

A Study on Consumer Satisfaction on KFC in Coimbatore

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Abstract: Consumer satisfaction is a crucial factor in the success of any food service business, including global fast-food chains like KFC. This study aims to analyze consumer satisfaction with KFC in Coimbatore by examining key factors such as food quality, service efficiency, pricing, hygiene, and ambiance. A structured questionnaire was used to collect primary data from KFC customers across different outlets in Coimbatore. The study employs statistical tools to assess consumer preferences, expectations, and overall satisfaction levels. Findings from the research will provide insights into areas where KFC can improve its service and customer experience, thereby enhancing brand loyalty and competitiveness in the fast-food industry.

Keywords: Consumer Satisfaction, Fast Food Industry, KFC, Food Quality, Service Efficiency, Pricing, Hygiene, Ambiance, Brand Loyalty, Customer Experience, Coimbatore

INTRODUCTION

The project is about to analyze the customer satisfaction level among the KFC customers there is lot of mouths in this world and we want to please them all, body and mind to release the latent energy within the customers. Due to the fast-growing environment the trends are changing continuously and people are trying to follow the western culture rapidly. Use of fast food is also a part of this culture with the passage of time usage of fast food is increasing in India male and female both are using this food now fast food has its own impact on life of common people

KFC Corporation, doing business as Kentucky Fried Chicken (KFC), is an American fast food restaurant chain headquartered in Louisville, Kentucky, that specializes in fried chicken. It is the world's second-largest restaurant chain (as measured by sales) after McDonald's, with 22,621 locations globally in 150 countries as of December 2019.[4] The chain is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut and Taco Bell chains.[5]

KFC was founded by Colonel Harland Sanders (1890–1980), an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression

OBJECTIVES OF THE STUDY

- To measure the satisfaction level of the customers of KFC.
- To assess the responsiveness of the employees.
- To evaluate the efficiency of the delivery services.
- To analyze how KFC tackles its competitor's actions.

STATEMENT OF THE PROBLEM

The problem statement highlights concerns regarding unhealthy food at KFC, particularly the presence of nearly three times more monosodium glutamate (MSG), a flavor-enhancing ingredient, than what is allowed by regulations. This has led to severe protests by People for the Ethical Treatment of Animals (PETA), an animal rights protection organization.

SCOPE OF THE STUDY

This study explores consumer satisfaction with KFC in Coimbatore, focusing on key factors that influence customer experiences and preferences. It examines aspects such as food quality, taste, pricing, portion size, service efficiency, staff behavior, hygiene standards, restaurant ambiance, and overall dining experience. The study also assesses the impact of promotional offers, discounts, and menu variety on customer satisfaction and loyalty

METHODOLOGY

Methodology is a way of thinking about and studying social reality and is a way to systematically underneath the reasons behind the phenomenon. The methodology followed for conducting the study

includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

TYPES OF DATA

PRIMARY DATA

The primary data were collected by sending sample respondents by using online questionnaires to analyse the perception of each individual towards the consumer satisfaction of KFC.

SECONDARY DATA

Secondary data represents information that already exists somewhere, having been collected for another purpose. The secondary data that are available are relatively quick and inexpensive to obtain, especially now that computerized bibliographic search services and databases are available.

STATISTICAL TOOLS USED FOR ANALYSIS

- A) Simple Percentage Analysis
- B) Chi –square
- C) Correlation Analysis
- D) Anova

LIMITATIONS OF THE STUDY

- The survey was limited to the customers who live in Phnom Penh, Cambodia during a specific time period.
- The survey was conducted in only a few selection location in Phnom Penh, Cambodia that were selected based on people who bought KFC Food.
- This study was conducted by selecting a sample population randomly. This provided a clustered sample.
- The data was collected during the month of December to January 2024 to 2025.

LITERATURE REVIEW

1.Terrence H Witkowski, Yulong Man (2003) This research measured and compared the brand identity of Kentucky Fried Chicken (KFC) in China and the United States. Brand identity was defined as the customer impressions of four different KFC identity elements – properties, products, presentations, and publications. A survey of young consumers in the two

countries (n = 795), showed that the Chinese respondents were more apt to eat within KFC restaurants, and spend more time doing, so than the Americans.

2.Sandeep Singh Chib (2012) There is no industry which can work efficiently without considering customer satisfaction. Customer satisfaction is customer's reaction to the state of satisfaction and their judgment of own satisfaction level. In today's competitive world, Service Quality has become one of the most strategic tools for measuring customer satisfaction. Hence, this paper aims at analyzing the customer satisfaction level related to KFC.

3.Andhika H Susanto (2013) With population above 434 thousand and high ranks per capita Manado city becomes a very huge potential for food industry, including fast food. The available of quick serve food become requirement of society in line with fast mobility. The result is lot of new fast-food brands enter to the market. From my observation some kind of fast-food restaurant in Manado is KFC, Texas Chicken, Pizza Hut, Mc Donald, and so on.

HYPOTHESIS

A hypothesis is typically formulated as a key instrument in analysis. There are two types of hypotheses: Null Hypothesis and Alternative Hypothesis. In this study, we consider the Null Hypothesis, assuming no significant relationship between the given factors.

- Consumer satisfaction at KFC is not significantly influenced by food quality, service speed, or menu variety.
- Customers who receive better service and experience shorter wait times are more likely to express higher satisfaction with KFC.
- Positive customer interactions with KFC employees are positively correlated with higher levels of consumer satisfaction and brand loyalty.
- Pricing and promotional offers at KFC do not have a significant impact on overall customer satisfaction.

ANALYSIS AND DISCUSSION

CHI-SQUARE ANALYSIS

CHI SQUARE TABLE

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.819 ^a	6	0.831
Likelihood Ratio	4.155	6	0.656
N of Valid Cases	120		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .79.			

INTERPRETATION

The above table results that in case of the monthly spent on KFC and method of ordering of the respondents, the f value is significant at 5% level

of confidence with the respondents. And there by the hypothesis is accepted. Hence there is no association between the monthly spent on KFC.

CORRELATION TABLE

		How often do you visit KFC in a month?	How much do you normally spend in KFC restaurant in a month?
How often do you visit KFC in a month?	Pearson Correlation	1	0.082
	Sig. (2-tailed)		0.373
	N	120	120
How much do you normally spend in KFC restaurant in a month?	Pearson Correlation	0.082	1
	Sig. (2-tailed)	0.373	
	N	120	120

INTERPRETATION

The Pearson correlation (0.082) indicates a very weak positive relationship between visit frequency and spending at KFC. The p-value (0.373) is greater than 0.05, meaning the correlation is not statistically significant. This suggests that how often a person visits KFC does not strongly impact their monthly spending.

out with findings and suggestions. If suggestions are implemented in future by KFC, it would certainly satisfy the customers to the large extent and it will also help KFC to float in the fast-food industry. The researcher would conclude that there is a strong customer satisfaction towards the food provided by KFC. Some recommendations are provided in order to image them the, leaders in the market.

CONCLUSION

Customer satisfaction is addressed as a strategic business development tool. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Satisfied customers are most likely to share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. The objective is to study the customer satisfaction regarding KFC. For this purpose research work has been carried out. The data was collected through questionnaire, discussion and document studies. The data collected were analyzed based on the determined objectives. The analysis helps the researcher to come

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