



A Customers' Satisfaction Towards Fast Food Industry With Special Reference To Coimbatore City

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Abstract

The fast food industry has experienced significant growth in recent years, driven by changing consumer lifestyles, urbanization, and increasing demand for convenience. Customer satisfaction plays a crucial role in determining the success and sustainability of fast food outlets. This study aims to analyze customer satisfaction towards the fast food industry in Coimbatore city, considering factors such as food quality, service efficiency, pricing, hygiene, ambiance, and brand perception. A survey-based approach was employed to gather insights from consumers regarding their expectations and experiences. Primary and secondary data was used for this study. The data were collected from 100 respondents through questionnaire. Percentage analysis, Chi-Square, and Anova used for this study. The findings highlight key determinants of customer satisfaction and provide recommendations for fast food businesses to enhance their services and customer retention. The study also explores the impact of digitalization, home delivery services, and promotional strategies on consumer preferences. The results offer valuable insights for fast food operators in Coimbatore to improve their offerings and maintain a competitive edge in the market.

Keywords: Customer Satisfaction, Fast Food Industry, Service Quality, Consumer Preferences, Coimbatore

Introduction

The fast food industry has witnessed significant growth worldwide due to the convenience, affordability, and variety of food it offers. In today's fast-paced lifestyle, customers, particularly urban dwellers, prefer quick-service restaurants (QSRs) to meet their food needs. The increasing demand for fast food has led to fierce competition in the industry, compelling businesses to focus on delivering high-quality products and enhancing customer satisfaction.

Customer satisfaction plays a pivotal role in the success of the fast food industry, as it directly influences customer loyalty, word-of-mouth recommendations, and repeat visits. Factors such as food quality, service speed, pricing, hygiene, ambiance, and staff behavior contribute significantly to customers'

experiences. Understanding customer satisfaction in the fast food sector helps businesses identify strengths, address weaknesses, and implement effective strategies to enhance customer retention.

This study aims to explore the factors affecting customer satisfaction and analyze their impact on the fast food industry to provide valuable insights for businesses in a competitive market.

Statement of the Problem

The fast food industry, while growing rapidly, faces several challenges in meeting and maintaining high customer satisfaction levels. With increasing competition, changing customer preferences, and rising expectations for food quality and service, businesses must adapt to meet these demands. Issues such as inconsistent service, food quality concerns, pricing dissatisfaction, and poor hygiene can lead to negative customer experiences and a decline in business.

Moreover, customer loyalty in the fast food industry is highly dependent on their level of satisfaction, making it essential for businesses to address concerns proactively. This study aims to identify the key factors influencing customer satisfaction, understand customer expectations, and provide actionable insights to overcome challenges. The findings of this research will help fast food businesses enhance customer satisfaction, build loyalty, and gain a competitive edge in the market. To examine the role of staff behavior and restaurant ambiance in enhancing customer satisfaction.

Objectives

1. To identify the factors that influence customer satisfaction in the fast food industry.
2. To evaluate customer perceptions regarding fast food industry.
3. To analyze the impact of pricing and menu variety in Coimbatore city.

Review of Literature

1. **Dr.M.Ashok Kumar , S.Radhika (2013)** To analyse the customer opinion towards fast food 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 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.The following statistical tools were used in the study.a) Percentage analysis , b) Chi- square analysis , c) Analysis of variance (ANOVA) . The majority of the respondents were spend below Rs.200 on fast foods per month The majority of the respondents visit the fast food outlet for taste.The majority of the respondents prefer chat items.The majority of the respondents choose taste as reason for the choice of favorite fast food item 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.
2. **Ms.A.Kavya , Dr.S.Renugadevi (2013)** To study the satisfaction level of the customers on fast-food centres during Covid-19.The Pandemic of corona virus disease (Covid-19) and lockdown measures which were implemented in many countries in order to control the virus transmission, had negatively influenced the lifestyle of millions of people worldwide. Fast-Food restaurants are responding to changing consumer tastes during the corona virus pandemic. Some restaurants are focusing on expanding their takeout and drive-through businesses. The study focuses on preference and satisfaction level towards fast food centres during Covid-19 with special reference to Coimbatore city. Based on primary data from 120 respondents following Judgement sampling method, Simple Percentage Analysis have been used a research tool. A well-structured

questionnaire was administered to analyze the Customer satisfaction towards the fast-food centres in Coimbatore during Covid-19.

3. **Sukumar A, Gokul C (2013)** A Study on Consumer Satisfaction in “Fast-Food Service” with special Reference to McDonalds in Coimbatore. The study is focused on the people who already the customer of McDonalds. The sample involves 100 responses of customers from Coimbatore city and the type of questionnaire used was structured mailed Questionnaire. In this study, the author used t-test to analyse the hypothesis. To study the problems faced by the customers in various varieties of product. To analyse the consumer satisfaction of McDonald's. The most common respondents share their experience are satisfied with service (Ranked first) and followed by Delivery, product, Offers and Discounts and Price. The consumers suggests that the improvement must be made on service and delivery. McDonald's mainly concentrates on the taste, quality, location and price. These are the major determinants of satisfaction level of their customers. It has been concluded from the study that the quality of McDonald's secures the top position among all other satisfaction determinants. The restaurant should be automated and whatever be the change in menu or type of foods, they must be careful in providing their customers healthy and nutritional food.
4. **Ms.V. Sindhu ,Duvelsy Jeba D (2024)** To analyse the level of satisfaction consumed by preferring fast food. The study is mainly done for getting knowledge and ideas about fast-food. The demand for fast-food is increasing very rapidly. This study identifies the factors which influence the consumers towards the purchase of fast-food. 'Eat healthy and live healthy' is one in all the essential necessities for a long life. Sadly, today's world has been adapted to a system of consumption of foods that has many adverse effects on health. It will reach nearly US\$ 10 Billion in 2019. Foreign investment holds about one-fourth of total investment made in this sector. Many people ignore eating of fast food due to lack of nutritional content. This study attempts to reveal the consumer buying pattern of fast food. It revealed that expenditure on fast food is dependent on income, occasion of consumption, and items we consume. 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 also the factors that need to be improved.

Research methodology

The research methodology for evaluating customer satisfaction in the fast food industry involves defining the problem and identifying key satisfaction factors like food quality and service speed. Percentage analysis is used to identify overall satisfaction trends, while Chi-square tests examine relationships between age group and menu varieties. ANOVA compares satisfaction across groups, revealing significant differences. These analyses provide insights to improve service quality in the industry.

DATA ANALYSIS AND INTERPRETTION:**PERCENTAGE ANALYSIS**

S.no	Particulars	Classification	No of respondents	%
1	Age group	Below 20 years	58	58%
		21 – 30 years	20	20%
		31 – 40 years	10	10%
		Above 41 years	12	12%
		Total	100	100%
2	Gender	Male	36	36%
		Female	64	64%
		Total	100	100%
3	Educational qualification	School level	8	8%
		Under Graduate	74	74 %
		Post Graduate	6	6%
		Diploma	8	8 %
		Professional	4	4%
		Total	100	100%
4	Area of living	Rural	8	8%
		Urban	86	86%
		Semi – urban	6	6%
		Total	100	100%
5	Occupation	Student	64	64%
		Government Employee	16	16%
		Private Employee	12	12%
		Business	8	8%
		Total	100	100%
		6	Marital status	Married
Unmarried	80			80%

		Total	100	100%
7	Monthly Income	Below 10,000	28	28%
		10,001 – 20,000	40	40%
		20,001 – 30,000	18	18%
		30,001 – 40,000	6	6%
		Above 40,000	8	8%
		Total	100	100%
8	Amount spent on fast food	Rs. 200	8	8%
		Rs. 300	14	14%
		Rs. 400	50	50%
		Rs. 500	12	12%
		More than Rs.500	16	16%
		Total	100	100%
9	Favourite fast food place	KFC	34	34%
		Mc Donalds	24	24%
		Dominos	22	22%
		Burger king	12	12%
		Pizza Hut	8	8%
		Total	100	100%

The above table shows majority 58% of the respondents are below the age group of 20, 64% of the respondents are Female, 74% of the respondents are Undergraduate, 86% of the respondents are Urban area, 64% of the respondents are Students, 80% of the respondents are Unmarried, 40% of the respondents are having monthly income of 10001 – 20000, 50% of the respondents are spending 400 on fast food and 34% of the respondents are having KFC at favourite fast food

CHI-SQUARE TEST
TABLE NO: 1- Age Group and Menu varieties

Age group & Menu varieties in Fast Food							
	Fast food is satisfied						Total
		SA	A	NA OR D	D	SD	
Income	Below 20 years	10	3	2	0	0	15
	21 – 30 years	9	8	0	0	0	17
	31 – 40 years	0	0	9	0	0	9
	41 – 50 years	0	0	0	6	0	6
	Above 50 years	0	0	0	0	3	3
Total	15	17	9	6	3	50	

Chi - square tests				
	Values	Df	Asymp. sided)	Sig(2-
Pearson Chi- Square	1.642E2a	12	.000	
Likelihood Ratio	152.943	12	.000	

INTERPRATION:

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis.

So, there is no significant difference between age group and menu varieties.

ANALYSIS OF VARIENCE (TWO-WAY ANOVA)

H₁: There is no relationship between Age and Reasons for choosing the favourite fast food items

H₀: There is a relationship between Age and Reasons for choosing the favourite fast food items

TABLE NO: 2 Relationship between age and Reasons for choosing the favourite 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 favourite 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:

Hence the value is more than 0.05, we reject null hypothesis and accept alternate hypothesis.

So, there is no significant difference between age and reasons for choosing the favourite fast food items.

Findings

- Majority 58% of the respondents are below the age group of 20
- The above table shows majority 64% of the respondents are Female\
- The above table shows majority 74% of the respondents are Undergraduate
- The above table shows majority 86% of the respondents are Urban area
- The above table shows majority 64% of the respondents are Students
- The above table shows majority 80% of the respondents are Unmarried
- The above table shows majority 40% of the respondents are having monthly income of 10001 – 20000
- The above table shows majority 50% of the respondents are spending 400 on fast food
- The above table shows majority 34% of the respondents are having KFC at favourite fast food

Suggestions

To enhance customer satisfaction in the fast food industry in Coimbatore, it is essential to focus on multiple factors that influence consumer behavior and preferences. First, understanding key satisfaction drivers such as food quality, service efficiency, hygiene, ambiance, and convenience is crucial. Additionally, evaluating customer perceptions can provide insights into expectations regarding taste, portion size, speed of service, and digital ordering convenience. Given the price sensitivity of consumers in Coimbatore, competitive pricing strategies should be employed to attract a broader customer base. Offering value-for-money combos, seasonal discounts, and loyalty programs can enhance customer retention. Furthermore, menu variety plays a significant role in catering to diverse preferences, including vegetarian, vegan, and health-conscious options, which are gaining popularity. Customization options, such as spice levels and portion sizes, can also improve customer experience. Collaborating with food delivery platforms can expand market reach and cater to busy customers who prefer home delivery. Lastly, implementing sustainable practices, such as eco-friendly packaging and waste management, can positively influence environmentally conscious consumers. By addressing these aspects strategically, fast food businesses in Coimbatore can improve customer satisfaction, loyalty, and long-term success.

Conclusion

The fast food industry in Coimbatore has witnessed rapid growth, driven by changing consumer preferences and urban lifestyles. The research identifies that taste, service quality, hygiene, pricing, and menu variety play a crucial role in shaping customer satisfaction. Customers in Coimbatore prefer fast food outlets that offer affordable pricing, quick service, and diverse menu options catering to various tastes and dietary preferences. The availability of a widerange of menu items, including regional and international cuisines, enhances customer satisfaction and encourages repeat visits. Additionally, ambiance and customer service contribute to the overall dining experience, influencing perceptions about fast food brands. Customers in Coimbatore also value online ordering and digital payment options, highlighting the importance of technology integration in the fast food industry. The study concludes that for fast food businesses to sustain and grow in the competitive market of Coimbatore, they must focus on quality, affordability, service efficiency, and customer engagement strategies. Understanding customer preferences and continuously adapting to market trends will enable fast food outlets to build strong brand loyalty and long-term customer relationships.

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