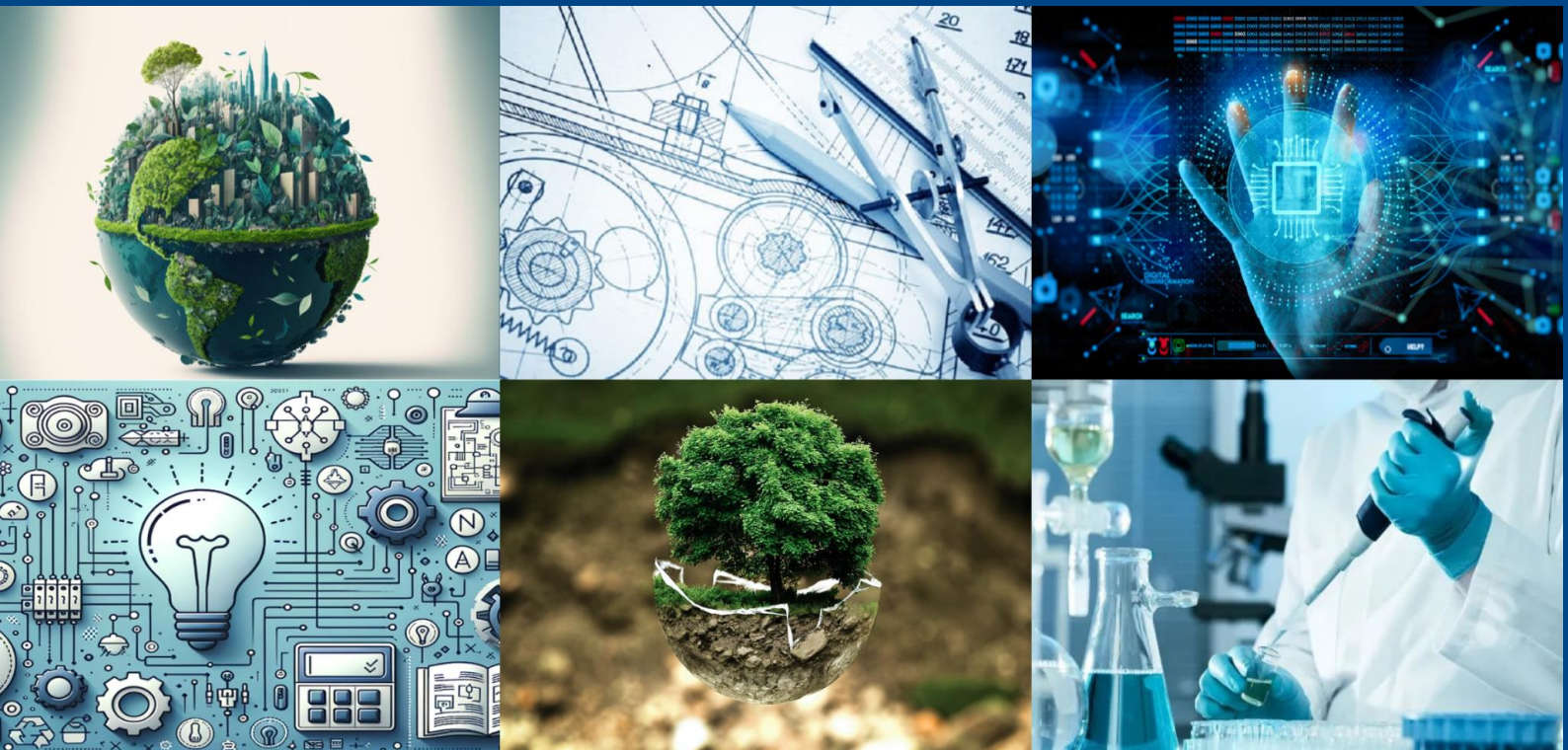




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A Study on Customer Satisfaction towards KFC in Coimbatore City

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ABSTRACT: This study aims to investigate the level of customer satisfaction with the services and products offered by Kentucky Fried Chicken (KFC), one of the leading fast-food chains globally. A questionnaire-based survey was conducted among a sample of KFC customers to gather data on their perceptions and experiences with the restaurant's food quality, service quality, ambiance, and overall satisfaction. The results of the study reveal that while customers are generally satisfied with KFC's food quality and service, there are areas for improvement, particularly in terms of ambiance and customer support. The findings of this study provide valuable insights for KFC to enhance customer satisfaction, improve customer loyalty, and maintain a competitive edge in the fast-food industry.

I. 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 releasethe 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 ofthis culture with the passageoftime usage offast foodis increasing in Indiamale and female both are using this food now fast food has its own impact on life of common people

OBJECTIVES

- To measure the satisfaction level of the customers of KFC.
- To know the responsiveness of the employees.

STATEMENT OF THE PROBLEM

Unhealthy food KFC Chickens contained nearly three times more monosodium glutamate(popularly known as MSG, a flavour enhancing ingredient) as allowed by theAct.

KFC faced severe protests by People for Ethical Treatment of Animals (PETA), an animalrights protection organisation Improvementon foodserviceandfood qualitylistof criticalfactors orfacts.

The customers perception is the consumers believe on the service that they have got defined

The customers perception on the services are quality of the service and satisfaction on the service.

II. RESEARCH METHODOLOGY

The study is an analytical and descriptive one. The data is collected solely from primary sources i.e. by doing a survey among a selected group of people and we have also referred secondary sources i.e. referred print journals, online journals, books, reports etc.

SOURCES OF DATA

1. Primary data

Collect the data using questionnaires and the help of google forms.

2. Secondary data

The secondary knowledge was collected from numerous sources like completely different business websites, Articles and revealed papers.



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TOOLS USED FOR ANALYSING THE DATA

This study has the objectives of ascertaining the “Customer satisfaction towards the Meesho online shopping” with special reference to the Coimbatore city for analysing the primary data the following statistical tool was used.

- Simple percentage analysis
- Annova
- Chi Square

LIMITATIONS OF THE STUDY

- The respondents for the study are only focuses on customers from the Coimbatore city
- The study will be conducted within a limited time frame which may not allow for a comprehensive analysis of customer satisfaction

REVIEW OF LITERATURE

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.

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.

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.

PROFILE OF THE COMPANY

Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be the fast food, typically the term refers to food sold in restaurant or store with low quality preparation and served to the customer in a packaged form for takeout/take away. The term fast food was recognized in dictionary by Merriam Webster in 1951.

The capital requirements to start a fastfood restaurant are relatively small, particularly in areas with non-existent or poorly enforced health codes, small; individually owned fast food restaurants have become common throughout the world. Fast food restaurants with higher sit in ratios, where customers can sit and have their orders brought to them are known as fast casual restaurants.

ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWINGTHE BEINGOFCUSTOMER OFKFCINFUTURE

Likeliness	No.ofrespondents	Percentageof respondents
Verylikely	57	38
Likely	59	39.3
Unlikely	26	17.3
Veryunlikely	8	5.3
TOTAL	150	100



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Findings

From the above table it is found that 38% of respondents are chosen very likely to continue for being a customer for kfc in future, 39.3% of respondents are likely, 17.3% of respondents are unlikely and 5.3% of the respondents are very unlikely.

Inference

From the above table it is inferred that most of the respondents are chosen likely to continue for being a customer for kfc in future (39.3%).

TABLE SHOWING THE CONVENIENCE OF LOCATION IN YOUR AREA

Convenience	No. of respondents	Percentage of respondents
Very convenient	74	49.3
Convenient	51	34
Inconvenient	19	12.7
Very inconvenient	6	4
TOTAL	150	100

Findings

From the above table it is found that 49.3% of respondents are chosen Very convenient for the area of location, 34% of respondents are Convenient, 12.7% of respondents are Inconvenient and 4% of the respondents are very Inconvenient.

Inference

From the above table it is inferred that most of the respondents are chosen convenient for the area of location (49.3%).

TABLE SHOWING THE IMPACT OF TASTE ON FOOD RATING

Impact	No. of respondents	Percentage of respondents
Crispy stripes	62	41.3
Hot wings	37	24.7
Zinger burger	26	16.7
Chicken popcorn	25	17.3
TOTAL	150	100

Findings

From the above table it is found that 41.3% of respondents are chosen crispy stripes on impact of food ratings, 24.7% of respondents are hot wings, 16.7% of respondents are zinger burger and 17.3% of the respondents are choose chicken popcorn.



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Inference

From the above table it is inferred that most of the respondents are chosen crispys stripson impact of food ratings(41.3%).

CHI SQUARE TEST

To assess if there is any association between the monthly spent on KFC and age group of the respondents, Hypothesis H₀, was framed. Chi-square test were performed and the result we represented below.

Ho: There is no significant association between the monthly spent on KFC and age group of the respondents.

Age of the respondents * Monthly spent Crosstabulation

COUNT					
		Monthly spent			Total
Age of the respondents		100-500	500-1000	1000-2000	
	15-20	2	7	1	10
	15-25	2	121	14	137
	25-30	0	3	0	3
Total		4	131	15	150

Chi-Square Tests

	Value	df	Assumption significance (2-sided)
Pearson chi-square	12.816	4	.012
Likelihood ratio	6.693	4	.153
Linear-by-linear association	1.480	1	.224
N of valid cases	150		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is .08.

The above table results that in case of the monthly spent on KFC and age group of the respondents, the value is significant at 5% level of confidence with the respondents. And thereby the hypothesis is accepted. Hence there is no association between the monthly spent on KFC and age group of the respondents.

FINDINGS

- It is concluded that majority 53.7% of respondents are from the age group 15-25
- It is concluded that majority 55.3% of respondents are male
- It is concluded that majority 56.7% of respondents are from urban
- It is concluded that majority 30.7% of respondents are visit KFC once a week
- It is concluded that majority 55.7% of respondents are preferred the method of Inrestaurant KFC



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III. 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.



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