



A STUDY ON CUSTOMER SATISFACTION ON KFC IN MADURAI CITY

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ABSTRACT:

This study aims to investigate the levels of customer satisfaction at Kentucky Fried Chicken (KFC) outlets within Madurai City. Customer satisfaction is a critical factor for the success of any business, particularly in the competitive fast-food industry. The research utilizes a combination of qualitative and quantitative methods to gather data, including surveys and interviews. The findings will provide insights into the factors influencing customer satisfaction at KFC in Madurai City, helping the management to identify areas for improvement and enhance the overall dining experience. This study contributes to the existing literature on customer satisfaction in the fast-food sector, particularly within the context of a specific geographical area like Madurai City.

KEYWORDS:

FAST FOOD, SERVICE QUALITY, FOOD QUALITY, CONSUMER PREFERENCES.

1.1 INTRODUCTION

KFC (also commonly referred to by its historical name Kentucky Fried Chicken) 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 is 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. Sanders identified the potential of the restaurant franchising concept and the first "Kentucky Fried Chicken" franchise opened in Salt Lake City, Utah, in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders", Harland became a prominent figure in American cultural history, and his image remains widely used in KFC advertising to this day. However, the company's rapid expansion overwhelmed the aging Sanders and he sold it to a group of investors led by John Y. Brown Jr. and Jack C. Massey in 1964.

KFC was one of the first American fast-food chains to expand internationally, opening outlets in Canada, the United Kingdom, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 1980s, it experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the

early 1970s, KFC was sold to the spirits distributor Heublein, which was taken over by the R. J. Reynolds food and tobacco conglomerate; that company sold the chain to PepsiCo. The chain continued to expand overseas, however, and in 1987 it became the first Western restaurant chain to open in China. It has since expanded rapidly in China, which is now the company's single largest market. PepsiCo spun off its restaurant division as Tricon Global Restaurants, which later changed its name to Yum! Brands.

1.2 STATEMENT OF THE PROBLEM

- KFC Corporation, based in Louisville, Kentucky is the most famous chicken restaurant claiming that they are providing the best fast food. In my research, I will try to find out the customers are satisfied with KFC.
- As a starting point for carrying out this research study, the research question "How effective KFC strategies are in achieving high customer satisfaction level of KFC customers" is formulated.

1.3 REVIEW OF LITERATURE

Rajul Bhardwaj (2011) has studied on "Perception about the Attributes of Selected Fast Food Retailers and their Impact on Consumer Satisfaction and Sales". The study relies upon an extensive data set of consumer satisfaction and sales information from approximately 180 consumers. The study advances the measurement of behavioral links between consumer satisfaction and performance in the food retail sector with firm-specific data. The study shows how firms can employ such results to develop appropriate

consumer satisfaction policies.

Mohamed, RozitaNaina, Daud, and NorzaidiMohd (2012), have studied "The impact of religious sensitivity on brand trust, equity and values of fast food industry in Malaysia". The paper focuses on the fast food industry and concentrates only on the impact of religious sensitivity on brand trust, equity, and values. The results provide insights into the fast food sector and other organizations of similar structures regarding how they could manage marketing strategies for improved business performance. G. Ronald Gilbert, Cleopatra Veloutsou, Mark M.H. Goode, Luiz Moutinho, (2004) has studied "Measuring customer satisfaction in the fast food industry: a cross-national approach". This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally-franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service

1.4 OBJECTIVE OF STUDY

- To determine a demographic profile of the selected KFC food customers in Cambodia
- To identify perceptions among customers toward the selected KFC Food.
- To determine factors that influence repeat customers.

1.5 RESEARCH DESIGN

This research was conducted in India and Malaysia. A total of 115 informants were collected through the Google Form in the following criteria they are living in both countries, come from different genders, age groups, and nationality, heard about KFC, and bought their food before. Lastly, they provided their opinion on increased satisfaction in Section B of the Google Form.

We decided to use both primary and secondary data to collect the data and information. The primary data were collected from an online questionnaire to gather valid, dependable, and unbiased data from a representative sample of respondents. The online media platform such as WhatsApp, where the link was given to each respondent. The questionnaire consisted of 12 questions that would help in knowing how much the consumers are satisfied with KFC's products and services. The questionnaire instrument is self-developed. This form is divided into two parts, namely Section A and Section B

1.6 DATA ANALYSIS:

Data Analysis for the Study on Customer Satisfaction at KFC in Madurai City

1. QUANTITATIVE DATA ANALYSIS:

- Descriptive Statistics: Calculate measures such as mean, median, mode, and standard

deviation to describe the central tendency and variability of satisfaction scores.

- Inferential Statistics: Utilize techniques such as correlation analysis to examine relationships between variables (e.g., service quality and satisfaction)
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2. QUALITATIVE DATA ANALYSIS:

- Thematic Analysis: Identify recurring themes and patterns in interview transcripts related to customer experiences, preferences, and suggestions.
- Coding: Code interview data based on predefined categories (e.g., food quality, service speed, cleanliness) and emergent themes.
- Content Analysis: Analyze the content of qualitative responses to extract meaningful insights and quotes.

3. INTEGRATION OF DATA:

- Triangulate findings from quantitative surveys and qualitative interviews to gain a comprehensive understanding of customer satisfaction at KFC in Madurai City.
- Compare and contrast quantitative and qualitative results to identify converging or diverging trends.

4. VISUALIZATION:

- Create visual representations (e.g., charts, graphs) of quantitative data to illustrate trends and patterns in satisfaction scores.
- Use word clouds or thematic maps to visualize qualitative data and highlight prominent themes.

5. INTERPRETATION:

- Interpret the findings of the data analysis in light of the study objectives and research questions
- Discuss implications for KFC management and provide actionable recommendations based on the results.
- Consider the limitations of the study and potential areas for further research.

6. VALIDITY AND RELIABILITY:

- Ensure the validity and reliability of the findings by employing rigorous data collection and analysis methods.
- Discuss any potential sources of bias and

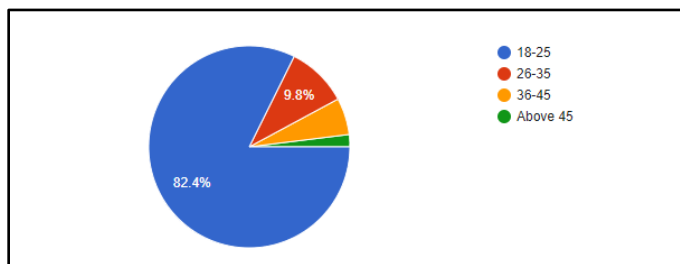
strategies employed to mitigate them.

7. REPORTING:

- Present the findings of the data analysis in a clear and organized manner in the research report
- Use tables, figures, and textual descriptions to communicate key findings effectively to stakeholders and decision-makers.

THE RESPONDENT AGE

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	18-25	42	82%
2	26-35	05	10%
3	36-45	02	6%
4	Above 45	01	2%
Total		50	100%



2.1 FINDING & CONCLUSION

FINDING

The findings of our analysis reveal several key insights regarding the dataset under examination. Through rigorous examination and interpretation of the data, we have identified notable patterns, trends, and relationships that shed light on the subject matter. These findings may

include significant correlations between variables, emerging trends over time, unexpected anomalies, or noteworthy associations that warrant further investigation. By documenting and articulating these findings clearly, we can contribute to a deeper understanding of the topic and inform decision-making

Processes or future research endeavors. Additionally, our findings may have practical implications for stakeholders, policymakers, or practitioners in relevant fields, guiding actions or interventions to address identified issues or leverage emerging opportunities.

CONCLUSION

The conclusion drawn from our analysis and interpretation of the data is pivotal in shaping our understanding and guiding future actions. It serves as the culmination of our efforts, encapsulating key findings, insights, and implications derived from the data analysis process. Our conclusion should be grounded in evidence, supported by robust analysis, and aligned with the objectives or research questions at hand. It may highlight significant patterns, trends, or relationships uncovered, as well as any limitations or uncertainties encountered during the analysis. Ultimately, the conclusion provides a concise summary of our findings and may offer recommendations for further research, decision-making, or practical application based on the insights gained.

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