick punch.
- To receive feedbacks about customer recommendations to others.
- To receive feedbacks about revisit in future.

STATEMENT OF THE PROBLEM:

Chick punch outlets cannot achieve last year post sale profits. Chick punch outlets don't know customer needs of perception. Chick punch outlets don't know existing and new customer satisfaction about service quality, revisit intention and food quality.

SCOPE OF THE STUDY:

- The purpose of conducting this project is to investigate factors which are significantly influence the dining experience on customer satisfaction towards chick punch fast food outlets in Trichy region.
- The factors including food quality and recommendation to others which have significant influence on customer satisfaction where eventually influencing the revisit intention of consumers.

RESEARCH DESIGN:

Research is under taken with the idea to know about the customer satisfaction in chick punch outlets Trichy district

SAMPLING TECHNIQUE: The sampling technique adopted for this study is simple random sampling.

SAMPLE SIZE: This size of sample taken for this study is 104.

METHOD OF DATA COLLECTION:

The data collection method consists of various methods. In this research to collect the research data from chick punch customers in Trichy region. To analyze the research data about customer satisfaction of chick punch depends upon the reliability of data.

In this study, the researcher used two types of methods like..

- Primary data
- Secondary data
- A survey has been conducted from 104 chick punch customers in Trichy to find out the customer satisfaction to the fast foods.
- An interview schedule was prepared for collecting primary data. Information was gathered through interview using questionnaire to respondents.
- Secondary data collected from the online and text books.
- The data collected have been classified and tabulated. Graphs have also been used in the study to make clear understanding.

TOOLS FOR ANALYSIS: Simple percentage analysis and Chi-Square test were used for data analyses and interpretation.

LIMITATION OF THE STUDY:

- Some of the respondents are not necessary to interact during collecting research data.
- The area taken for the study is confined to Trichy town only, which may not give clear picture about other areas.
- Some of the chick punch employees are not cooperate with researcher
- Loss the few sampling questionnaire at the same time huge customer visiting

DATA ANALYSIS & INTERPRETATION

TABLE NO: 1 - FAST FOOD QUALITY

FASTFOOD QUALITY	NO. OF RESPONDENTS	PERCENTAGE
Very poor	7	6%
Poor	23	22%
Very good	41	40%
Good	33	32%
TOTAL	104	100%

Interpretation: In the above table represents out of 104 respondents maximum number of (40%) respondents are says very good , (32%) respondents are says good, (22%) respondents are says poor, (6%) respondents are says very poor of fast foods quality provided by chick punch.

FIGURE: 1



TABLE NO: 2 - HOT & FRESH FAST FOODS

HOT & FRESH FAST FOODS	NO. OF RESPONDENTS	PERCENTAGE
Extremely satisfied	28	27%
Satisfied	48	47%
Neutral	24	23%
Dissatisfied	4	3%
TOTAL	104	100%

Interpretation: In the above table represents out of 104 respondents maximum number of (47%) respondents are satisfied, (27%) respondents are extremely satisfied, (23%) respondents are neutral, (3%) respondents are dissatisfied of hot and fresh fast foods provided by chick punch.

FIGURE: 2

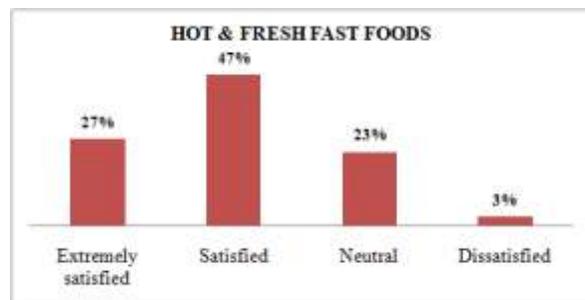


TABLE NO: 3 - TASTY OF FAST FOODS

TASTY	NO OF RESPONDENTS	PERCENTAGE
Extremely satisfied	25	24%
Satisfied	32	31%
Neutral	39	38%
Dissatisfied	8	7%
TOTAL	104	100%

Interpretation: In the above table represents out of 104 respondents maximum number of (38%) respondents are neutral, (31%) respondents are satisfied, (24%) respondents are extremely satisfied, (7%) respondents are dissatisfied of tasty fast food provided by chick punch.

FIGURE: 3



FIGURE: 5

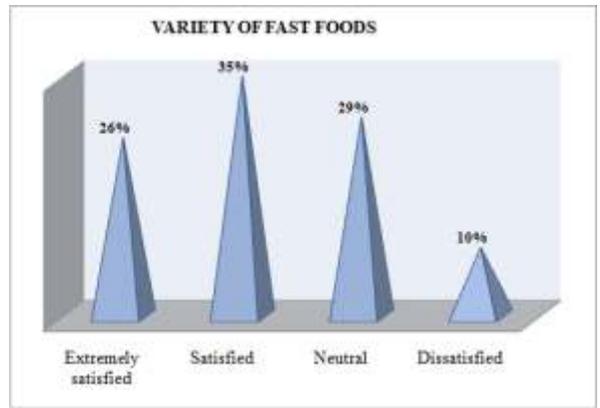


TABLE NO: 4 - AVAILABILITY OF TOMATO KETCHUP, NAPKINS

AVAILABILITY	NO OF RESPONDENTS	PERCENTAGE
Extremely satisfied	18	17%
Satisfied	30	29%
Neutral	41	40%
Dissatisfied	15	14%
TOTAL	104	100%

TABLE NO: 5 - PRICE OF FAST FOODS

PRICE	NO OF RESPONDENTS	PERCENTAGE
Extremely satisfied	14	13%
Satisfied	48	47%
Neutral	38	37%
Dissatisfied	4	3%
TOTAL	104	100

Interpretation: In the above table represents out of 104 respondents maximum number of (40%) respondents are neutral, (29%) respondents are satisfied, (27%) respondents are extremely satisfied, (14%) respondents are dissatisfied of availability of tomato ketchup, napkins fast food provided by chick punch.

Interpretation: In the above table represents out of 104 respondents maximum number of (47%) respondents are satisfied, (37%) respondents are neutral, (13%) respondents are extremely satisfied, (3%) respondents are dissatisfied of pricing fast foods provided by chick punch.

FIGURE: 4

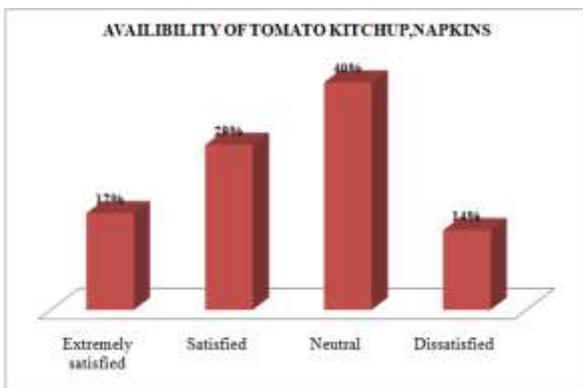


FIGURE: 6

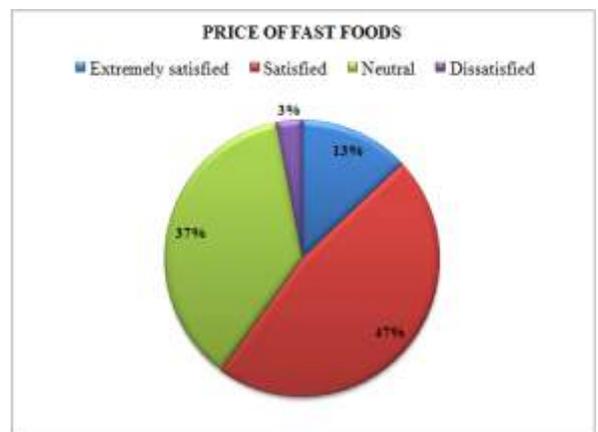


TABLE NO: 5 - VARIETY OF FAST FOODS

VARIETY	NO OF RESPONDENTS	PERCENTAGE
Extremely satisfied	27	26%
Satisfied	36	35%
Neutral	30	29%
Dissatisfied	11	10%
TOTAL	104	100%

TABLE NO: 6 - RECOMMEND TO OTHERS

RECOMMEND	NO OF RESPONDENTS	PERCENTAGE
Yes	85	81%
No	19	19%
TOTAL	104	100

Interpretation: In the above table represents out of 104 respondents maximum number of (35%) respondents are satisfied, (29%) respondents are neutral, (26%) respondents are extremely satisfied, (10%) respondents are dissatisfied of variety fast foods provided by chick punch.

Interpretation: In the above table represents out of 104 respondents maximum number of (81%) respondents are says yes, (19%) respondents are says no of recommend chick punch to a friend or others.

FIGURE: 6 RECOMMEND TO OTHERS

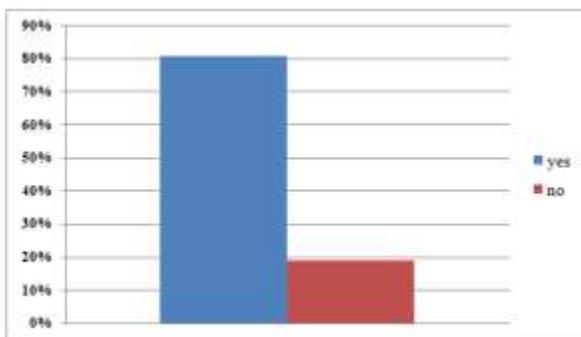


TABLE NO: 7 COME BACK TO CHICK PUNCH

COME BACK	NO OF RESPONDENTS	PERCENTAGE
Very Like	33	32%
Like	47	46%
Very Unlike	10	9%
Unlike	14	13%
TOTAL	104	100%

Interpretation: In the above table represents out of 104 respondents maximum number of (46%) respondents are says like, (32%) respondents are says very like, (13%) respondents are says unlike, (9%) respondents are says very unlike of come back to chick punch in future.

FIGURE: 7

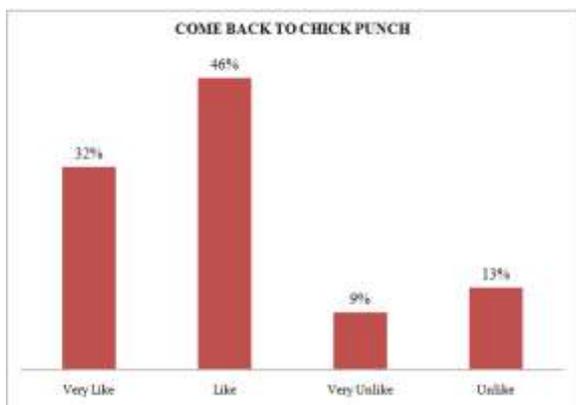
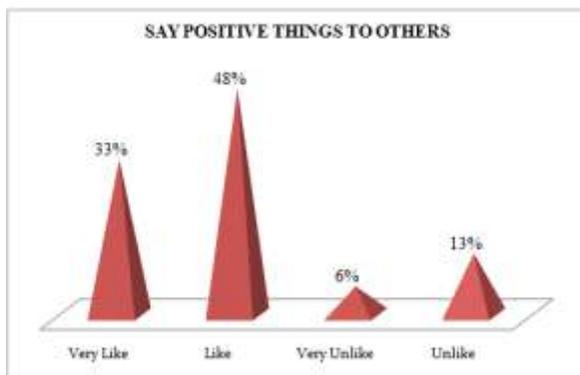


TABLE NO: 8 SAY POSITIVE THINGS TO OTHERS

POSITIVE	NO OF RESPONDENTS	PERCENTAGE
Very Like	34	33%
Like	49	48%
Very Unlike	7	6%
Unlike	14	13%
TOTAL	104	100%

Interpretation: In the above table represents out of 104 respondents maximum number of (48%) respondents are says like, (33%) respondents are says very like, (13%) respondents are says unlike, (6%) respondents are says very unlike of say positive things about chick punch to others.

FIGURE: 8



ASSOCIATION BETWEEN THE COME BACK TO CHICK PUNCH AND SAY POSITIVE THINGS ABOUT CHICK PUNCH TO OTHERS

Null Hypothesis (H₀): There exists no association between the come back to chick punch and say positive things about chick punch to others

Alternative Hypothesis (H_a): There exists association between the come back to chick punch and say positive things about chick punch to others

TABLE NO: 9

Comeback to Chick Punch	Very Like	Like	Very Unlike	Unlike	Total
Say positive					
Very Like	14	17	00	02	33
Like	18	25	01	03	47
Very Unlike	01	05	01	03	10
Unlike	01	02	05	06	14
Total	34	49	07	14	104

Calculated value = 41.91

Degree of freedom = 9

At 5% significant level of the table value is 16.919

Calculated value > Table value (41.91 > 16.919), Null hypothesis (H₀) is rejected & Alternative hypothesis (H_a) is accepted.

There exists significant association between the come back to chick punch and say positive things about chick punch to others.

ASSOCIATION BETWEEN THE FAST FOOD QUALITY AND RECOMMEND CHICK PUNCH TO OTHERS

Null Hypothesis (H₀): There exists no association between the fast food quality and recommend chick punch to others.

Alternative Hypothesis (H_a): There exists association between the fast food quality and recommend chick punch to others.

TABLE NO: 10

Fast Food Quality	Very poor	Poor	Very good	Good	Total
Recommend Chick Punch to Others					
Yes	2	12	39	32	85
No	5	11	2	1	19
Total	7	23	41	33	104

Calculated value = 37.21

Degree of freedom = 3

At 5% significant level of the table value is 7.815

Calculated value > Table value (37.21 > 7.815), Null hypothesis (H₀) is rejected & Alternative hypothesis (H_a) is accepted.

There exists significant association between the fast food quality and recommend chick punch to others.

SUGGESTIONS:

- Most of customers give important to low price and they feel current fast food price high compare from last year fast food pricing, so chick punch reduce the fast food price.
- Some of customers feel about availability of tomato ketchup, napkins are neutral, incase chick punch will provide more number of tomato ketchup; napkins the customers are more satisfied and they will come back to chick punch in future.
- The chick punch provides neutral level of tasty fast foods, its very disadvantage. So chick punch must provide high level of tasty foods in future maybe customers will increase the sales in future.

CONCLUSION:

This research work mainly aims to find out the customer satisfaction of chick punch fast foods. This report help to the chick punch for promoting their product. This simple survey reveals that the customer satisfaction should have through knowledge of the fast foods. As a result the produce succeeds and service affectively in the present day competitive market.

REFERENCE

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