

A Study on the Influence of Advertising of Fast Foods in Coimbatore City

By

Anitha. K

(16PTA003)

Thesis Submitted to

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore- 641043**

In Partial Fulfillment of the Requirements for

Master Degree

in

MASTER OF BUSINESS ADMINISTRATION

(TOURISM AND TRAVEL MANAGEMENT)

April, 2018

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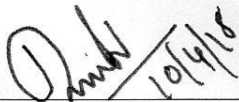
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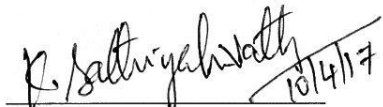
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ACKNOWLEDGEMENT

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CHAPTER-1 INTRODUCTION

Chapter- 1

Introduction

1.1 Tourism

Tourism is the act of travel for primarily leisure purposes, and also refers to the providing of services in support of this act. According to the World Tourism Organization, tourists are people who "travel to and stay in places outside their usual environment for not more than one sequential year for leisure, business and other purposes not related to the exercise of an activity rewarded from within the place visited". Tourism, however long its incident time, has become an tremendously popular, global activity. In 2004, there were over 763 million international tourist entrances.

As a service industry, tourism has many tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure.

Tourism is vital for many countries, due to the income made by the consumption of goods and services by tourists, the taxes charged on businesses in the tourism industry, and the opportunity for employment and economic development by working in the industry. For these reasons NGOs and government agencies endorse a specific region as a tourist destination, and support the development of a tourism industry in that area. The modern marvel of mass tourism result in over development, however alternative forms of tourism such as ecotourism pursue to avoid such outcomes by pursuing tourism in a sustainable way. The terms tourism and tourist are sometimes used critically to imply a shallow interest in the cultures or locations visited by tourists.

Tourism impacts can be grouped into three main categories:

1. Economic
2. Social
3. Environmental.

These impacts are analyzed using data gathered by businesses, governments, and industry organizations. Some impacts gain more attention than others. It is also important to recognize that different groups and communities are impacted differently.

1.2 Components of Tourism

1.2.1 Accessibility (Reachability/Transportation):-

One of the main components of tourism, accessibility, refers to the ability for tourists to get to the destination. Accessibility in tourism is how easy it is for the tourist to access or get to the desired destination. This mostly includes transportation, which needs to be regularly arranged, economical, safe and comfortable. Depending on the destination, this includes cars and buses, boats and ships, trains and airplanes. The transportation should be there for all kinds of tourists and destinations. It is means by which a tourist reaches the area where the attractions are located.

1.2.2 Accommodation:-

The second component of tourism is accommodation. This means that tourists have a place to stay upon reaching the destination and a way to get food. Much like accessibility, accommodation also needs to be economical, safe and comfortable. The type of accommodation also varies according to the location. Other accommodations include hotels and motels. Accommodation plays a vital role and is very basic to tourist destinations.

The demand for accommodation away from one's home is met by a variety of amenities. It is a place where tourist can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from seven star deluxe hotels to a normal budget class hotel. The accommodation and other facilities tribute the attractions. The range and type of accommodation is quiet varied and has undergone large change since the last half century. There has been a decline in the use of boarding houses and small private hotels.

1.2.3 Attraction:-

The third and possibly most important component of tourism is attraction. This means that the destination needs to have some draw that makes tourists want to visit. In some cases the draw is pretty, like mountains and lakes. In other cases the draw might be historical consequence. Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another.

Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Location is basic component of tourism. The location may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. The attractions could be like cultural sites and areas of archeological interests, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fair, displays, arts and music festivals, games etc.

1.3 Hospitality Industry

The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and one-use income. A hospitality unit such as a restaurant, consists of multiple groups such as facility preservation and direct operations (servers, housekeepers, porters, Kitchen workers, bartenders, management, marketing, and human resources. Usage rate, or its converse "vacancy rate", is an important variable for the hospitality industry.

1.3.1 Hospitality Services

The sectors in hospitality services include, are Food and service management, Bars, Nightclubs, Amusement parks, hotels, Motels, Hostels, Restaurants, Self-catering accommodation, Holiday centers and, Travel agent. The sector at present employs about 2.5 million people and provides support to other industries, like hotels and restaurants to educational formations. Hospitality Industry in India: The Indian tourism and hospitality industry has materialized.

1.4 Tourism and Hospitality Industry In India

The terms tourism and hospitality are co-related and grouped together as a single industry. However these both hospitality and tourism businesses are viewed as two individual sectors. There exist overlap between these two. Tourism is defined as the persons travel and goes for the places outside of their usual environment for less than one year to achieve their business purpose and for leisure; they are not employed there on visiting places.

The Indian tourism and hospitality industry has occurred as one of the key drivers of growth among the services sector in India. The Tourism and Hospitality industry is predictable to generate 13.45 million jobs across sub-segments such as Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tour Operators (0.66 million). The Ministry of Tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students as well as confirming and promotion skills of existing service providers.

The Indian tourism and hospitality industry has materialized as one of the key drivers of growth among the services sectors in India. It contributes to 6.23 percent to the National GDP and 8.78 percent of the total employment in the country. Constant alteration, functional growth and improving standards have gained the hospitality industry of India approval all over the world.

1.5 Environmental Impacts of Tourism

Tourism relies on the natural environment in which it operates. In some destinations, there is a great appreciation of the environmental incomes as the source of the tourism industry, and as such there are environmental guard policies and plans in place. Tourism has helped to save many gentle ecologies and their flora and fauna. Preservation of these important resources benefits not only the tourist but also the local residents as well.

The environmental impacts of tourism can reach beyond local areas and have an effect on the global ecology. One example is increased air travel, which is often identified as a major funder to climate change.

1.5.1 Forms of Tourism:

For the past few decades other forms of tourism, also known as place tourism, have been becoming more popular, particularly:

- **Adventure Tourism:** tourism involving travel in rough regions, or exploratory sports such as climbing and trekking (tramping).
- **Agri Tourism:** Farm based tourism, helping to support the local agricultural economy.
- **Ancestry Tourism:** (also known as genealogy tourism) is the travel with the aim of tracing one's ancestry, visiting the birth places of these families and sometimes getting to know distant family.
- **Armchair Tourism and Virtual Tourism:** not travelling physically, but exploring the world through internet, books, TV, etc.
- **Audio Tourism:** Includes audio walking tours and other audio guided forms of tourism including museum audio guides and audio travel books. Bookstore Tourism is a popular effort to support autonomous bookstores by promoting them as a travel destination.
- **Creative Tourism** is a new form of tourism that allows visitors to develop their creative possible, and get closer to local people, through informal contribution in hands-on workshops that draw on the culture of their holiday destinations.
- **Cultural Tourism:** Includes urban tourism, visiting historical or exciting cities, and feeling their cultural heritages. This type of tourism may also include specialized cultural experiences, such as art museum tourism where the tourist visits many art museums during the tour, or opera tourism where the tourist sees many operas or concerts during the tour.
- **Dark Tourism:** Is the travel to sites associated with death and pain. The first tourist agency to specialise in this kind of tourism started with trips to Lakehurst, New Jersey, the scene of the Hindenburg airship ruin.
- **Disaster Tourism:** Travelling to a disaster scene not chiefly for helping, but because it is interesting to see. It can be a problem if it delays rescue, relief and repair work.
- **Drug Tourism:** Travel to a country to find or consume drugs, either legally or illegally.
- **EcoTourism:** Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale

alternative to standard commercial mass tourism. It means responsible travel to natural areas conserving the environment and improving the well-being of the local people.

- **Educational Tourism:** May involve travelling to an education institution, a woody retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.
- **Extreme Tourism:** Extreme tourism is a niche in the tourism industry involving travel to dangerous places (mountains, jungle, deserts, caves, canyons.) or participation in dangerous events. Extreme tourism overlaps with extreme sport.
- **Free Independent Traveler:** A sector of the market and idea of constructing a vacation by sourcing one's own components e.g. accommodation, transport.
- **Gambling Tourism:** e.g. to Atlantic City, Las Vegas, Palm Springs, California, Macau or Monte Carlo for the purpose of gambling at the casinos there.
- **Garden Tourism** visiting botanical gardens famous places in the history of gardening, such as Versailles and the Taj Mahal.
- **Heritage Tourism:** Visiting historical (Rome, Athens, Cracow) or industrial sites, such as old canals, railways, battlegrounds, etc.
- **Health Tourism:** Usually to escape from cities or release stress, perhaps for some 'fun in the sun', etc. Often to Sanatoriums or "health spas".
- **Hobby Tourism:** Tourism alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby. Examples might be garden tours, amateur radio DX-peditions, or square dance cruises.
- **Inclusive Tourism:** Tourism marketed to those with functional limits or debilities. Referred to as "Tourism for All" in some regions. Destinations often employ Universal Design and Universal Destination Development principles.
- **Medical Tourism:** e.g.: For what is illegal in one's own country, such as abortion or euthanasia for advanced care that is not available in one's own country in the case that there are long waiting lists in one's own country
- **Pop-culture Tourism:** Tourism by those that visit a particular location after reading about it or seeing it in a film.
- **Perpetual Tourism:** Wealthy individuals always on vacation; some of them, for tax purposes, to avoid being resident in any country.

- **Pilgrimage Tourism:** Pilgrimages to ancient holy places (Rome and Santiago de Compostela for Catholics, temples and stupas of Nepal for the Hindus and Buddhist, Mount Athos or Painted churches of northern Moldavia for the Orthodox), religious sites such as mosques, shrines, etc.
- **Space Tourism:** Traveling in outer space or on spacecraft. Vacilando is a special kind of traveling for whom the process of travelling is more important than the destination.
- **Sustainable Tourism :** Is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment society and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, sustenance and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives).
- **Wine Tourism :** The visiting of growing regions, vineyards, wineries, tasting rooms, wine festivals, and similar places or events for the purpose of consuming or purchasing wine.

2.1Fast Food Fast food restaurants highlight speed of service. Operations range from small-scale street vendors with food carts to multi-billion dollar companies like McDonald's and Burger King. A fast food restaurant, also known as a quick service restaurant (QSR) within the industry, is a specific type of restaurant that serves fast food cuisine and has minimal table service. The food served in fast food restaurants is typically part of a "meat-sweet diet", offered from a limited menu, cooked in bulk in advance and kept hot, over and packaged to order, and usually available for take away, though seating may be provided at the restaurant. Fast food restaurants are typically part of a restaurant chain or franchise operation that provisions homogenous ingredients and/or partially prepared foods and supplies to each restaurant through controlled supply channels. Fast food is a mass-produced food that is prepared and served very quickly. The food is typically less nutritionally valuable compared to other foods and dishes. While any meal with low preparation time can be considered fast food, typically the term refers to food sold in a restaurant or store with frozen, heated or precooked ingredients, and served to the customer in a packaged form for take-out/take-away.

Fast food restaurants are traditionally well-known by their ability to serve food via a drive-through. Outlets may be stands or kiosks, which may provide no shelter or seating, or fast

food restaurants (also known as quick service restaurants). Franchise operations that are part of restaurant chains have standardized foodstuffs shipped to each restaurant from central locations.

2.1.1 KFC(Kentucky Fried Chicken)

KFC, until 1991 known as Kentucky Fried Chicken, is an American fast food restaurant chain that specializes in fried chicken. Headquartered in Louisville, Kentucky it is the world's second-largest restaurant chain (as measured by sales) after Mc Donald's with almost 20,000 locations globally in 123 countries and territories as of December 2015. KFC is a fast food restaurant chain headquartered in Louisville, Kentucky, United States. The majority of outlets are operated on a franchise basis, with a majority operated directly by the company itself. KFC has been the target of an ongoing campaign by the animal rights organization PETA, although company executives have protested that the chain is unfairly singled out for criticism. The chain has also been accused by Greenpeace of contributing to the destruction of the world's rainforest with unsustainably sourced cardboard and paper packaging.

2.1.2 Mc Donalds

Mc Donald's also referred to as Mickey D' is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries. It is headquartered in the United States, the company began in 1940 as a barbecue restaurant operated by Richard and Maurice Mc Donald; in 1948 they reorganized their business as a hamburger stand using production line principles.

A Mc Donald's restaurant is operated by a franchise, an affiliate, or the corporation itself. The corporation's revenues come from the rent, royalties and fees paid by the franchisees as well as sales in company operated restaurants. Mc Donald's revenues grew 27 percent over the three years ending in 2007 to 422.8 billion and 9 percent growth in operating income to 43.9 billion.

2.1.3 Subway

Subway is a privately held American fast food restaurant franchise that primarily purveys submarine sandwiches (subs) and salads. Subway is one of the fastest-growing franchises in the world and, as of June 2017, has approximately 45,000 stores located in more than 100

countries. More than half of the stores are located in the United States. It is the largest single-brand restaurant chain and the largest restaurant operator in the world. Founders are Fred Deluca and Peter Buck. Subway main operation office is in Milford, Connecticut: five regional centers support subways growing international operation. The regional offices for European franchise are located in Amsterdam, Netherlands, the Australia and New Zealand locations are supported from Brisbane, Australia. In Asian location are supported firm offices located in Beirut, Lebanon, Malaysia, Singapore and India.

2.1.4 Burgerking

Burger King (BK) is an American global chain of hamburger fast food restaurants. Headquartered in the unincorporated area of Miami-Dade County, Florida, the company was founded in 1953 as Insta-Burger King, a Jacksonville, Florida based restaurant chain. Burger King has approximately 15,738 restaurants in 100 different countries, but almost half the locations are in the United States. In 2015 Burger King's revenue was reportedly \$4.05 billion. The main products sold by Burger King include burgers, chicken, French fries, pop, salads, desserts, and hot dogs.

2.1.5 Meat and Eat

Kavi group was incorporated in 1997 in Bangalore as a trading company selling poultry medicine and vaccines. The company later diversified into broiler integration. Kavi now has its own breeding farms, hatcheries, feed factories, commercial broiler farms producing 30 million kg of chicken per year, integrated farms across Kerala, Tamilnadu and Karnataka, a state-of-the-art processing unit, retail outlets and QSRs with an overall business turnover close to Rs. 400 crores.

Kavi is now a well-known brand in South India making its own benchmark in the poultry industry being associated and sharing its success with over 1000 farmers. **ME - Meat and Eat** in Bangalore, Krishnagiri, Hosur, Coimbatore, Tirupur, Trichy, Dharmapuri, Chennai, Salem. with upcoming projects in Assam, Indore, Calcutta, Andrapradesh, etc, having plans to progressively add new outlets to ensure a strong presence of the brand pan India.

2.1.6 Donuts

A doughnut or donut is a type of fried dough confectionery or dessert food. The doughnut is popular in many countries and prepared in various forms as a sweet snack that can be homemade or purchased in bakeries, supermarkets, food stalls, and franchised specialty vendors. The Ring King Jr., once America's most advanced automatic doughnut maker, had just been donated to the Smithsonian Institution by the Krispy Kreme Doughnut Corporation. Hanson Gregory, an American, claimed to have invented the ring-shaped doughnut in 1847 aboard a lime-trading ship when he was 16 years old. Gregory was dissatisfied with the greasiness of doughnuts twisted into various shapes and with the raw center of regular doughnuts. ring-shaped doughnut in 1847

2.1.7 Pizzahut

Pizza Hut is an American restaurant chain and international franchise founded in 1958 by Dan and Frank Carney. The company is known for its Italian-American cuisine menu including pizza and pasta, as well as side dishes and desserts. Pizza Hut has over 16,000 locations worldwide as of 2015. It is a subsidiary of Yum! Brands, Inc. one of the world's largest restaurant companies. He stuffed crust pizza was introduced on March 26, 1995. By the end of the year, it had become one of their most popular lines. There are regional differences in the products and bases The company has localized to Southeast Asia with a baked rice dish called Curry Zazzle On May 9, 2008, Pizza Hut created "The Natural" pizza, which featured natural ingredients and was sold in Seattle, Denver, and Dallas. This was discontinued on October 27, 2009, in the Dallas market Pizza Hut developed a pizza for use as space food, which was delivered to the International Space Station in 2001. It was vacuum-sealed and about 6 inches (15 cm) in diameter to fit in the station's oven. It was launched on a Soyuz and eaten by Yuri Usachov in orbit.

2.1.8 Grill Inn

Grill Inn is a quick service restaurant company with presence in India. It had been actively involved in hospitality and fast food business by operating many reputed franchise unit. The concept is the latest addition to our family of American inspired casual dining outlets and is the culmination of those years experience.

3.1 Advertising

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad" for short.

Commercial ads often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also be used to comfort employees or shareholders that a company is viable or successful.

3.2 TYPES OF ADVERTISING:

3.2.1 Television Advertising

Advertising on TV offers a number of benefits to businesses by incorporating sound, images and movement to make the whole package interesting for consumers. Ads that capture the attention of the audience can start consumers talking, effectively reaffirming the advertising message. In addition, cable advertising allows businesses to target very specific geographic areas at a lower cost than major network advertising. TV advertising delivery describes the process of getting an ad to air on television. The workflow usually involves the advertisers, creative agencies, post-production houses, media agencies, advertising delivery specialists & broadcasters. A television commercial is a form of advertising in which goods, services, organizations, ideas, etc. are

promoted via the medium of television. Most commercials are produced by an outside ad agency, and airtime is purchased from a channel or network in exchange for sponsorship of its programming.

3.2.2 Radio Advertising

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers. Advertisers pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience.

3.2.2.1 Benefits On Radio Advertisement

- Reach a large amount of people. Over 90% of Americans tune into the radio on a weekly basis, according to Nielsen.
- Radio is a local medium.
- Target your advertising.
- Reach people who can spend.
- Send your message through multiple mediums.
- Research proves that radio regularly reaches consumers within two hours of their largest purchase of the day.
- Radio is the only true mobile medium. In the car, at work, and at play wherever they go take with them.
- Passive forms of advertising simply list merchandise or tell you where a product is available. Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service. Today's hotly competitive marketplace demands an active medium.

3.2.3 Internet Advertising

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of advertising which uses the Internet to deliver marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

It includes email marketing, Social Media Marketing (SEM), many types of advertising like Web banner advertising and Mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

3.2.3.1 Various types in online advertising:

- Display Advertising
- Web banner Advertising
- Frame Advertising (traditional banner)
- Pop-ups/pop-unders
- Floating Advertising
- Expanding Advertising

3.2.4 Newspaper Advertising

Newspaper advertising includes publications such as national, local and community newspapers. According to Dun & Bradstreet, small businesses have an advantage over national businesses when it comes to newspaper advertising. Depending on the location of your business, advertising in a national newspaper such as "USA Today" might not make sense. If the goal of your business is to attract local customers, then advertising in a neighborhood or small local newspaper is an effective way to reach your target audience. The price of your print ad depends on the newspaper's popularity and your ad's size. With so many different ad sizes available, you can probably find a size that fits your budget. You also might have bargaining room with a small newspaper that you wouldn't have with a national newspaper.

3.2.4.1 Types of Newspaper Advertisement

- Display Ads
- Insert Ads
- Business card Ads
- Coupon Ads

3.2.5 Magazine Advertising

Magazine advertising includes advertising in regional and national magazines. Magazines present an effective way to brand your business. A magazine gives you freedom to focus on creating an ad that's visually appealing. Appearances might not count as much if your goal is to simply attract customers. However, appearances count when you're working to increase your visibility and build a public image. Magazine print ads run the gamut when it comes to cost. An ad can cost a few hundred dollars or anywhere from \$2,000 or more -- depending on the magazine. It's important to focus on advertising in magazines favored by your target audience. A national maternity magazine is probably not the best place to run a \$2,000 full-page color ad for your startup skateboard company. On the other hand, a \$800 display ad in a local magazine that targets skateboarders or teenagers might pay for itself.

3.2.7 Print Advertising

Additional print advertising methods include brochures and flyers. Brochures are sometimes found on display racks in public places. You might see flyers on windshields or inserted into newspapers. Postcard advertising also falls into the category of print advertising. One side of the postcard contains a print ad and the other side contains a mailing address. Postcards give you a chance to create a colorful, glossy ad for less than it would cost to advertise in a magazine. Your audience is also targeted because you send the postcard to specific people or businesses.

4.1 Need For The Study

Coimbatore is the largest city in the Kongunadu region. It is one of the fastest growing tier-II cities in India. Coimbatore is hub of mixture of various culture people. It has both ethnic and fast food restaurants. Not much of study has been done on awareness, customer preference and consummation of fast food restaurants in Coimbatore. Hence this study has been undertaken to find out the awareness of customer satisfaction and preference of the customers and provide quality services of selected fast food restaurants in Coimbatore.

4.2 Objectives of the Study

- To study the awareness of fast food restaurants among the residents in Coimbatore city.
- To study the customers dinning preferences about fast foods in Coimbatore city.

- To suggest effective measures to promote fast food restaurants and to provide quality service to the customers.

4.3 Scope for the Study

Generally this study focuses on to study the awareness about fast food restaurants in Coimbatore city. It also reveals the preferences, needs, choice, satisfaction of customer concerning the restaurant service also helps the fast food restaurants to know whether the existing product of services they are offering are really satisfying the customer needs and to find out whether the customers has perceived the expected services.

4.4 Limitation for the Study

Although the study was carried out with extreme passion and careful planning there are several limitations, which handicapped the research.

The limitations that could restrict the accuracy of the research finding are as follows:

- The research was carried out in the short span of time with a limited sample size 250 respondents.
- Respondent had marked the questionnaire which may be socially incorrect irrespective of the actual feeling cannot be accurate since the survey is subjected to the prejudice and prejudices of the respondents.
- Due to confidentiality of some information accurate response was not revealed by some of the respondents.

5.1 Chapertisation

The following chapter and content analysis will be applicable to the research study:

Chapter 1-Introduction:

In this chapter a holistic perspective is provided of the proposed research. The chapter provides brief introduction about Tourism, Tourist Attraction, places for the study , Need for the study, objectives of the study, Scope of the study, Research limitations.

Chapter 2- Review of literature :

In this chapter review of related literature is collected on Awareness on Advertising, Service quality and Customer satisfaction in tourism industry.

Chapter 3- Research methodology:

In this chapter, it provides the discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instrument and construct measurement (scale and operation definitions). Furthermore, it discusses about the data processing and data analysis.

Chapter 4-Analysis and Interpretation of Results:

In this chapter, data is analyzed in detail and interpreted in terms of the primary theme of the dissertation. The results of the analysis and its discussions are given to disclose the proposed research problem.

Chapter 5- Findings and Suggestion:

In this chapter the research is concluded. The finding of the study is summarized. It also proposes various suggestions for effective service quality.

CHAPTER – 2 REVIEW OF LITERATURE

Chapter-2

Review of Literature

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and do not report new or original experimental work. Also, a literature review can be interpreted as a review of abstract accomplishment. A literature review overviews articles, books and other sources relevant to a particular issue, area of research, or theory providing description, summary, and critical evaluation of each work. The purpose is to offer an overview of significance literature published on a topic.

2.1 Hotel Industry:

Prasain G.P. and Monsang K. O. (2014), Tourism industry, from which hotels are the main part, is service intensive, and consequentially depends heavily on its human resources. In each subsector, the highest investments, the most modern equipment and luxurious buildings will fail if the human or personnel aspect of the organization is not carefully taken care of. Human resources are the most important resource hotels have since when we talk of hospitality we talk of a service, where the person who delivers it, is a vital part. Both the client and supplier affect service and human resources development is the starting point for success in hospitality organizations.

Mathai R. (2014), Indian hotel industry is a boom with international and Indian owned hotel with domestic and foreign tourists in the country. Knowledgeable and skilled employees are proved to be an asset in hospitality industry. In order to enhance their competitiveness and skills, training and development of employees are essential. E-learning can be used by the management for rapid delivery of information, more reliable and better learning opportunities for employees. E learning has several advantages such as online testing of employees, user friendly design process, flexibility, self learning, and self practice and also software's can be updated.

Chawdhury B. (2013), Tourism can stimulate economic growth at local and national levels and promote the growth of agriculture, industry and service sectors. Tourism helps in the development of infrastructure through the construction of roads and tracks to different areas of

tourist attraction. Tourism can generate financial resources for conservation of the natural environment. Tourism can stimulate the development of the transport infrastructure which can stimulate access to and from different places.

Ghai A. and Rizwan S.A. (2013), The high pressure and overloaded working will affect the health conditions of the employees of this division due to stress built up. Recognition at all levels not only place of work but in society is missing. Hospitality should launch a programme where self esteem and overall image in the eye of internal environment and society in general should be improvised upon. Once these basic issues and barriers to motivation has been dealt for satisfaction of higher needs the studies have to be based on effects of media reporting, outside perception, and family and leisure involvement on employee's morale.

Gupta N. (2013), In the society tourism profession is regarded only as job of travel agents and tour-guide, tourism profession is not valued in the society and people working in tourism industry were not getting respect.. So awareness should be drawn in the society about the contribution of tourism in national economy and its importance as a source of revenue generation. And tourism professional should feel pride to be a part of one of the largest industry of the country.

Jain D. (2013), Every destination country is trying to attract more tourists by drawing the attention and growing the interest among the potential tourists through adopting effective marketing strategies. Promotion is an important element of marketing mix and plays a vital role in developing marketing strategies. Because of tourism is a field where the tourists want to know in advance about the attractions and facilities of the destination. Marketers need to provide such necessary information to the prospective tourists through different promotional measures and thus, try to motivate and attract them to the sponsor's destination.

Kalaskar P. (2013), In India the hotels are classified on the basis of general features and facilities offered, hence they are classified as five star deluxe, five star, four star, three star, two star, one star and heritage hotels. These are the classification given by Ministry of Tourism, Government of India. Every five years these ratings are put under review. The 5 star hotels are included in the premium and luxury segment, 3 and 4 star hotels are included in the mid market segment, 1 and 2 star hotels are included in the Budget hotels.

Popat K. (2013), Work in the area of Hotel Management involves ensuring that all operations, including accommodation, food and drink and other hotel services run smoothly. It includes instructions in hospitality administration, hotel or motel management, restaurant and food services management, facilities planning, leisure studies, recreation administration, marketing, recreation equipment and grounds operations and maintenance, business finance, insurance and taxation, event management and guest services, personnel management, travel and logistics management, safety and health services, professional standards and ethics, and applications to specific vacation types and locations.

Sharma A. and Kukreja S. (2013), Hospitality Industry is sharing a large portion in total tourist receipt. But still we are lacking behind in gaining expected foreign exchange and international tourist traffic from this sector. The major constraint in the expansion of international tourist traffic to India is non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number. Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

Ahmad T., et al. (2012), Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of client's satisfaction, confidence and the retaining of the clients of the State Hotel of India, it is clear that there is no company in the world dropped from defects and imperfect. Without doubt, every company should scrutinize and upgrade its plans despite of its success to identify the new strategies, which appropriate to the developed management surroundings, which specified the needs and desires of old, or new consumers.

Bagri S.C., et al. (2012), In an effort to increase guest satisfaction, hotels should make a concerted effort to increase employee satisfaction through policies and programs that these employees view as beneficial. Employee friendly policies and programs help to provide motivation. Motivation is considered to be a primary factor or variable that can act upon employees and inspire them to render effective service.

2.2 Advertisement

Hutter M. (2013), Social media phenomenon created many opportunities and challenges for companies. It has become an interactive channel that allows conversations between the company and consumers in addition to the conversation between the consumers. Moreover, consumers on social media changed from being passive and recipients to marketing messages into being able to actively create and influence it. Social media marketing transformed the communication process to be more customers centric, the value of the brands, products and services is now created through the interaction between the different stakeholders through social media.

Heinrichs L. (2011), Social media provides an interactive experience where individuals join together and exchange their experiences, reviews and opinions about different issues that they see in their lives. In addition, they exchange their reviews about the goods and services which they consume.

Silva-Rosso, Srinivasan and Hanssens (2004), Advertising and media planning is the key factors to achieve the marketing objectives. The old advertising model had three distinct concepts. The first was the idea that a “mass market” exists and can be reached through effective broadcast advertising.

Brackett and Carr (2001), In that study, the researchers suggested that the advertising value is the main determinant for the consumers' attitudes towards the advertisement. The advertising value depended on the entertainment of the advertisement, the information the advertisement provides, the lack of irritation in the advertisement and the credibility of the advertisement. Also, their research proved that attitudes towards advertising could vary with the gender of the consumer.

Speck and Elliott S.(1997), The attitude towards advertising is viewed as a reason of the variance in advertising avoidance for all media, for example if people view television advertisements as annoying and incredible are more likely to avoid them which makes the advertisements un effective.

Gordon &De Lima-Turner (1997), Social media advertising and consumers' attitudes The rapid digitalization of media and the advancement of information and communication

technologies have changed the advertising field dramatically given the speed, immediacy and reach of information between suppliers and consumers, and between consumers sharing information with other consumers. Social media is a wide concept and is consisted of social online networks (e.g. Facebook, Twitter and LinkedIn) and multimedia sharing sites (e.g. YouTube, Instagram and Flickr).

Lutz K. (1985), Consumers' attitudes towards advertising have been a mainstay subject of interest to researchers. An attitude can be defined as "a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general".

2.3 Customer Satisfaction

Zairi (2000), The feeling of pleasure and expectation fulfillment is known as Satisfaction. If the product will not satisfied customer feelings they will be dissatisfied, and if product satisfied them after the use customer will be satisfied and become loyal to that product or brand. In other words customer satisfaction is goods or services which fulfill the customer expectation in terms of quality and service for which he paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit. Customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market.

Jeong, Miyoung (1993), M.S thesis titled "Consumer's attitudes of fast food restaurants in hotels". The findings of the study will help fast food operators to understand customers' expectation of in-hotel fast food restaurants and to develop their marketing strategy which will focused on making their products and advertisements consistent with customers' perceived expectations of the restaurants.

Parasuraman A, Valarie A. Zeithaml and Leonard L. Berry (1985), Carried out an extensive exploratory investigation of quality in four service business organization and developed a model of service quality. The research revealed ten dimensions that consumers use to form expectations about and perceptions of services. The research also pinpointed four key areas or gaps on the service provider's side that are likely to affect service quality as perceived by consumers.

Westbrook and Reilly (1983), define satisfaction as, customer satisfaction is “an emotional response to the experiences provided by, associated with particular 32 products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place.

Oliver (1981), Describe in his study that customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times customer satisfaction was not too much important and people were not focused on quality.

2.4 Service Quality

Rezende and Avelar (2012), attempted to describe the eating out habits of consumers in Brazil. The study revealed that a ‘search for variety’ was a motivator for eating outside the home. The desire for ‘convenience’ was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favourable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers’ frequency of buying.

Kotler P. (2012), One aspect of product and services is not meets the customer’s satisfaction then they can be dissatisfied with the overall performance. So for the food variable, it involves the price, quality, and value of money. For the service variable, it includes the staff quality, behavior, and attitude and for the restaurants it also involves the decoration and atmosphere. Customer satisfaction is the present performance of the product or services which are providing to it on a specific time or on that time when customers are using to it.

Anand (2011), explored the impact of demographics and psychographics on young consumer’s food choice towards fast food in Delhi, India. The key determinants impacting consumers food choice were found out to be passion for eating out, socialize, ambience and taste of fast food and convenience for dual-income families in urban India. Findings indicated that fast food companies

can no longer rely on convenience as USP in India, unless the implication of same on consumer's health is given equal importance in the years to come.

Deng (2009), Customer satisfaction is becomes the most important part in the business field because when your customer is satisfied then it will provide the profitable business to the industry. Basically customer's satisfaction is term which means that how customers predict about your product after the use of a specific product and how they evaluate your product in single manner and compare with the competitors' products. The customer satisfaction is customer's evaluation of goods and services in term of whether it is according to the customer's requirements or it is dissatisfied the customer's needs and wants. Actually customer's satisfaction is the customer's evaluation of goods and services in term of whether it is according to the customer's needs and wants or customers dissatisfied with the product services or the dissatisfied with the performance of the products and not according to expectation of customers and sometime customers more satisfied if products performance is beyond with their expectations.

Tan and Chia (2007), Because of the crucial role advertising internet advertising is another important element of strategy utilized by the firms in informing and persuading the targeted consumers consists of numerous commercial content forms delivered by video, print, and audio are ranges from corporate logos, banners, pop-up messages, e-mail messages, and text based hyperlinks to official Web sites.

Mackay (2005), As mentioned in the previous section that the common yardstick of the business growth is a revenue generation and firm's value. Marketing objectives with both short and long term objectives plays a pivotal role. Short term objectives of the marketing may be immediate sales revenue, which also equally important as it take cares of the operations costs.

Medcalf (2003), During these stages purchaser and advertiser take few more actions to fulfil the requirements. Such as purchaser during the stage of cognitive discovers and learn about the products and services by getting aware and acquiring the knowledge through announcements, descriptive advertisements, classified advertisements, jingles, teaser campaigns and others.

Wolin and Korgaonkar (2003), Mentioned in their research that the significant number of consumers of web users is growing and it will continue growing. Previous research also

identifies that genders make use of the web differently in terms of users' attitude of the advertising, usage patterns, privacy concern.

Colkin (2001) Green and Elgin (2001) Kennerdale (2001) Mostafa (2001), Based on the above following hypothesis has generated for further test H1: Print advertisement by the fast food restaurants does have significant influence on young consumers' attitude. H2: Internet advertisement by the fast food restaurants does have significant influence on the young consumer's attitude. H3: Commercial advertisement by the fast food restaurant does have a major impact on young consumers' attitude.

Sheehan (1999) Schlosser (1999) Sheehan (1999), The nature of web advertising lies in its ability to control information. On the other hand in research under western consumers' stated that women have a more positive attitude than men towards online shopping. Internet advertising as advertising on this medium by the firms can be effective for the firms because of its interactive nature.

Kara et al., (1997), examined how the perceptions of customers towards fast food restaurants differed across two countries USA and Canada. The results of the study revealed significant differences in perception between the frequent fast food buyers in USA and Canada and also differences between consumers' preferences for fast-food restaurants in relation to age groups.

Kempf et al., (1997), Identifies into the personal experience of advertising or institutional beliefs. In Bangladesh majority of the companies are using print media as a tool for their advertisements through magazines, newspapers. Print media is one of the advertising techniques that can be defined as printed communications which includes newspaper, newsletter, booklets, pamphlets, magazines and other printed ads.

CHAPTER – 3 RESEARCH METHODOLOGY

Chapter-3

Research Methodology

3.1. Introduction

Research methodology is the way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It involves various data collection technique, the methods of analysis of data, their interruption and final summarization. This chapter deals with the Research methodology, which consist of certain scientific steps for successful exhibition of the research. This chapter explains the steps and techniques adopted for achieving of the study. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

3.2. Research Design

Research design is the arrangement of conditions for collections and analysis of data in manner that aims to combine relevance to the research purpose without deviating from scientific procedure , the research design is the conceptual structure within which research is conducted; measurement and analysis of data. Descriptive research design is used for this study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioral styles of the respondents, analytical research was also utilized for the study where hypothetical relation between the variables could be established.

3.2.1. Type of Research Method

For the purpose of the study, the fast food restaurants in and around Coimbatore were selected as population.

3.3. Sampling Design

3.3.1 Types of universe:

For the purpose of the study, the fast food restaurants in and around Coimbatore were selected as population.

3.3.2 Sample size: The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 from selected fast food restaurants to access the service quality and satisfaction of the respondents.

3.3.3 Sampling procedure: The sampling procedure used is convenience sampling. The sampling is selected on the bases of convenience in and around Coimbatore (sample units) which served as main factor for the selection of this sampling procedure. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researches.

3.4. Source of data

3.4.1. Primary data

Primary data are those data that are collected fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected as structured questionnaire and multiple choice questions. It covers in and around Coimbatore.

3.4.2. Secondary data

3.5. Data Collection

Questionnaire:

A questionnaire consists of a number of questions printed or typed in a definite order. Definite order on a form. The responders filled the multiple choice questions and likert's 5 rating scale questions. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

3.5.3. Likert Scale

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORE
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6. Tools for Analysis

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Frequencies
- Z Test
- ANOVA
- Garrett's ranking Method

3.6.1. Frequencies

A frequency is a distribution generally a frequencies issued for looking at detailed information on nominal (category) data and describing the results. It is used to obtain counts on a single variable values.

3.6.2. Factor Analysis

Factor analysis is a multivariate method used for data reduction purpose. Again, the basic idea is to represent a set of variables by a smaller number of variables. In this case they are called factors. The factor analysis model can be written algebraically as follows. If you have p variables X_1, X_2, \dots, X_p measured on a sample of n subjects, then variable i can be written as a linear combination of m factors F_1, F_2, \dots, F_m whereas explained above $m < p$. Thus

$$X_i = a_{i1}F_1 + a_{i2}F_2 + \dots + a_{im}F_m + e_i$$

where the a_i s are the factors loadings (or scores) for variables i and e_i is the part of variable X_i that cannot be 'explained' by the factors.

3.6.3. Z-Test

Z-test is based on the normal probability distribution and is used for judging the significance of several statistical measures, particularly the mean. The relevant test statistics is worked out and compared with its probable value at a specified level of significance for judging the significance of the measure concerned. This test is used when binomial distribution or frequently used test in research studies. This test is used even when binomial distribution or t-distribution is applicable on the presumption that such a distribution tends to approximate normal distribution as 'n' becomes larger. Z-test is generally used for comparing the sample proportion to a theoretical value of population proportion or for judging the difference in proportions of two independent samples when n happens to be large. Besides, the test may be used for judging the significance of median, mode, coefficient of correlation and several other measures.

3.6.4 Anova

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. The anova technique is important in the context of all those situations where one can compare more than two populations. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.6.3.1 One Way ANOVA:

1. To obtain the each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples

2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No Of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i} - X_1)^2 + \sum (x_{2i} - X_2)^2 + \dots + \sum (x_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots$ $j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

3.6.6 Garrett's Ranking Method

Garrett's ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula

$$\text{Percent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

3.7 Location of Study Area

Coimbatore District is a district in Kongu Nadu region, located in the state of Tamil Nadu. Coimbatore is the administrative headquarters of the district. It is one of the most industrialized districts and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. The region is bounded by Tirupur district in the east, Nilgiri district in the north, Erode district in the north-east, Palghat district and Idukki district of neighbouring state of Kerala in the west and south respectively. As of 2011, Coimbatore district had a population of 3,458,045 with a sex-ratio of 1,000 and literacy rate of 84%. Coimbatore district was part of the historical Kongu Nadu and was ruled by the Cheras as it served as the eastern entrance to the Palakkad Gap, the principal trade route between the west coast and Tamil Nadu. Coimbatore was in the middle of the Roman trade route that extended from Muziris to Arikamedu in South India.

In the later part of the 18th century, the Coimbatore region came under the Kingdom of Mysore and following the defeat of Tipu Sultan in the Anglo-Mysore Wars, the British East India Company annexed Coimbatore to the Madras Presidency in 1799. The Coimbatore region

played a prominent role in the Second Poligar War (1801) when it was the area of operations of Dheeran Chinnamalai. In 1804, Coimbatore was established as the capital of the newly formed Coimbatore district. The district experienced a textile boom in the early 19th century due to the decline of the cotton industry in Mumbai. Post-independence, the district has seen rapid growth due to industrialisation. Adiyogi is located at the Isha Yoga complex which houses the Dhyanalinga in Coimbatore Tamil Nadu at the foothills of Velliangiri Mountains a range in the Western Ghats. The statue was designed over two years and manufactured within eight months. The bust is cast in steel. The height of the statue, 112 ft (34 m), symbolizes the 112 possibilities to attain to *moksha* (liberation) that are mentioned in yogic culture. Sadhguru also said that the height represents the 112 chakras in the human system. CODISSIA Trade Fair Complex is a trust formed by Coimbatore district. Small industries association with the objective to promote and create infra structure facilities for conducting trade fairs, Industrial Exhibition, Buyer Seller Meet, Seminars, Convention, Conferences, Workshops. Brooke fields is a shopping mall located on Brooke bond Road (Krishnasamy Road) in Coimbatore, India. It was opened in 2009. The mall has outlets from major clothing and apparel brands and a six screen multiplex cinema, along with a food court serving multi-cuisine dishes. The Mall has a Food Court, Gaming Zone and Wi-Fi Connectivity along with usual facilities like Multi-storey Parking, IOB ATM. Chennai-based SPI Cinemas operate 'The Cinema, a six screen Multiplex cinema on the mall's top floor. Fun City, based within the mall itself, is a prominent attraction for children. The play area offers an arcade, a carousel, bumper cars and a 'scary house'.

CHAPTER 4 - ANALYSIS AND INTERPRETATION

Chapter-4

Analysis and Interpretation

The chapter deals with the analysis of data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data base on demographic profile of the respondent. Based on the analysis, interpretation has been given.

Analysis of the data includes studying the tabulation material in order to determine the inherent factor. It is a process of the breaking down in the complex factor into simpler form and putting new arrangement for the purpose of interpretation. Interpretation is the search of the process to fine meaning for the research. The analysis is to summarize the collected data and searches a way that they provide answer to the question. The analysis is to study the relationship among the various items in detail and interpretation will be given for the explanation of real fact in the study.

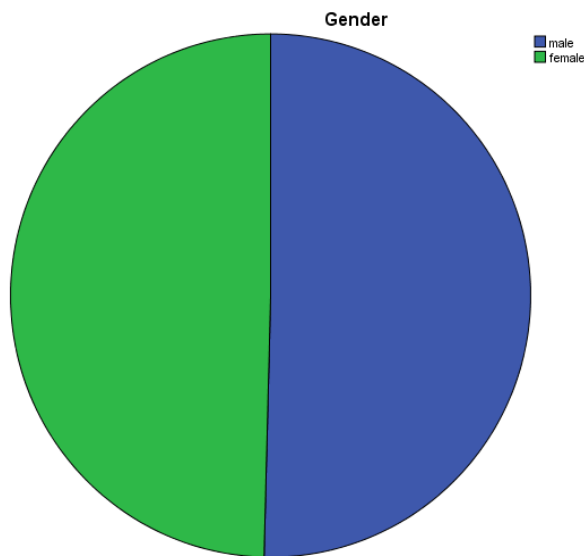
Analysis is the systematic procedure for problem solving. It refers to the computation of certain measure alone as well as the relationship that exists among the data collected. It involves the identification of purpose, fact the statement of defensible assumption and formulation of conclusion.

Table 4.1 DEMOGRAPHIC DETAILS (FREQUENCIES)

Table 4.1.1 Gender of the Respondents

Particulars	Frequency	Percent
Male	126	50.4
Female	128	49.6
Total	250	100.0

Figure 4.1.1 Gender of the Respondents

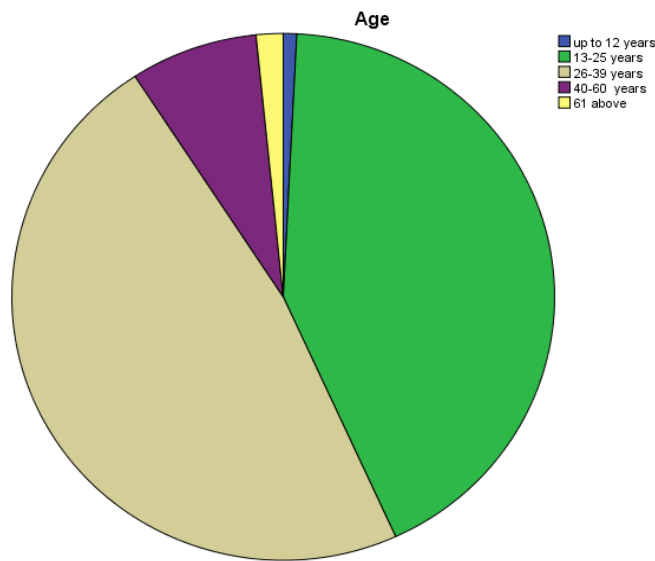


From the above table (4.1.1) it understood that 50.4 percent are female respondent and 49.6 percent are male respondent. Thus it is clear that female respondents are higher than male respondents in Coimbatore city.

Table 4.1.2 Age of the Respondents

Particulars	Frequency	Percent
Up to 12 years	2	.8
13-25 Years	106	42.4
26-39 Years	119	47.6
40-60 Years	19	7.6
61 Above	4	1.6
Total	250	100.0

Figure 4.1.2 Age of the Respondents

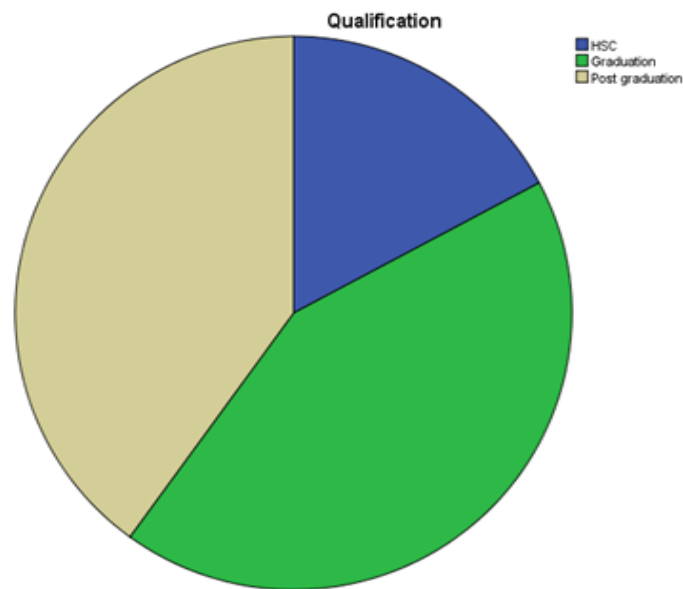


From the above table (4.1.2) it infers that 0.8 percent of respondents were under the age group from 0 to 12 years, 42.4 percent of respondents were under the age group from 13 to 25 years, 47.6 percent of respondents were under the age from 26 to 39 years and 7.6 percent of respondents were under the age group from 40 to 60 above years, 1.6 percent of respondents were under the age group above 61 above years. Thus the majority of the respondents are under the age group from 26 to 39 years.

Table 4.1.3 Educational Qualification of the Respondents

Particulars	Frequency	Percent
HSC	43	17.2
Graduation	107	42.8
Post Graduation	100	40.0
Total	250	100.0

Figure 4.1.3 Educational Qualification of the Respondents

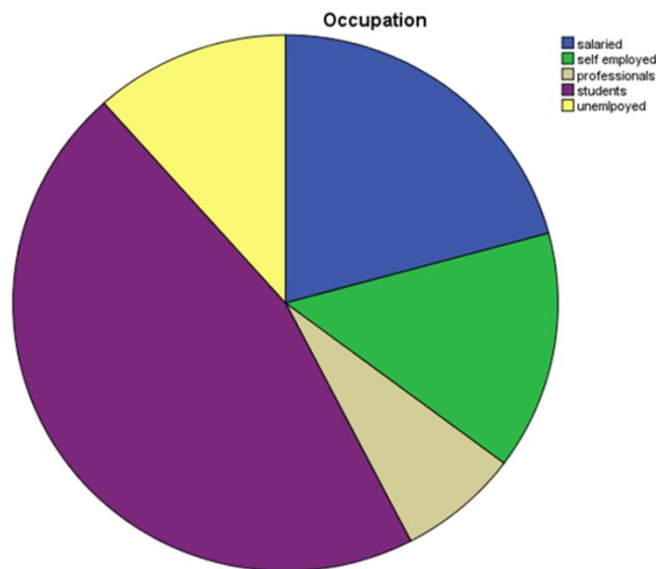


From the above table (4.1.3) 17.2 percent of the respondents belongs to the group of High school, 42.8 percent of the respondents belongs to the group of Graduation, 40.0 percent of the respondents belongs to the group of Post graduation and above. It is clear that majority of respondents are Graduates.

Table 4.1.4 Occupation of the Respondents

Particulars	Frequency	Percent
Salaried	52	20.8
Self employed	36	14.4
Professionals	18	7.2
Students	115	46.0
Unemployed	29	11.6
Total	250	100.0

Figure 4.1.4 Occupation of the Respondents

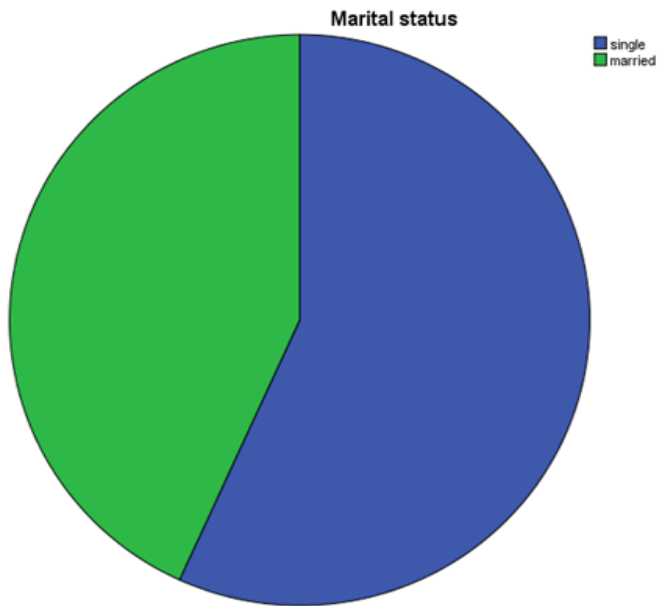


The above (table 4.1.4), shows that 20.8 percent of respondents are salaried, 14.4 percent of respondents are self-employed and 7.2 percent of the respondents are professionals, 46.0 percent of respondents are student, 11.6 percent of the respondents are unemployed. It is understood that majority of the respondents are students in Coimbatore.

Table 4.1.5 Marital Status of the Respondents

Particulars	Frequency	Percent
Single	142	56.8
Married	108	43.2
Total	250	100.0

Figure 4.1.5 Marital Status of the Respondents

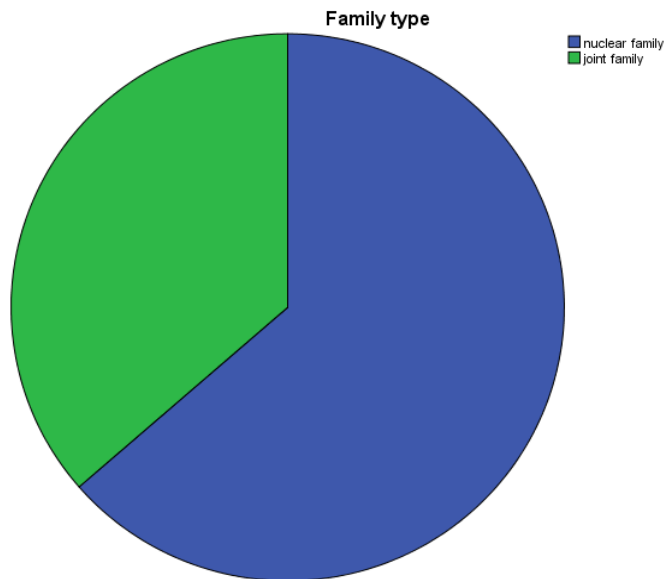


From the above table (4.1.5) it is understood that 56.8 percent respondents are singles and 43.2 percent are married. Thus it is clear that majority of the respondents were Singles.

Table 4.1.6 Family Type of the Respondents

Particulars	Frequency	Percent
Nuclear family	159	63.6
Joint family	91	36.4
Total	250	100.0

Figure 4.1.6 Family Type of the Respondents

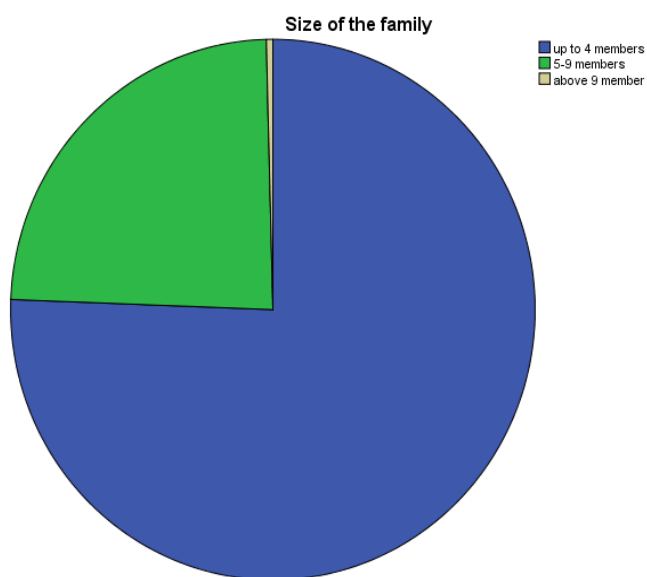


From the above table (4.1.6) it is clear that 63.3 percent respondents are Nuclear family and 36.4 percent are Joint family. Thus it understood that majority of respondents are from nuclear family.

Table 4.1.7 Size of the Family of the Respondents

Particular	Frequency	Percent
Up to 4 members	189	75.6
5-9 members	60	24.0
Above 9 member	1	0.4
Total	250	100.0

Figure 4.1.7 Size of the Family

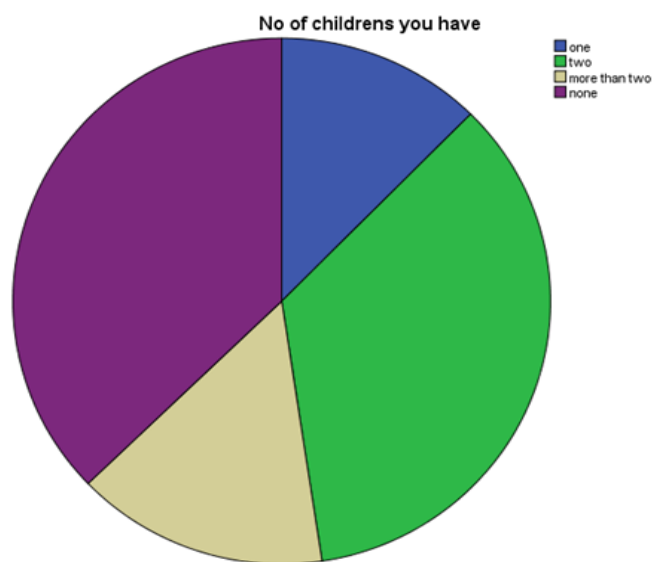


From the above table (4.1.7) it inferred that 75.6 percent respondents are upto 4 members and 24.0 percent are 5 to 9 members and .4 percent respondents are 9 members. It is understood that more number of respondents are having 4 members in their Family.

Table 4.1.8 Number of children in the Respondents Family

Particulars	Frequency	Percent
One	31	12.4
Two	88	35.2
More than two	38	15.2
None	93	37.2
Total	250	100.0

Figure 4.1.8 Number of children in Family

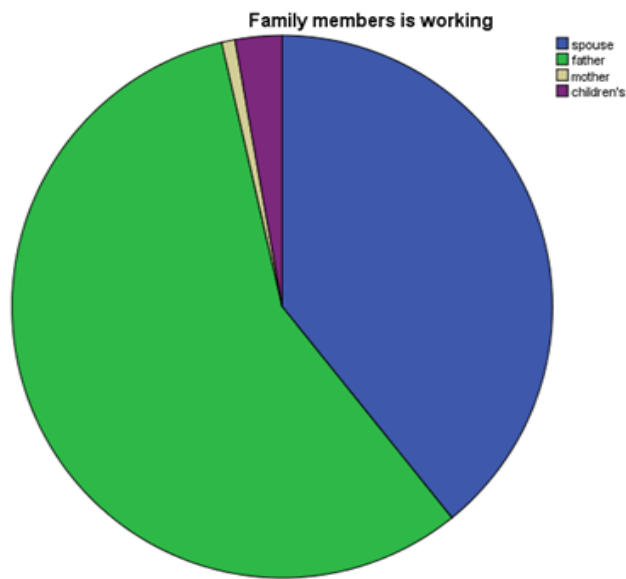


From the above table (4.1.8) it is inferred that 12.4 percent of respondents are having one children and 35.2 percent respondents are having two children and 15.2 percent respondents are having more than two children and 37.2 percent respondents does not have children in family. It is clear that majority of respondents does not have children in their family.

Table 4.1.9 Working Family Members of the Respondents

Particulars	Frequency	Percent
Spouse	98	39.2
Father	143	57.2
Mother	2	0.8
Children's	7	2.8
Total	250	100.0

Figure 4.1.9 Working Family Members in the Family

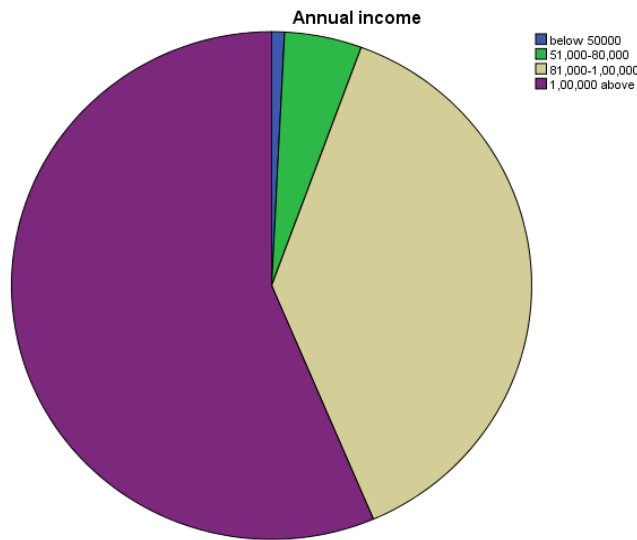


From the above table (4.1.9) it is clear that 39.2 percent of respondents working in the family are Spouse, 57.2 percent respondents working in the family are Father, 0.8 percent respondents working in the family are Mother, 2.8 percent respondents working in the family are Children. It is inferred that majority of respondents Father are working.

Table 4.1.10 Annual Income of the Respondents

Particulars	Frequency	Percent
Below 50000	2	0.8
51,000-80,000	12	4.8
81,000-1,00,000	95	38.0
1,00,000 above	141	56.4
Total	250	100.0

Figure 4.1.10 Annual Income

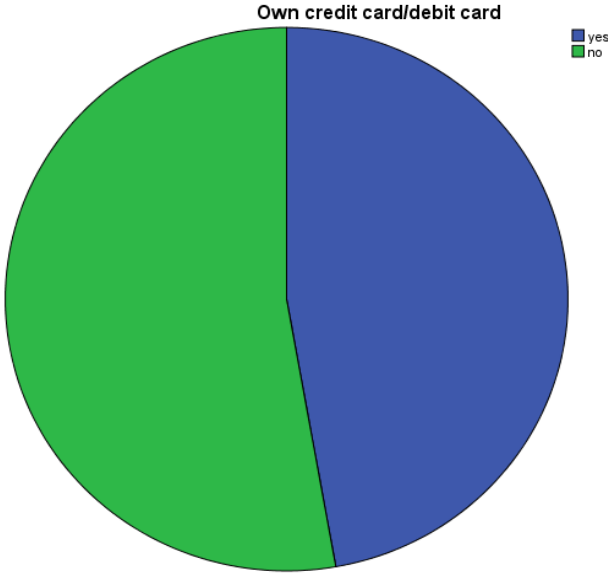


From the above table (4.1.10) it is understood that 0.8 percent of respondents having annual income below 50,000 and 4.8 percent respondents earning annual income of 51,000 to 80,000 and 38.0 percent respondent were earning annual income of 81,000 to 1,00,000 working and 56.4 percent respondent earning annual income of above 1,00,000 . It is understood that more number of respondents are earning annual income of above 1 Lakh in Coimbatore.

Table 4.1.11 Credit or Debit card Holders

Particulars	Frequency	Percent
Yes	118	47.2
No	132	52.8
Total	250	100.0

Figure 4.1.11 Credit or Debit Card Holders

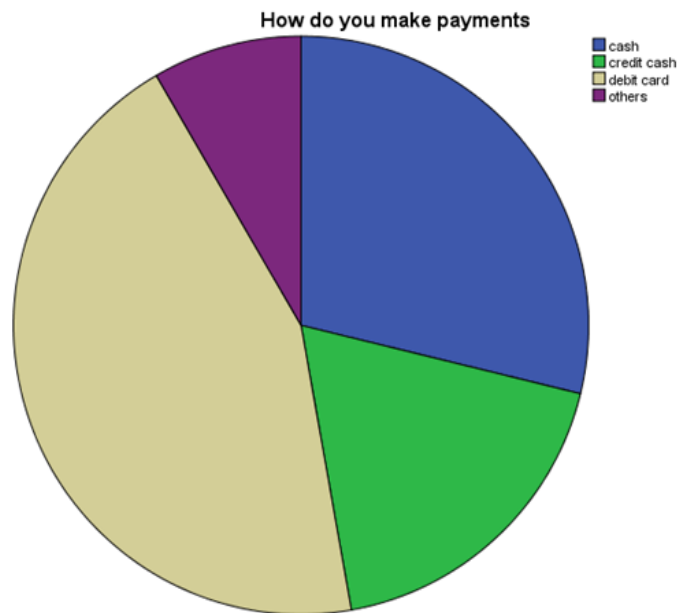


From the above table (4.1.11) it is understood that 47.2 percent respondents are having credit card/debit card holders and 52.8 percent are not having credit card/debit card holders. It is clear that most of the respondent are not having Credit card/Debit card.

Table 4.1.12 Mode of Payment of the Respondents

Particulars	Frequency	Percent
Cash	72	28.8
Credit card	46	18.4
Debit card	111	44.4
Others	21	8.4
Total	250	100.0

Figure 4.1.12 Mode of Payments



From the above table (4.1.12) it is clear that 28.8 percent respondents are making their payments through Cash and 18.4 percent respondents are making their payments through Credit card and 44.4 percent respondents are making their payments through Debit card and 8.4 percent respondents are making their payments through Others mode of payments. It is inferred that most of the respondent are making their payments through Debit card.

4.2 ANOVA

4.2.1 Analysis The Age Group Of The Respondents In Fast Food Sector

H₀: There is no significance difference between Age and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	4	17.835	1.548	.189	Accepted
	Within Groups	245	11.518			
	Total	249				
Quality of Food	Between Groups	4	10.716	.369	.830	Accepted
	Within Groups	245	29.018			
	Total	249				

From the above table (4.2.1), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between age and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.2 Analysis The Educational Qualification Of The Respondents In Fast Food Sector

H₀: There is no significance difference between Educational Qualification and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	2	3.635	.311	.733	Accepted
	Within Groups	247	11.685			
	Total	249				
Quality of Food	Between Groups	2	4.298	.149	.862	Accepted
	Within Groups	247	28.922			
	Total	249				

From the above table (4.2.2), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Educational Qualification and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.3 Analysis The Occupation Of The Respondents In Fast Food Sector

H₀: There is no significance difference between Occupation and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	5	14.592	1.262	.281	Accepted
	Within Groups	244	11.559			
	Total	249				
Quality of Food	Between Groups	5	42.892	1.509	.188	Accepted
	Within Groups	244	28.434			
	Total	249				

From the above table (4.2.3), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Occupation and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.4 Analysis The Size Of The Family Of The Respondents In Fast Food Sector

H₀: There is no significance difference between Size of the Family and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	15.972	1.381	.249	Accepted
	Within Groups	246	11.567			
	Total	249				
Quality of Food	Between Groups	3	47.479	1.666	.175	Accepted
	Within Groups	246	28.495			
	Total	249				

From the above table (4.2.4), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Size of the Family and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.5 Analysis The Number Of Children In The Family Of The Respondents In Fast Food Sector

H₀: There is no significance difference between Number of children in the Family and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	15.972	1.381	.249	Accepted
	Within Groups	246	11.567			
	Total	249				
Quality of Food	Between Groups	3	47.479	1.666	.175	Accepted
	Within Groups	246	28.495			
	Total	249				

From the above table (4.2.5), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Number of children in the Family and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.6 Analysis The Working Members In The Family Of The Respondents In Fast Food Sector

H₀: There is no significance difference between working members in the family and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	2	11.478	.988	.374	Accepted
	Within Groups	247	11.621			
	Total	249				
Quality of Food	Between Groups	2	10.238	.355	.702	Accepted
	Within Groups	247	28.874			
	Total	249				

From the above table (4.2.6), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Working Members in the Family and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.7 Analysis The Annual Income The Respondents In Fast Food Sector

H₀: There is no significance difference between Annual Income and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	2.736	.233	.873	Accepted
	Within Groups	246	11.728			
	Total	249				
Quality of Food	Between Groups	3	3.529	.122	.947	Accepted
	Within Groups	246	29.031			
	Total	249				

From the above table (4.2.7), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Annual Income and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.8 Analysis The Mode Of Your Payments The Respondents On Fast Food Sector

H₀: There is no significance difference between Mode of Payment and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	23.139	2.016	.112	Accepted
	Within Groups	246	11.479			
	Total	249				
Quality of Food	Between Groups	3	22.306	.774	.509	Accepted
	Within Groups	246	28.802			
	Total	249				

From the above table (4.2.8), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Mode of Payments and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.9 Analysis The Frequency Of The Visit To The Fast Food Restaurant

H₀: There is no significance difference between Frequency of the visit to the fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	5	7.050	.602	.699	Accepted
	Within Groups	244	11.714			
	Total	249				
Quality of Food	Between Groups	5	7.876	.270	.929	Accepted
	Within Groups	244	29.151			
	Total	249				

From the above table (4.2.9), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Frequency of the Visit to the Fast Food Restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.10 Analysis On The Fast Food Restaurant You Visit More Often The Respondents On Fast Food Sector

H₀: There is no significance difference between Fast food restaurant you visit more often and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	7.218	.618	.604	Accepted
	Within Groups	246	11.674			
	Total	249				
Quality of Food	Between Groups	3	24.567	.854	.466	Accepted
	Within Groups	246	28.775			
	Total	249				

From the above table (4.2.10), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between fast food restaurant you visit more often and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.11 Analysis The Food That You Prefer In Particular Fast Food Restaurant To The Respondents On Fast Food Sector

H₀: There is no significance difference between food that you prefer in particular fast food restaurants and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	6.494	.556	.645	Accepted
	Within Groups	246	11.682			
	Total	249				
Quality of Food	Between Groups	3	23.126	.803	.493	Accepted
	Within Groups	246	28.792			
	Total	249				

From the above table (4.2.11), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Food that you Prefer in particular fast food restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.12 Analysis The Timing Of The Visit To The Fast Food Restaurant

H₀: There is no significance difference between Timing of the visit to the Fast Food Restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	2	.180	.015	.985	Accepted
	Within Groups	247	11.713			
	Total	249				
Quality of Food	Between Groups	2	5.101	.176	.838	Accepted
	Within Groups	247	28.915			
	Total	249				

From the above table (4.2.12), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Timing of the Visit to the Fast Food Restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.13 Analysis The Way Of Reach To Your Favorite Fast Food Restaurant Among Respondent

H₀: There is no significance difference between way of reach to your favorite fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	2	4.804	.411	.663	Accepted
	Within Groups	247	11.675			
	Total	249				
Quality of Food	Between Groups	2	12.473	.432	.650	Accepted
	Within Groups	247	28.856			
	Total	249				

From the above table (4.2.13), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Way of Reach to Your Favorite Fast Food Restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.14 Analysis The Difficult While Placing Your Order Towards Fast Food Restaurant For Respondents

H₀: There is no significance difference between difficult while placing your order towards fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	11.535	1.002	.395	Accepted
	Within Groups	103	11.513			
	Total	106				
Quality of Food	Between Groups	3	6.958	.260	.854	Accepted
	Within Groups	103	26.810			
	Total	106				

From the above table (4.2.14), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Difficult while Placing your Order towards Fast Food Restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.15 Analysis How Easy To Place Your Order In Fast Food Restaurant

H₀: There is no significance difference between how easy to place your order in fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	5.237	.448	.719	Accepted
	Within Groups	246	11.698			
	Total	249				
Quality of Food	Between Groups	3	40.880	1.431	.234	Accepted
	Within Groups	246	28.576			
	Total	249				

From the above table (4.2.15), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between How easy to place your order in Fast Food Restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.16 Analysis the Choice Of Fast Food You Taste In Fast Food Sector Among Respondents

H₀: There is no significance difference between Choice of Fast Food you taste in Fast Food Sector and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	5	15.517	1.345	.246	Accepted
	Within Groups	244	11.540			
	Total	249				
Quality of Food	Between Groups	5	33.676	1.177	.321	Accepted
	Within Groups	244	28.622			
	Total	249				

From the above table (4.2.16), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Choice of Fast Food you taste in Fast Food Sector and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.17 Analysis Reason For Having Your Choice Of Fast Food In The Restaurants To The Respondents On Fast Food Sector

H₀: There is no significance difference between Reason for having your Choice of Fast Food in the Restaurants and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	8	16.699	1.458	.173	Accepted
	Within Groups	241	11.451			
	Total	249				
Quality of Food	Between Groups	8	30.603	1.068	.386	Accepted
	Within Groups	241	28.662			
	Total	249				

From the above table (4.2.17), the table significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Reason for having your Choice of Fast Food in the Restaurants and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.18 Analysis Visit Of The Fast Food Restaurant Again To The Respondents On Fast Food Sector

H₀: There is no significance difference between visit of the fast food restaurant again and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	6	1.040	.088	.997	Accepted
	Within Groups	243	11.881			
	Total	249				
Quality of Food	Between Groups	6	7.385	.252	.958	Accepted
	Within Groups	243	29.251			
	Total	249				

From the above table (4.2.18), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between Visit of the Fast Food Restaurant again and Employee's Attitude and Quality of Food.

4.2.19 Analysis The Food You Like To Taste During Your Next Visit To The Fast Food Restaurants To Respondents On Fast Food Sector

H₀: There is no significance difference between Food you like to taste during your next visit to the fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	6	13.583	1.174	.321	Accepted
	Within Groups	243	11.571			
	Total	249				
Quality of Food	Between Groups	6	35.272	1.235	.289	Accepted
	Within Groups	243	28.562			
	Total	249				

From the above table (4.2.19), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Food you like to Taste during your Next Visit to the Fast Food Restaurants and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.20 Analysis the Frequent Visit Of The Fast Food Restaurants To The Respondents On Fast Food Sector

H₀: There is no significance difference between frequent visit of the fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	6.349	.543	.653	Accepted
	Within Groups	246	11.684			
	Total	249				
Quality of Food	Between Groups	3	25.808	.897	.443	Accepted
	Within Groups	246	28.759			
	Total	249				

From the above table (4.2.20), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Frequent Visit of the Fast Food Restaurants and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.21 Analysis With Whom Do You Visit Regularly To Your Fast Foods Restaurant To The Respondents On Fast Food Sector

H₀: There is no significance difference between with whom do you visit regularly to your fast food restaurant and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	4.942	.422	.737	Accepted
	Within Groups	246	11.701			
	Total	249				
Quality of Food	Between Groups	3	12.158	.420	.739	Accepted
	Within Groups	246	28.926			
	Total	249				

From the above table (4.2.21), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between your visit regularly to your fast food restaurant and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.22 Analysis The Money You Spend For The Fast Foods Restaurant Per Visit To The Respondents On Fast Food Sector

H₀: There is no significance difference between Money you Spend for the Fast Foods Restaurant per Visit and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	3	4.942	.422	.737	Accepted
	Within Groups	246	11.701			
	Total	249				
Quality of Food	Between Groups	4	12.158	.420	.739	Accepted
	Within Groups	246	28.926			
	Total	249				

From the above table (4.2.22), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Money you Spend for the Fast Foods Restaurant per Visit and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.23 Analysis The Price Of Food Items In Restaurants To The Respondants On Fast Food Sector

H₀: There is no significance difference between Price of Food Items in Restaurants and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	4	3.233	.275	.894	Accepted
	Within Groups	245	11.757			
	Total	249				
Quality of Food	Between Groups	4	18.039	.624	.646	Accepted
	Within Groups	245	28.898			
	Total	249				

From the above table (4.2.23), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Price of Food Items in Restaurants and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.24 Analysis The Way To Know About The Fast Food Restaurants To The Respondants On Fast Food Sector

H₀: There is no significance difference between Way to Know About the Fast Food Restaurants and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	4	7.398	.633	.639	Accepted
	Within Groups	245	11.689			
	Total	249				
Quality of Food	Between Groups	4	7.708	.265	.900	Accepted
	Within Groups	245	29.067			
	Total	249				

From the above table (4.2.24), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Way to Know About the Fast Food Restaurants and Employee's Attitude and Quality of Food served in the fast food restaurants.

4.2.25 Analysis The Fast Food Ad You Watch Often To The Respondants On Fast Food Sector

H₀: There is no significance difference between Fast Food Ad you Watch often and different attributes of Advertising in Fast Food Restaurant.

Factor	N	df	Mean Square	F	Sig.	Null hypothesis
Employee's Attitude	Between Groups	5	11.085	.953	.447	Accepted
	Within Groups	244	11.631			
	Total	249				
Quality of Food	Between Groups	5	32.837	1.147	.336	Accepted
	Within Groups	244	28.640			
	Total	249				

From the above table (4.2.26), the significance value is greater than 0.05 so we accept the null hypothesis. Hence there is no significance difference between the Fast Food Ad you Watch often and Employee's Attitude and Quality of Food served in the fast food restaurants.

TABLE NO 4.3.1 Z-TEST

Factor	Gender	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Male	126	23.8571	248	.013	.216	Accepted
	Female	124	24.9274	247.449	.013		
Quality of Food	Male	126	36.1508	248	.045	.275	Accepted
	Female	124	37.5081	247.754	.045		

INFERENCE

From the above table (4.3.1) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference between Gender and Employee's Attitude and Quality of Food served in the fast food restaurants.

TABLE NO 4.3.2 Z-TEST

Factor	Marital status	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Single	142	24.4296	248	.825	.662	Accepted
	Married	108	24.3333	224.994	.827		
Quality of Food	Single	142	36.9085	248	.776	.866	Accepted
	Married	108	36.7130	226.445	.777		

INFERENCE

From the above table (4.3.2) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference between Marital Status and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.3 Z-TEST

Factor	Family Type	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Nuclear family	159	24.6855		.825	.662	Accepted
	Joint family	91	23.8681		.827		
Quality of Food	Nuclear family	159	37.1635		.776	.866	Accepted
	Joint family	91	36.2308		.777		

INFERENCE

From the above table (4.3.3) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference between Family Type and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.4 Z-TEST

Factor	Credit card/Debit card	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Yes	118	24.5932	248	.369	.801	Accepted
	No	132	24.2045	245.676	.369		
Quality of Food	Yes	118	36.9576	248	.710	.823	Accepted
	No	132	36.7045	244.606	.710		

INFERENCE

From the above table (4.3.4) it is inferred from the table that the significance value is greater than 0.05, so. Hence there is no significance difference between Credit Card/Debit Card and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.5 Z-TEST

Factor	First visit to this Fast Food Restaurants	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Yes	28	24.3214	248	.913	.234	Accepted
	No	222	24.3964	35.371	.908		
Quality of Food	Yes	28	37.0000	248	.854	.394	Accepted
	No	222	36.8018	36.188	.841		

INFERENCE

From the above table (4.3.5) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference between First visit to the Fast Food Restaurants and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.6 Z-TEST

Factor	Did you spend more/less time	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Yes	216	24.2778	248	.198	.071	Accepted
	No	34	25.0882	35.371	.128		
Quality of Food	Yes	216	36.6898	248	.319	.369	Accepted
	No	34	37.6765	36.188	.259		

INFERENCE

From the above table (4.3.6) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference Time spend in the fast food restaurant more OR less and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.7 Z-TEST

Factor	Would you be visiting this fast food restaurants	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Yes	232	24.4181	248	.617	.671	Accepted
	No	18	24.0000	19.930	.612		
Quality of Food	Yes	232	36.8578	248	.721	.760	Accepted
	No	18	36.3889	19.742	.725		

INFERENCE

From the above table (4.3.7) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference Again will you visit the fast food restaurant and Employee's Attitude & Quality of Food served in the fast food restaurants.

TABLE NO 4.3.8 Z-TEST

Factor	Motivate you to visit other fast food restaurants	N	Mean	df	Sig.(2-tailed)	Sig.	Null hypothesis
Employee's Attitude	Yes	228	24.4035	248	.817	.060	Accepted
	No	22	24.2273	28.244	.778		
Quality of Food	Yes	228	36.8640	248	.705	.207	Accepted
	No	32	36.4091	27.007	.666		

INFERENCE From the above table (4.3.8) it is inferred from the table that the significance value is greater than 0.05, so the null hypothesis is accepted. Hence there is no significance difference Motivate you to visit other fast food restaurants and Employee's Attitude & Quality of Food served in the fast food restaurants.

4.4 GARRETTS RANKING ANALYSIS

Table 4.4.1 - Respondents Preferred choice of Food:

Factor	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12
Score	83	73	66	60	56	52	48	44	40	34	27	17
BURGER	176	35	27	12								
HOTDOG				16	28	23	40	20	14	9	12	88
SANDWICH		51	31	79	30		28				8	23
PIZZA	12	54	34	12	39	12	32	34	12		9	
FRENCHFRIES	40	69	51	11	24	8	8	17		8	14	
NOODLES	14	12	17	25	22	42	26	36	40	8	8	
WRAPS&ROLLS					12	34	33	8	67	8	35	53
MOMOS		12	23	12	8		19	31	17	62	49	17
FRIEDRICE	12		14		8	46	17		25	54	37	37
BEVERAGES					17	19	22	59	23	32	67	11
ICECREAMS	8	9	53	84	27	23	11	11	16	8		
KRUSHERS		8			35	43	26	34	36	37	11	20

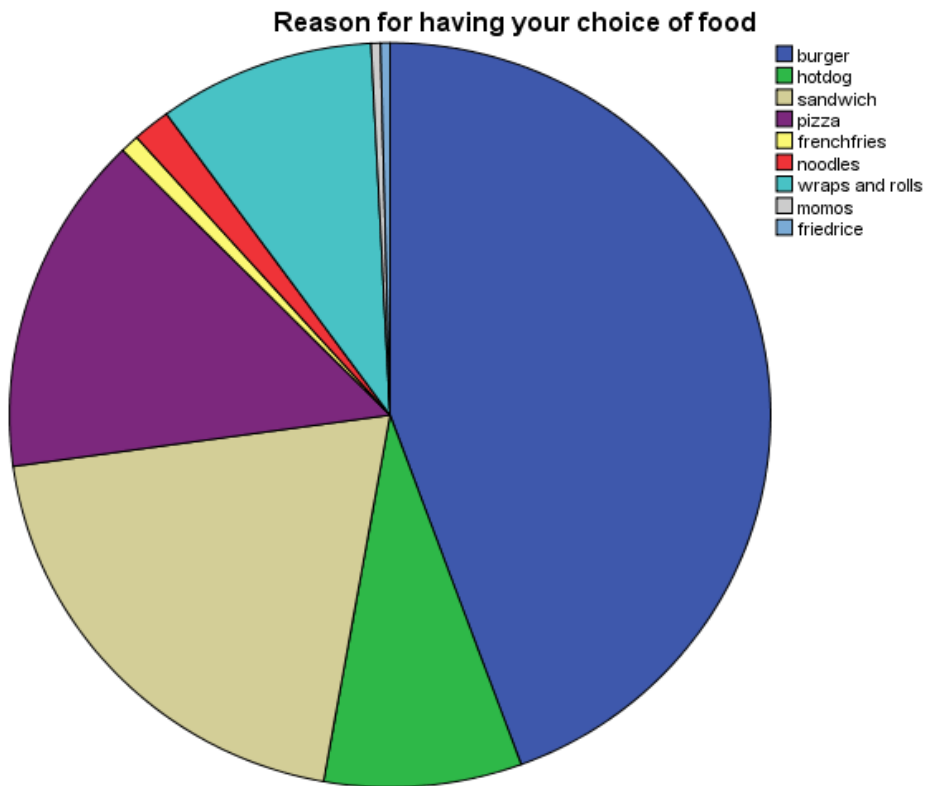
The scores are obtained by the Garrett's ranking table.

4.4.2 Garratt's Table For Respondents Preferred Food

The scores are obtained by the Garrett's ranking table. The analysis can be done by multiplying the number of respondents on each box with the Garrett's score. The maximum total after multiplying gives us the final most preferred food of the respondents. The least total gives the not much preferred food of the respondents.

4.4.2 Garratt's Table For Respondents Preferred Food

Score	Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	Rank7	Rank8	Rank9	Rank10	Rank11	Rank12	Total
Burger	14608	2555	1782	720									19665
Hotdog				960	1568	1196	1920	880	560	306	324	1496	8886
Sandwich		3723	2046	4740	1680		1344				216	391	14170
Pizza	996	3942	2244	720	2184	624	1536	1496	480		243		14465
French fries	3320	5037	3366	660	1344	416	384	748		272	378		15825
Noodles	1162	516	1122	1500	1452	2184	1248	1584	1600	272	216		12856
Wraps&Rolls					672	1768	1584	352	2680	272	945	901	8574
Momos		876	1518	720	448		912	1364	680	2480	1323	289	10610
Friedrice	996		924		448	2392	816		1000	1836	999	629	10040
Beverages					952	988	1056	2596	920	1088	1809	187	9596
Ice cream	664	657	3498	5040	1512	1196	528	484	640	216			14435
Krushers		584			1960	2236	1248	1496	1440	1258	297	340	10859



Hence from the given table (4.2.2) it is understood that the most preferred food is Burger followed by Sandwich, Pizza, Wraps and Rolls, Hotdog, Noodles, French fries and the respondent does not prefer Momos and Fried rice.

CHAPTER - 5 FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Based on the present study, the following findings may be taken into account by the Fast Food Restaurant providers in and around Coimbatore.

The data was collected from 250 respondents and they were the Fast Food Sector of Coimbatore. Most of the Fast Food Restaurant selected for the study were in and around Coimbatore. The socio demographic profile of the respondents shows that 50.4 percent of respondents are male, and the majority age of the respondents were 26-30 years, 42.8 percent of respondent are Graduates, 46.0 percent of the respondents are students, 56.8 percent of the respondents were singles, 63.6 percent of respondents are from nuclear family, 75.6 percent of the respondent are having 4 members in their Family, 37.2 percent of the respondents does not have children in their family, 57.2 percent of the respondent Father are working, 56.4 percent of the respondent are earning annual income of above 1 Lakh.52.8 percent of the respondent are not having Credit card/Debit card.

- The age group between 26-30 years showed more interest in Fast Food than that of the other age groups. The respondent above 60 years does not prefer Fast Foods due to the age factor.
- Majority of the Fast Food items are preferred by both students and working people accounting to 46 percent of students and 20 percent of working people.
- Fast Food Restaurants are made popular with the influence of Television (32 percent) and Social Media (52.8) than any other method of advertising.
- Majority of respondents preferred Burger (44.4 percent) than Pizza and Sandwich and they preferred to have Burger with same age group friends.
- Lights and Infrastructure facilities provided at the restaurant attracted the respondents.
- Most of the respondent prefer to pay as Cash (28.8 percent) or in Debitcard (44.4 percent)
- About 50 percent of respondent have their fast food with same age group.
- Customers also said that they read need Feeding Room, Game Room to engage their entire family in the Restaurant.

5.2 SUGGESTIONS

Based on the present study, the following suggestions may be taken into account by the Fast Food Restaurant providers in and around Coimbatore, with special reference to facility development in fast food restaurant.

- The infrastructure facilities can be further in developed the Fast Food Restaurants to attract more new customers and to retain the existing customers.
- Proper safety and security with specific guidance can be provided to ensure the consumers safety and security visiting the restaurant.
- The restaurant can be worldwide advertised to make them popular and to bring awareness about the fast food restaurant with the proper utilization of available resources.
- The brand name and logo come be promoted to facilitate the customers to locate the restaurant easily.
- Along with the fast food few healthy, child friendly food products can be added is the menu to attract heterogeneous population.
- Traditional organic meals can also be introduced in fast food restaurants to attract the elderly who had retired from visiting the Fast Food Restaurants.
- They can also provide handouts about nutritional facts about the food they serve.
- The fast food restaurants can provide more attractive offers and discounts to the customers. They can also maintain more stability in their delivery services and Quality of Food.
- Respondents also suggested that they need Feeding room and Game Room in the restaurants to engage the entire family.

CONCLUSION

From the present study the importance of fast food restaurants in Coimbatore city is analyzed. To understand the Customer requirement is essential to satisfy their preferences, need and expectation. In this study the awareness of fast food restaurants and the customers dining preferences and the promotional strategies adopted by the restaurants is analyzed. Destinations around Coimbatore have everything that a tourist aspires. It has rich sculptural monuments, eloquent sceneries and landscapes, lush greens, cool weather, serene coastal lines, greater and comprehensive bird sanctuaries, national parks, wildlife, ecotourism spots, religious places, art and architecture with historical and cultural importance. It stands as a connection between Kerala and Tamil Nadu through the passes of Western Ghats, along with the queen of hills Nilgiris. Visitors visiting Coimbatore prefers to taste variety of food choices and fast foods are one among them.

1. Being Coimbatore a developing city we studied on the awareness of fast food restaurants and customer dining preferences in Coimbatore city.
2. From the present study the importance of fast food restaurants in Coimbatore city is analyzed. To understand the Customer requirement is essential to satisfy their preferences, need and expectation.
3. Influence of television and social media has created huge demand and awareness about fast food restaurants and also influencing customers towards their choice of food and frequency of visiting the fast food restaurants.
4. Provision of discounts offers, feeding room and game room for the customers will create a positive impact about the fast food restaurants, to attract more new customers and to retain the existing customers.
5. Along with the fast food few healthy, child friendly food products can be added in the menu to attract heterogeneous population like children and elderly people.
6. The positive impacts created by the fast food restaurant are a boon for the localities and the service providers. The development in the field of fast food will bring positive awareness among the respondents and which in turn leads to economic development, exchange of culture and resulting in overall development of the country.

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ANNEXURE

QUESTIONNAIRE

Dear Respondent,

I Anitha.K II year MBA student (Tourism & Travel Management) Avinashilingam University for Home Science and Higher Education for Women, is conducting the survey to study the “ **A STUDY ON IMPACT OF ADVERTISING ABOUT FAST FOODS IN COIMBATORE CITY**” as part of my final year research work. Please be kind enough to answer the question honestly. This survey would be kept confidential and used for academic purpose only.

Place:

1. Gender:

(a) Male [] (b) Female [] (c) Others []

2. Age:

(a) Up to 12 years [] (b) 13-25 years [] (c) 26-39 years [] (d) 40-60 above []
(e) 61 above []

3. Educational Qualification:

(a) Up to SSLC [] (b) HSC [] (c) Graduation [] (d) Post Graduation []

4. Occupation:

(a) Salaried [] (b) Self employed [] (c) Professionals [] (d) Students []
(e) Unemployed []

5. Marital Status:

(a) Single [] (b) Married []

6. Your Family Type:

(a) Nuclear family [] (b) Joint family []

7. Size of the Family:

(a) Up to 4 Members [] (b) 5-9 Members [] (c) Above 9 Members []

8. No. of Children you have:

(a) One [] (b) Two [] (c) More than Two [] (d) None []

9. Whether any other family members is working?

(a) Spouse [] (b) Father [] (c) Mother [] (d) Children's []

10. Annual Income:

(a) Below 50,000 [] (b) 51,000-80,000 [] (c) 81,000-1,00,000 []
(d) 1,00,000 above []

11. Do you own a Credit card/Debit card?

(a) Yes [] (b) No []

12. How do you make your payment?

(a) Cash [] (b) Credit card [] (c) Debit card [] (d) Others []

13. Is this your first visit to this Fast Food Restaurant ?

(a) Yes [] (b) No []

14. If no, for 13 how frequently do you visit the restaurant?

(a) Once in a week [] (b) Twice in a week [] (c) Every weekend [] (d) Twice in a Month [] (e) Once in 3 Months [] (f) Once in 6 month [] (g) Not frequently []

15. Name the Fast Food Restaurant you visit more often:

16. Why do you prefer to have food in particular Fast Food Restaurant more often?

(a) Reliable [] (b) Cheap [] (c) Quality of Service [] (d) Quality of Food []
(e) Tasty []

17. Timing of the visit to the :

(a) 11am to 1pm [] (b) 1 to 03 pm [] (c) 3 to 7 pm [] (d) 7 to 11pm []

18. How easy was it to reach your favorite Fast Food Restaurant?

(a) Very Easy [] (b) Easy [] (c) Difficult [] (d) Very Difficult []

19. Is it is difficult to reach the Fast Food Restaurant?

(a) Yes [] (b) No []

20. If difficult to place order, reason:

(a) Too much crowd [] (b) Not enough Employees [] (c) Line Busy []
(d) Other, specify _____

21. How easy was to place your order?

(a) Very Easy [] (b) Easy [] (c) Difficult [] (d) Very Difficult []

22 . From the given list of Fast Foods Restaurants in Coimbatore, tick the ones which you are familiar with:

S.No	Name of the Fast food Restaurants	Familiar/unfamiliar	S.No	Name of the Fast Food Restaurants	Familiar/Unfamiliar
1.	KFC		14.	Meat and Eat	
2.	Kuchi n Kream		15.	Richy Rich	
3.	Kites Café		16.	Linda	
4.	Burger Ka Baap		17.	Super Star Pizza	
5.	Biggy Bites		18.	Pizza Paradise	
6.	Domino's Pizza		19.	The Donuts	
8.	Subway		21.	Coco Bay	

9.	Burger King		22.	Café Totaram	
10.	Hangout		23.	Leiden	
11.	Grill Inn		24.	Dood's Burger	
12.	Mechoz Tasty Bites		25.	Khana	
13.	Sandwich Square		26.	Pizzahut	

23. Your choice of Fast Food Restaurants:

(a) _____ (b) _____ (c) _____

24. Did you spend more OR less time than what you planned?

(a) Yes [] (b) No []

25. Reason for having your choice of food (from above)

(a) Burger [] (b) Hotdog [] (c) Sandwich [] (d) Pizza [] (e) French fries []
 (f) Noodles [] (g) Wraps & rolls [] (h) Momos [] (i) Fried rice [] (j) Beverages []
 (k) Ice cream [] (l) Krushers []

26. What was the reason for not tasting _____ food (if any)

27. Would you be visiting this fast food restaurant again?

(a) Yes [] (b) No []

28. When will you visit this fast food restaurant again?

(a) This week [] (b) Next week [] (c) In 2weeks [] (d) In a month []
 (e) Next week [] (f) In 3months [] (g) In 6months [] (h) Sometimes this year []
 (i) Sometimes in future []

29. During this visit, tell us your choice of food which you would prefer most?

MENU	
Burger	
Hotdog	
Sandwich	
Pizza	
French fries	
Noodles	
Wraps & rolls	
Momos	
Fried rice	
Beverages	

Ice creams	
Krushers	

30. During your next visit, what kind of food you would like to taste?

- (a) Burger [] (b) Hotdog [] (c) Sandwich [] (d) Pizza [] (e) French fries []
 (f) Noodles [] (g) Wraps & rolls [] (h) Momos [] (i) Fried rice [] (j) Beverages []
 (k) Ice cream [] (l) Krushers []

31. Do you go other fast food restaurants in Coimbatore city? (a) Yes [] (b) No []

32. If yes, how frequently do you visit the other restaurants:

- (a) Once in a week [] (b) Twice in a week [] (c) Every weekend []
 (d) Twice in a month [] (e) Once in month [] (f) Once in 3 months [] (g) In 6 months []
 (h) Sometimes this year [] (i) Not frequently or only occasionally []

33. Did this visit, motivate you to visit other restaurants in Coimbatore?

- (a) Yes [] (b) No []

34. With whom do you visit regularly to your fast food restaurant?

- (a) Alone [] (b) With my friends [] (c) With my colleagues and fellow workers []
 (d) With my family and relatives []

35. How much do you spend per visit for the fast food restaurants?

- (a) Up to 500 [] (b) 500-1000 [] (c) 1000-2000 [] (d) 2000 above []

36. What do you think about the price of food items in restaurants?

- (a) Low [] (b) Average [] (c) Highly Prices [] (d) No idea []

37. How do you know about Fast Food Restaurant?

- (a) Newspaper [] (b) Magazines [] (c) Television [] (d) Radio []
 (e) Social Media []

38. How often do you watch an ad of fast food?

- (a) TV ads [] (b) Social Media [] (c) Newspapers [] (d) Magazines [] (e) Brochures []
(f) Radio [] (g) Others []

39. For the following questions, we would like your feedback

5.Strongly Agree 4. Agree 3.Neutral 2.Disagree 1.Strongly Disagree

SERVICES OF THE RESTUARANTS	1	2	3	4	5
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Food order is correct and complete					
Employees are patience while taking order					
Availability of sauce, utensils and napkins					
Menu card is easy to read					
Employees speaks clearly					
Employees are friendly					
Service towards the foods					
Quality of the food					
Quality of the beverages					
Value of Price paid					
Food is served hot and fresh					
Food is tasty and flavourful					
Employees are explaining about new offers					
Are employees are helping out to choose menu					
Overall Satisfaction					

40. Rate the following facilities which have to be implemented in the restaurants:

- (a) Wheel chair [] (b) CCTV [] (c) Open Kitchen [] (d) Restroom []

41. Your opinion about the facilities to add on to the restaurants:

- (a) Game for children [] (b) Feeding room [] (c) Wifi Facility [] (d) Family room []
(e) Other, specify _____

42. Any other suggestion you would like to provide to improve the quality of Service provided in this place ?

43. Any other information on would like to furnish?
