Research Paper   **Management**

A Study on Customers Preference Towards Fast Foods with Reference to Coimbatore City

*Dr.M.Ashok Kumar **S.Radhika

* Prof & Head Department of Management Studies, Karpagam University, Coimbatore-21

** Assistant Professor of Commerce, VLB Janakiammal College of Arts & Science, Coimbatore-42

INTRODUCTION TO THE STUDY:

The modern history of fast food is connected with the history of the hamburger, as the earliest fast-food outlets sold hamburger as their primary product. The American company white castle is generally credited with opening the fast-food outlet in 1921, selling hamburgers for five cents a piece. White castle was successful from its inception and spawned numerous competitors.

McDonald's largest fast-food chain in the world and the brand most associated with the term "fast-food", did not appear until 1948 when a hot dog stand under the McDonald's brand name opened in San Diego. Ray Kroc, the distributor of an industrial milkshake mixer that the original McDonald's used, joined the founders of McDonald's in 1954 and began expanding the franchise. Wendy's, founded in 1972, is credited with pioneering the use of the "drive thru" window to allow consumers to purchase fast food without having to park or exit their cars.

THE "FAST" IN FAST FOOD:

Fast food outlets are take-away or take-out providers, often with a "drive thru" service which allows customers to order and pick up food from theirs cars; but most also have a seating area in which customers can eat the food on the premises.

Finger food comprises most fast food and can be eaten without cutlery. Fast-food includes fish and chips, sandwiches, pizzas, hamburgers, fried chicken, French fries, chicken nuggets, tacos etc…

FOOD PREPARATION:

Fast food is often highly processed and prepared in an industrial fashion, i.e. with standard ingredients and methodical and standardized cooking and production methods. It is usually rapidly served in cartons or bags or in a plastic wrapping in a fashion with minimum cost.

INTRODUCTION TO THE VARIABLES:

A Fast food outlet generally refers to the type of restaurants that sell quick, inexpensive take-out food. Fast-food is often laden with extra calories, saturated fat and sodium. It is possible, however, for quick meals to be nutritious,

A Fast food restaurant is a restaurant characterized both by food which is supplied quickly after ordering and by minimal service. Food purchased may or may not be eaten quickly as well. Often this food is referred to as fast-food. In response to increase backlash against " fast-food", the industry has been trying to move the public away from that term over the past five years, shifting to the term quick service restaurant (QSR). Consumers still refer to restaurant despite the industry efforts to change them.

NEED FOR THE STUDY:

There has been a rise in the consumption of fast food and also there is an expected rise in the growth of the fast food industry in the coming years. This study has been carried out so that the actual needs and preferences of the public are found out through the questionnaires provided to them and suggestions can be made to the owners of the fast food outlets for their improvement.

This study might help the owners of the fast food outlets to increase the customer satisfaction in the future. The findings of the study as well as the suggestions given by the public if implemented are sure to benefit the fast food industry and also satisfy the customers.

OBJECTIVES OF THE STUDY:

· To analyze the customers opinion towards fast foods.
· To analyze the customer service rendered at the fast food outlets.
· To know the customers awareness about the various fast food and fast food outlets in the city
· To offer suggestions for the improvement of the fast food outlets and the fast food industry as a whole.
· To know the attitude of the customers towards fast food consumption and their expectations from the outlets.

SCOPE OF THE STUDY:

Marketers must study their target customer's wants, perceptions, preferences and buying behavior. Such study will provide clues for developing new varieties, features, prices, channels, messages, and other marketing mix elements in the fast food industry.

An analysis of consumer's attitude is a pre-requisite for the decision makers of a planned economy because it enables them to have an understanding of the current and future demand to match and supply with changing pattern of demand.

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

METHODOLOGY OF THE STUDY:
i.   Area of the study:
The area of the study refers to Coimbatore city.

ii. Reason for the area of 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 Tamilnadu.

iii. Source of data:
The study used only primary data. The data was collected

from 150 respondents by using questionnaire method. The questionnaire had been prepared in such a way that the respondents were able to answer in useful manner.

iv. Sampling design:
For the purpose of the study, 150 respondents were selected.Convienience sampling method was administered in this study.

v. Tools for analysis:
The following statistical tools were used in the study.
a)   Percentage analysis
b)   Chi- square analysis
c)   Analysis of variance (ANOVA)

ANALYSIS AND INTER PRETATION:
TABLE: 1
Table showing age distribution of respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	18-20	38	25.3
2	20-25	45	30
3	25-35	36	24
4	35&ABOVE	31	20.7
	TOTAL	150	100

The majority of the respondents were in the age group of 20-25 years (30%)

TABLE2
Table showing gender distribution of respondents

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	FEMALE	52	34.7
2	MALE	98	65.3
	TOTAL	150	100

The majority of the respondents were males (65.3%)

TABLE 3
Table showing occupational distribution of respondents

S.NO	OCCUPTION	NO OF RESPONDENTS	PERCENTAGE
1	STUDENT	57	38
2	EMPLOYED	28	18.7
3	BUSINESS	38	25.3
4	HOUSEWIFE	27	18
	TOTAL	150	100

The majority of the respondents were students (38%)

TABLE 4
Table showing marital status of respondents

S.NO	MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
1	MARRIED	61	40.7
2	UNMARRIED	89	59.3
	TOTAL	150	100

The majority of the respondents were unmarried (59.3%)

TABLE 5
Table showing monthly income of respondents

S.NO	MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
1	BELOW 5000	12	8
2	5000-10000	47	31.3
3	10000-20000	46	30.7
4	20000&ABOVE	45	30
	TOTAL	150	100

The majority of the respondents were in the income group of 5000-10000(31.3%)

TABLE6
Table showing the source of awareness of the Respondents about fast food outlets

S.NO	SOURCE	NO OF RESPONDENTS	PERCENTAGE
1	FRIENDS	99	66
2	RELATIVES	23	15.3
3	OTHERS	28	18.7
	TOTAL	150	100

The majority of the respondents were aware of the outlets through friends (66%)

TABLE 7
Table showing the source of awareness of the Respondents About fast food outlets through media

S.NO	SOURCE OF AWARENESS	NO OF RESPONDENTS	PERCENTAGE
1	PRINT MEDIA	40	26.7
2	OUTDOR MEDIA	39	26
3	BROADCAST MEDIA	36	24
4	DISPLAY MEDIA	26	17.3
5	INTERNET	9	6
	TOTAL	150	100

The majority of the respondents were aware of the outlets through print media (26.7%)

TABLE 8
Table showing awareness of the Respondents About fast food outlets of respondents

S.NO	NAME OF THE OUTLET	NO OF RESPONDENTS	PERCENTAGE
1	DOMINOS	10	6.67
2	NILGIRIS	24	16
3	BLUE BELLS	20	13.33
4	HOT CHIPS	18	12
5	CARAMEL	22	14.67
6	MARRY BROWN	16	10.67
7	ADAYAR ANANDA BAAVAN	26	17.33
8	PIZZA HUT	11	7.33
9	RICH FOODS	3	2
	TOTAL	150	100

The majority of the respondents were aware of adayar anandha bhavan (17.33%)

TABLE 9
Table showing respondent's preference towards fast food outlets

S.NO	NAME OF THE OUTLET	NO OF RESPONDENTS	PERCENTAGE
1	DOMINOS	12	8
2	NILGIRIS	29	19.3
3	BLUE BELLS	20	13.3
4	HOT CHIPS	11	7.3
5	CARAMEL	22	14.7
6	MARRY BROWN	9	6
7	ADAYAR ANANDA BAAVAN	31	20.7
8	PIZZA HUT	10	6.7
9	RICH FOODS	6	4
	TOTAL	150	100

The majority of the respondents were prefer of adayar anandha bhavan (20.7%)

TABLE 10
Table showing factors influencing the choice of particular outlets

S.NO	FACTORS	NO OF RESPONDENTS	PERCENTAGE
1	PLACE OF OUTLET	17	11.33
2	POPULARITY	16	10.67
3	QUALITY	18	12
4	QUANTITY	13	8.67
5	QUICK SERVICE	15	10
6	VARIETY	20	13.33
7	TASTE	21	14
8	AMBIENCE	11	7.33
9	HYGIENCE	19	12.67
	TOTAL	150	100

The majority of the respondents were choose taste as the factor influencing the choice of a particular outlet (14%)

TABLE11
Table showing the amount spent on fast food every month

S.NO	AMOUNT	NO OF RESPONDENTS	PERCENTAGE
1	BELOW 200	52	34.7
2	200-300	41	27.3
3	300-500	39	26
4	500&ABOVE	18	12
	TOTAL	150	100

The majority of the respondents were spend below Rs.200 on fast foods per month (34.7%)

TABLE 12
Table showing the reasons for visiting any fast food outlets

S.NO	REASON	NO OF RESPONDENTS	PERCENTAGE
1	TASTE	124	82.7
2	SERVICE	20	13.3
3	PRESTIGE	6	4
	TOTAL	150	100

The majority of the respondents visit the fast food outlet for taste (82.7%)

TABLE 13
Table showing favorite fast food items of the respondents

S.NO	FAST FOOD ITEM	NO OF RESPONDENTS	PERCENTAGE
1	PIZZA	24	16
2	BURGER	10	6.67
3	SANDWICH	20	13.33
4	CHATS	30	20
5	CUTLETS	26	17.33
6	SPRING ROLLS	18	12
7	FRENCH FRIES	22	14.67
	TOTAL	150	100

The majority of the respondents prefer chat items (20%)

TABLE 14
Table showing the reason for choosing the favorite fast food items of respondents

S.NO	REASON	NO OF RESPONDENTS	PERCENTAGE
1	COST	20	13.33
2	TASTE	32	21.33
3	FLAVOUR	25	16.67
4	LESS PREPARATION TIME	23	15.33
5	FAMILIARITY	10	6.67
6	QUALITY	21	14
7	QUANTITY	19	12.67
	TOTAL	150	100

The majority of the respondents choose taste as reason for the choice of favorite fast food item (21.33%)

TABLE 15
Table showing the unfavorable factors experienced By the respondents of respondents

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	NOT HYGIENIC	25	34.7
2	VERY COSTLY	47	31.3
3	BAD TASTE	19	12.7
4	PROBLEM IN PRESERVING	32	21.3
	TOTAL	150	100

The majority of the respondents choose non hygiene as the unfavorable factor (34.7%)

TABLE 16
Table showing the satisfaction level of the service rendered of respondents

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	SATISFIED	81	54
2	HIGHLY SATISFIED	15	10
3	NEUTRAL	2	1.3
4	DISSATISFIED	1	.7
5	HIGHLYSATISFIED	51	34
	TOTAL	150	100

The majority of the respondents were satisfied with the service rendered in fast food outlets (54%)

TABLE 17
Table showing the aspects to be improved regarding the fast food

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1	HYGIENE	42	28
2	TASTE	18	12
3	QUALITY	33	22
4	QUANTITY	10	6.67
5	ADVERTISEMENT	9	6
6	REASONABLE COST	38	25.33
	TOTAL	150	100

The majority of the respondents were satisfied with the service rendered in fast food outlets (54%)

TABLE 18
Table showing an opinion about age and Reasons for choosing the favorite fast food items

S.NO	REASON	18-20	20-25	25-35	35&ABOVE	TOTAL
1	COST	3	5	6	6	20
2	TASTE	13	10	8	1	32
3	FLAVOUR	10	9	4	2	25
4	LESS PREPARATION TIME	5	8	5	5	23
5	FAMILIARITY	1	3	2	4	10
6	QUALITY	4	5	7	5	21
7	QUANTITY	2	5	4	8	19
	TOTAL	38	45	36	31	150

The majority of the respondents belonging to the age group between 20 – 25 years (30%) prefer taste as a reason for choosing the favorite fast food item

TABLE 19
Table showing an opinion about gender and Reasons for choosing the favorite fast food items

S.NO	REASON	FEMALE	MALE	TOTAL
1	COST	9	11	20
2	TASTE	10	22	32
3	FLAVOUR	10	15	25
4	LESS PREPARATION TIME	8	15	23
5	FAMILIARITY	6	4	10
6	QUALITY	5	16	21
7	QUANTITY	4	15	19
	TOTAL	52	98	150

The majority of the male respondents (65.3%) prefer taste as a reason for choosing the favorite fast food item

TABLE 20
Table showing an opinion about monthly income and Reasons for choosing the favorite fast food items

S.NO	REASON	BELOW 5000	5000-10000	10000-20000	20000& ABOVE	TOTAL
1	COST	2	7	5	6	20
2	TASTE	3	10	11	8	32
3	FLAVOUR	2	6	10	7	25
4	LESS PREPARATION TIME	1	4	10	8	23
5	FAMILIARITY	2	3	2	3	10
6	QUALITY	1	10	4	6	21
7	QUANTITY	1	7	4	7	19
	TOTAL	12	47	46	45	150

The majority of the respondents belonging to the income group between 5000-10000(31.3%) prefer taste as a reason for choosing the favorite fast food item

TABLE 21
Table showing an opinion about age and Service rendered in the fast food outlets

S.NO	SERVICVE	18-20	20-25	25-35	35& ABOVE	TOTAL
1	SATISFIED	20	22	20	19	81
2	HIGHLY SATISFIED	5	5	3	2	15
3	NEUTRAL	13	16	13	9	51
4	DISSATISFIED	-	2	-	-	2
5	HIGHLY DISSATISFIED	-	-	-	1	1
	TOTAL	38	45	36	31	150

The majority of the respondents belonging to the age group between 20 – 25 years (30%) are satisfied with the service rendered in fast food outlets

TABLE 22
Table showing an opinion about gender and Service rendered in the fast food outlets

S.NO	SERVICVE	FEMALE	MALE	TOTAL
1	SATISFIED	12	69	81
2	HIGHLY SATISFIED	6	9	15
3	NEUTRAL	33	18	51
4	DISSATISFIED	0	2	2
5	HIGHLY DISSATISFIED	1	-	1
	TOTAL	52	98	150

The majority of the male respondents (65.3%) are satisfied with the service rendered in fast food outlets.

TABLE 23
Table showing an opinion about monthly income and Service rendered in the fast food outlets

S.NO	SERVICVE	BELOW 5000	5000-10000	10000-20000	20000& ABOVE	TOTAL
1	SATISFIED	8	29	26	18	81
2	HIGHLY SATISFIED	-	2	4	9	15
3	NEUTRAL	4	15	14	18	51
4	DISSATISFIED	-	-	2	-	2
5	HIGHLY DISSATISFIED	-	1	-	-	1
	TOTAL	12	47	46	45	150

The majority of the respondents belonging to the income group 5000-10000(31.3%) are satisfied with the service rendered in fast food outlets

TABLE 24
Table showing an opinion about monthly income and The amount spent on fast food every month

S.NO	AMOUNT SPENT	BELOW 5000	5000-10000	10000-20000	20000& ABOVE	TOTAL
1	BELOW 200	2	21	16	13	81
2	200-300	5	15	14	7	15
3	300-500	5	10	7	17	51
4	500&ABOVE	-	1	9	8	2
	TOTAL	12	47	46	45	150

The majority of the respondents belonging to the income group 5000-10000(31.3%) spend below Rs.200 on fast foods every month (34.7%)

TABLE 25
Table showing an opinion about gender and The amount spent on fast food every month

S.NO	AMOUNT SPENT	FEMALE	MALE	TOTAL
1	BELOW 200	23	29	52
2	200-300	11	30	41
3	300-500	10	29	39
4	500&ABOVE	8	10	18
	TOTAL	52	98	150

The majority of the male respondents (65.3%) spend below Rs.200 on fast foods every month (34.7%)

TABLE 26
Table showing an opinion about occupation and The amount spent on fast food every month

S.NO	AMOUNT SPENT	STUDENT	EMPLOYED	BUSINESS	HOUSE WIFE	PERCENT-AGE
1	BELOW 200	20	9	12	11	52
2	200-300	17	5	10	9	41
3	300-500	13	14	8	4	39
4	500&ABOVE	7	-	8	3	18
	TOTAL	57	28	38	27	150

The majority of the respondents belonging to the category of students (38%) spend below Rs.200 on fast foods every month

TABLE 27
Table showing an opinion about occupation and Factors influencing the choice of particular outlets

S. NO	FACTOR	Student	employed	business	House wife	percentage
1	PLACE OF OUTLET	6	4	5	2	17
2	POPULARITY	5	4	4	3	16
3	QUALITY	7	3	3	5	18
4	QUANTITY	4	2	2	5	13
5	QUICK SERVICE	6	3	4	2	15
6	VARIETY	10	4	3	3	20
7	TASTE	5	1	8	7	21
8	AMBIENCE	5	4	2	-	11
9	HYGIENCE	9	3	7	-	19
	TOTAL	27	28	38	27	150

The majority of the respondents belonging to the category of students (38%) prefer taste as a factor influencing choice of particular outlet

TABLE 28
Table showing an opinion about gender and Factors influencing the choice of particular outlets

S. NO	FACTOR	FEMALE	MALE	TOTAL
1	PLACE OF OUTLET	7	10	17
2	POPULARITY	5	11	16
3	QUALITY	6	12	18
4	QUANTITY	7	6	13
5	QUICK SERVICE	5	10	15
6	VARIETY	4	16	20
7	TASTE	6	15	21
8	AMBIENCE	5	6	11
9	HYGIENCE	7	12	19
	TOTAL	52	98	150

The majority of the male respondents (65.3%) prefer taste as a factor influencing choice of particular outlet

TABLE 29
Table showing an opinion about monthly income and Factors influencing the choice of particular outlets

S. NO	FACTOR	BELOW 5000	5000-10000	10000-20000	20000 & ABOVE	TOTAL
1	PLACE OF OUTLET	2	5	7	3	17
2	POPULARITY	1	5	6	4	16
3	QUALITY	1	6	7	4	18
4	QUANTITY	2	5	4	2	13
5	QUICK SERVICE	3	3	2	7	15
6	VARIETY	1	8	5	6	20
7	TASTE	1	8	12	-	21
8	AMBIENCE	1	2	2	6	11
9	HYGIENCE	-	5	1	13	19
	TOTAL	12	47	46	45	150

The majority of the respondents belonging to the income group 5000-10000(31.3%) prefer taste as a factor influencing choice of particular outlet.

CHI-SQUARE ANALYSIS:
1. **General opinion about reason for choosing the favorite fast food item.**

Hypothesis:
The personal factors of the respondents have no significant influence over the factors about the reason for choosing the favorite fast food item.

The factors are classified as
➢ Cost
➢ Taste
➢ Flavor
➢ Less preparation time
➢ Familiarity
➢ Quantity
➢ Quality

Personal factor & general opinion about reason for choosing the favorite fast food item.

S. NO	PERSONAL FACTOR	CALCULATED VALUE	TABLE VALUE	SIGNIFICANT/ INSIGNIFICANT
1	AGE	30.07	28.9	SIGNIFICANT
2	GENDER	6.49	12.6	INSIGNIFICANT
3	INCOME	10.33	28.9	INSIGNIFICANT

Interpretation:
It is revealed from the table that the above formulated hypothesis the personal factor age group was rejected. In other cases of the personal factors (income and gender) the hypothesis was accepted. Thus the age group of the sample respondents shall influence over the factors about the reason for choosing the favorite fast food item

2. **General opinion about the satisfaction of service rendered in fast food outlets.**

Hypothesis:
The personal factors of the respondents have no significant influence over the factors about the satisfaction of service rendered in fast food outlets

The factors are classified as
➢ Satisfied
➢ Highly satisfied
➢ Neutral
➢ Dissatisfied
➢ Highly Dissatisfied
Personal factor & general opinion about the satisfaction of service rendered in fast food outlets.

S. NO	PERSONAL FACTOR	CALCULATED VALUE	TABLE VALUE	SIGNIFICANT/ INSIGNIFICANT
1	AGE	4.80	21.0	INSIGNIFICANT
2	GENDER	36.59	9.49	SIGNIFICANT
3	INCOME	12.25	21.0	INSIGNIFICANT

Interpretation:
It is revealed from the table that the above formulated hypothesis the personal factor gender was rejected. In other cases of the personal factors (income and age) the hypothesis was accepted. Thus the gender of the sample respondents shall influence the satisfaction of service rendered in fast food outlets

3. **General opinion about the amount spent on fast food item per month.**

Hypothesis:
The personal factors of the respondents have no significant influence over the factors about the amount spent on fast food item per month.

The factors are classified as
➢ Below 200
➢ 200 - 300
➢ 300 - 500
➢ 500 & above
Personal factor & general opinion about the amount spent on

fast food item per month.

S. NO	PERSONAL FACTOR	CALCULATED VALUE	TABLE VALUE	SIGNIFICANT/ INSIGNIFICANT
1	GENDER	5.88	7.81	INSIGNIFICANT
2	INCOME	22.93	16.9	SIGNIFICANT
3	OCCUPATION	15.99	16.9	INSIGNIFICANT

Interpretation:
It is revealed from the table that the above formulated hypothesis the personal factor income was rejected. In other cases of the personal factors (occupation and gender) the hypothesis was accepted. Thus the income of the sample respondents shall influence the amount spent on fast food item every month.

4. General opinion about the factors influencing choice of particular outlet.
Hypothesis:
The personal factors of the respondents have no significant influence over the factors influencing choice of particular outlet

The factors are classified as
➢ Place of outlet
➢ Popularity
➢ Quality
➢ Quantity
➢ Quick service
➢ Variety
➢ Taste
➢ Ambience
➢ Hygiene factor

Personal factor & general opinion about the factors influencing choice of particular outlet

S. NO	PERSONAL FACTOR	CALCULATED VALUE	TABLE VALUE	SIGNIFICANT/ INSIGNIFICANT
1	occupation	27.09	36.4	INSIGNIFICANT
2	GENDER	5.86	15.5	INSIGNIFICANT
3	INCOME	45.16	36.4	SIGNIFICANT

Interpretation:
It is revealed from the table that the above formulated hypothesis the personal factor income was rejected. In other cases of the personal factors (occupation and gender) the hypothesis was accepted. Thus the age group of the sample respondents shall influence over the factors about the reason for choosing the favorite fast food item

ANALYSIS OF VARIANCE :(TWO-WAY ANOVA)
1. Table showing an opinion about age and
Reasons for choosing the favorite fast food items

S. NO	REASON	18-20	20-25	25-35	35& ABOVE	TOTAL
1	COST	3	5	6	6	20
2	TASTE	13	10	8	1	32
3	FLAVOUR	10	9	4	2	25
4	LESS PREPARATION TIME	5	8	5	5	23
5	FAMILIARITY	1	3	2	4	10
6	QUALITY	4	5	7	5	21
7	QUANTITY	2	5	4	8	19
	TOTAL	38	45	36	31	150

Table showing an opinion about reasons for choosing the favorite fast food items with the age groups

SOURCE OF VARIATION	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	F
BETWEEN COLUMNS	13	3	4.33	.649
BETWEEN ROWS	65	6	11	1.649
RESIDUAL	120	18	6.67	
TOTAL	198	27		

Interpretation:

Between columns:

Degree of freedom (3, 18)

Table value of F= 3.1599

Calculated value of F= .649 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the age groups.

Between rows:
Degree of freedom (6, 18)

Table value of F= 2.6613

Calculated value of F= 1.649 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the reasons for choosing the favorite fast food items.

2. Table showing an opinion about gender and
The amount spent on fast food every month

S.NO	AMOUNT SPENT	FEMALE	MALE	TOTAL
1	BELOW 200	23	29	52
2	200-300	11	30	41
3	300-500	10	29	39
4	500&ABOVE	8	10	18
	TOTAL	52	98	150

Table showing an opinion about gender and the amount spent on fast food Every month

SOURCE OF VARIATION	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	F
BETWEEN COLUMNS	265	1	265	2.5
BETWEEN ROWS	101	3	33.67	.3176
RESIDUAL	318	3	106	
TOTAL	684	7		

Interpretation:

Between columns:
Degree of freedom (1, 3)

Table value of F= 10.128

Calculated value of F= 2.5 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the genders

Between rows:
Degree of freedom (3, 3)

Table value of F= 9.276

Calculated value of F= .3176 which is less than the table value

Therefore we accept the hypothesis that there is no significant difference between the amounts spent on fast food items every month

FINDINGS:
- The majority of the respondents were in the age group of 20-25 years (30%)
- The majority of the respondents were males (65.3%)
- The majority of the respondents were students (38%)
- The majority of the respondents were unmarried (59.3%)
- The majority of the respondents were in the income group of 5000-10000(31.3%)
- The majority of the respondents were aware of the outlets through friends (66%)
- The majority of the respondents were aware of the outlets through print media(26.7)
- The majority of the respondents were aware of adayar anandha bhavan (17.33%)
- The majority of the respondents were prefer of adayar anandha bhavan (20.7%)
- The majority of the respondents were choose taste as the factor influencing the choice of a particular outlet.(14%)
- The majority of the respondents were spend below Rs.200 on fast foods per month (34.7%)
- The majority of the respondents visit the fast food outlet for taste (82.7%)
- The majority of the respondents prefer chat items (20%)
- The majority of the respondents choose taste as reason for the choice of favorite fast food item (21.33%)
- The majority of the respondents choose non hygiene as the unfavorable factor (34.7%)
- The majority of the respondents were satisfied with the service rendered in fast food outlets (54%)
- The majority of the respondents choose hygiene as the factor to be improved (28%)
- The majority of the respondents belonging to the age group between 20 – 25 years(30%) prefer taste as a reason for choosing the favorite fast food item
- The majority of the male respondents (65.3%) prefer taste as a reason for choosing the favorite fast food item
- The majority of the respondents belonging to the income group between 5000-10000(31.3%) prefer taste as a reason for choosing the favorite fast food item
- The majority of the respondents belonging to the age group between 20 – 25 years (30%) are satisfied with the service rendered in fast food outlets.

- The majority of the male respondents (65.3%) are satisfied with the service rendered in fast food outlets.
- The majority of the respondents belonging to the income group 5000-10000(31.3%) are satisfied with the service rendered in fast food outlets.
- The majority of the respondents belonging to the income group 5000-10000(31.3%) spend below Rs.200 on fast foods every month (34.7%)
- The majority of the male respondents (65.3%) spend below Rs.200 on fast foods every month (34.7%)
- The majority of the respondents belonging to the category of students(38%) spend below Rs.200 on fast foods every month
- The majority of the respondents belonging to the category of students (38%) prefer taste as a factor influencing choice of particular outlet.
- The majority of the male respondents (65.3%) prefer taste as a factor influencing choice of particular outlet.
- The majority of the respondents belonging to the income group 5000-10000(31.3%) prefer taste as a factor influencing choice of particular outlet.

SUGGESTIONS:
The fast food industry depends on their customers for their existence. They should therefore aim at satisfying their customers. To do so they should understand what the customers needs and fulfill their expectations, some of the suggestions based on the study.

- The awareness of certain outlets such as dominos and rich foods is less compared to the other outlets
- Advertisements through display and internet may be improved to attract more customers.
- The fast food outlets must be more hygienic.
- The cost of the fast food items may be made reasonable.
- The preservation of food items may be improved

Conclusion:
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.