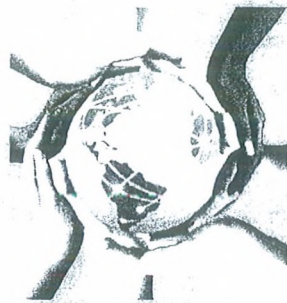


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A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS
FAST FOOD INDUSTRIES IN MADURAI DISTRICT

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ABSTRACT

The fast food industry is still a large and diverse industry with plenty of opportunity. As one would hope, challenge is being answered with innovation, and fast food franchises are responding with new offerings, pricing and strategies to lure consumers back in. Non-traditional fast food franchises are springing up and gaining traction, and more creativity will always be welcome! Consumers are now on the look-out for new ways to eat fast and healthy. And as the industry continues to evolve and the economy strengthens, fast food franchise profitability will continue to grow. The main objectives of study to identify the overall satisfaction level among the customers in Fast food Centre. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer perception towards Fast food products. This study mainly depends upon the primary data which have been collected from 600 respondents during the month of January and February 2012. The raw data collected and carefully classified, edited and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likerts scale, and calculate the Chi square, Descriptive, Garrett Ranking methods were used for this research.

Key words: consumer, analysis, satisfaction level, fast food, interpretation.

INTRODUCTION

In today's world, Fast food is something that almost everyone, right from kids to the oldies, loves, and talks about fast food, and the mention of fast food products is almost inevitable. Fast food is one of the world's fastest growing food types. The fast food industry is still a large and diverse industry with plenty of opportunity. As one would hope, challenge is being answered with innovation, and fast food franchises are responding with new offerings, pricing and strategies to lure consumers back in. Non-traditional fast food franchises are springing up and gaining traction, and more creativity will always be welcome! Consumers are now on the look-out for new ways to eat fast and healthy. And as the industry continues to evolve and the economy strengthens, fast food franchise profitability will continue to grow. The fast food industry, also known as Quick Service Restaurants (QSR), has been serving up tasty morsels for as long as people have lived in cities. The modern system of fast food franchising is believed to have started in the mid 1930's when Howard Johnson franchised his second location to a friend as a means to expand operations during the Great Depression. And oh how it has grown! As cars became commonplace, the drive-thru concept brought explosive growth to the idea of food-on-the go. "Fast Food" was added to the Merrion-Webster dictionary in 1951 and U.S. fast food companies are now franchised in over 100 countries. In the U.S. alone there are over 200,000 restaurant locations! Revenue has grown from \$6



billion in 1970 to \$160 billion last year, an 8.6% annualized rate. Fast food franchises focus on high volume, low cost and high speed product. Frequently food is preheated or precooked and served to-go, though many locations also offer seating for on-site consumption. For stands, kiosks or sit-down locations, food is standardized and shipped from central locations. Consumers enjoy being able to get a familiar meal in each location, and menus and marketing are the same in every location.

Fast food is one of the world's fastest growing food types. India is seeing rapid growth in the fast food and restaurant industries. It now accounts for roughly half of all restaurant revenues in the developed countries and continues to expand. The trend is radically changing the way people eat in India. Based on rising disposable income, changing consumer behaviour and favourable demographics, India is witnessing a tremendous growth in its fast food and restaurant industries. Additional reasons include exposure to western cuisine, the rising number of nuclear families and growth in the number of employed women, which are also having a significant impact on the eating out trends and growth of the fast food industry in the country. For a nation that is particular about its food and significantly fond of home cooked and fresh food, this trend is showing the globalisation of India and increase of new markets not witnessed in India before. With increasing number of people eating out the industry offers major opportunities to the players to capture a larger consumer base. As a result of the trend, all the international food players like Pizza Hut, Dominos, McDonalds and KFC are investing huge amount of money to grab a share of this highly lucrative market. Pizza Hut has 143 stores across 34 cities in India. A report by *Research on India* has found that traditionally, the Indian consumers have been eating at roadside eateries, dhabas and stalls which still occupy a major share of the unorganised sector, where fast food has been eaten traditionally. However, with the changes in the economy of the country and injection of modern employment from the West, the non-home food market has now changed.

OBJECTIVES OF STUDY

The objective of the study can be laid down as follows

- To examine the factors influence to purchase of Fast food products.
- To identify the overall satisfaction level among the customers in Fast food Centre.

COLLECTION OF DATA

The purpose of this section is to explain the methodology adopted to achieve the objective of the study. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and analysis consumer perception towards Fast food. The researcher has analysis the product purchase, reason for purchasing, amount spent for purchasing fast food products and their opinion about the product, quality, quantity, Topping, colour, price, taste and their suggestion for improving Fast food. The secondary data were collected from Books, Journals, Newspapers, published articles and websites. This mainly depends upon the primary data which have been collected from 600 respondents during the month of January and February 2012. The consumers are classified on the basis of age, gender, income.



STATISTICAL TOOLS:

The raw data collected and carefully classified, edited and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of percentage Some of the questions was scored on five point Likerts scale, and calculate the Chi square, Descriptive, ANOVA, Garrett Ranking methods were used for this research.

Age of the fast food consumers and their satisfaction level.

Age of the consumers is an important factor which determines the level of satisfaction of consumption of products in fast food restaurants/hotels/street shops. Age is

one of the important components to handle to present situation according to the past experience. The age wise classification of consumers and their level of satisfaction of fast food restaurants/hotels/street shops were presented in the table no 1.

Table 1

Age and level of satisfaction of customers towards fast food restaurants/Hotels				
AGE	Customers Satisfaction Level			TOTAL
	Low	Medium	High	
Below - 20	13	24	10	47
	27.65	51.07	21.28	7.83
20- 30 years	89	117	73	279
	31.90	41.90	26.20	46.50
30-40 years	44	65	35	144
	30.60	45.10	24.30	24.00
40-50 years	25	54	24	103
	24.30	52.40	23.30	17.17
50 and above	7	10	10	27
	25.90	37.00	37.00	4.50
Total	178	270	152	600
	29.70	45.00	25.30	100.00

It explain the above table 1 out of 600 respondents, the overall majority of 279 respondent who have belonging to the age group of 20-30 years, among those the majority of (117) 41.90 Percentage of the respondents having medium level of satisfaction to consumption of fast food product, followed that (89) 31.90 percentage of the respondents having the low level of satisfaction, followed that the (73) 26.20 percentage of the respondents having high level of satisfaction.

Null Hypothesis: The Satisfaction level of consumers is influenced by age of customers.



Table 1.1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.388 ^a	8	.604
Likelihood Ratio	6.248	8	.620
Linear-by-Linear Association	.944	1	.331
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.84.			

The table 1.1 shows that the calculated value is more than the tabulated value and hence the null hypothesis is rejected. It is concluded that the satisfaction level is not influenced by age of fast food consumers.

Gender and level of satisfaction of consumers towards fast food Restaurants

Classification of the respondents based on gender and level of satisfaction towards the various services offered by fast food industries presented in the table 2

SEX and level of satisfaction of customers towards fast food restaurants/Hotels				
Sex	Customers Satisfaction Level			Total
	Low	Medium	High	
Male	135	186	102	423
	31.90	44.00	24.10	100.00
Female	43	84	50	177
	24.30	47.50	28.20	100.00
Total	178	270	152	600
	29.70	45.00	25.30	100.00



It could be understood the above table 2 out of 600 respondents majority of (423)70.50 percentage of the respondents are male consumers, among those the majority of (186) 44.00 percentage of the respondent have medium level of satisfaction, continued that (135)31.90 percentage of the respondents seems to be low level of satisfaction and the remaining of (102) 24.10 percentage of the respondents have high level attitude.

Educational qualification of respondents and their level of satisfaction towards fast food industries

The following table explains the satisfaction level of fast food customers in Madurai district. The table explain the classification of educational qualification of consumers and level of satisfaction of fast food consumers in Madurai district.,

Table .3 Education and level of satisfaction of customers towards fast food restaurants/Hotels

Educational qualification	Customers Satisfaction Level			Total
	Low	Medium	High	
school level	20	34	16	70
	28.60	48.60	22.90	100.00
Diploma/ITI	26	39	20	85
	30.60	45.90	23.50	100.00
Under Graduate	70	102	55	227
	30.80	44.90	24.20	100.00
Post Graduate	40	67	38	145
	27.60	46.20	26.20	100.00
Professionals	22	28	23	73
	30.10	38.40	31.50	100.00
Total	178	290	152	600
	29.70	45.00	25.30	100.00



It is pertinent to note that out of 600 respondents the majority of (227) 37.83 percentage of the respondents who have studied upto under graduate level, among those 44.90 percentage of the respondents seems to be medium level of satisfaction , followed that 30.80 percentage of the respondent have low level of satisfaction, remaining of 24.20 percentage of the respondents have high level of satisfaction.

Income of the sample respondents and level of satisfaction towards fast food industry.

Income	Customers Satisfaction Level			Total
	Low	Medium	High	
Below 1 Lakh	94	156	87	337
	27.90	46.30	25.80	100.00
1lakh-3lakh	42	47	36	125
	33.60	37.60	28.80	100.00
3lakh – 5lakh	24	46	17	87
	27.60	52.90	19.50	100.00
Above 5 lakh	18	21	12	51
	35.30	41.20	23.50	100.00
Total	178	270	152	600
	29.70	45.00	25.30	100.00

Source; primary data

Income of the respondents is important factors to determine the capability of purchase behavior. The income of the sample respondents and level of satisfaction towards fast food industries/restaurants/hotels presented in the below table.

It is clear from the above table 5 out of 600 respondents the majority of 337 sample respondents coming under the below 1,00,000 income category, among those 46.30 percentage of the respondents have medium level of satisfaction, 27.90 percentage of the respondents have low level of satisfaction and 25.80 percentage of the respondent have high level of satisfaction . the next majority 125 respondents come under in-between 1lakh -3 lakhs among those majority of 37.60 percentage of the respondents have medium level of satisfaction,33.60 percentage of the respondents have low level of satisfaction and 28.80 percentage of the respondents have high level of satisfaction towards fast food industry.



Period of Consumption	Customers satisfaction level			Total
	Low	Medium	High	
Below 5 years	84	125	78	287
	29.30	43.60	27.20	100.00
5-10 years	37	56	30	123
	30.10	45.50	24.40	100.00
10-15 yers	33	52	24	109
	30.30	47.70	22.00	100.00
More than 15 yers	24	37	20	81
	29.60	45.70	24.70	100.00
Total	178	270	152	600
	29.70	45.00	25.30	100.00

The

above table depicts that out of 600 sample respondents the majority 287 respondents purchased fast food products less than 5 years. Among those the majority of 43.60 have medium level of satisfaction due to consumption of fast food products 29.30 percentage of the respondents have low level of satisfaction and the remaining of 27.20 percentage of the respondents have high level of satisfaction of fast food consumption of fast food restaurants in Madurai district. The next majority of 123 sample respondents purchased fast food products between 5 – 10 years.

Findings:

- The overall majority of 279 respondent who have belonging to the age group of 20-30 years, among those the majority of (117) 41.90 Percentage of the respondents having medium level of satisfaction to consumption of fast food product.
- out of 600 respondents majority of (423)70.50 percentage of the respondents are male consumers, among those the majority of (186) 44.00 percentage of the respondent have medium level of satisfaction.
- The majority of (227) 37.83 percentage of the respondents who have studied upto under graduate level, among those 44.90 percentage of the respondents seems to be medium level of satisfaction.
- out of 600 respondents the majority of 337 sample respondents coming under the below 1,00,000 income category, among those 46.30 percentage of the respondents have medium level of satisfaction, 27.90 percentage of the respondents have low level of satisfaction and 25.80 percentage of the respondent have high level of satisfaction.



➤ The majority 287 respondents purchased fast food products less than 5 years. Among those the majority of 43.60 have medium level of satisfaction due to consumption of fast food products.

➤ 600 sample respondents the majority 287 respondents purchased fast food products less than 5 years. Among those the majority of 43.60 have medium level of satisfaction.

Conclusion

It is evident from the study that majority of the consumer have visited different restaurant at different times they are satisfied at minimum level of satisfaction only. From the study majority of people are male who visit to restaurant and mostly are youngster. The majority 287 respondents purchased fast food products less than 5 years. The consumers majority coming under the below 1,00,000 income category, among those 46.30 percentage of the respondents have medium level of satisfaction only. So the restaurant owner has to take steps to retain the customer and make them a permanent customer to offer more facilities to customers they are needed. Majority of respondent came to know about the restaurant through their friends. So try to create more awareness through an advertisement and other media.

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