

A study on customer satisfaction towards fast food restaurants in Palakkad district

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Abstract

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organization. All marketing starts with consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, for whom to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the consumers. He must also know the time and quality of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concept of market was let the buyer’s beware of the market was mainly the seller’s market. Now the whole concept of consumer’s sovereignty prevails. The manufactures produce and the sellers sell whatever the consumer likes. In this sense, “consumer is the supreme in the market”.

As consumers, it plays a very vital role in the health of the local economy, national or international. The decision is to make concerning our consumption behavior affect the demand for the basic raw materials, for the transportation, for the banking, for the production, they effect the employment of the workers and development of resources and development of resources and success of some industries and failures of others. Thus marketer must understand this.

Keywords: marketing, customer satisfaction, fast food restaurants, Palakkad district

Introduction

In the past few decades, companies in the service industry have changed the way they provide service to their customers. Before service was understood as customer’s personal and close interaction with an employee. Today, technology is changing the way how services are developed and delivered. Some industries make use of different types of innovation that is lacking in other industries, like self-service technologies (SST’s). SST’s were found to be common in the banking, travelling and retailing industry. However, the authors found that in the fast food industry there was a lack of these technologies. Judging by examples from other companies, which had implemented this technology, there existed a huge opportunity for these technologies to be implemented with great benefits for both companies and customers.

Interesting to see if the same arguments hold in a company, where every establishment is company owned. Thus, the other objective of this research paper was to explore the effect local management has in the innovation process within a fast food chain. This is obtained Research identified that managers in company – owned stores are less independent than franchisee managers and less concerned with sales or profit outcomes (Boyle, 1994; Lewin Solomon, 1999). This is due to the fact that company managers are more concerned about stable job and promotions.

The main out lets for choosing:

- DOMINOS
- NILGIRI
- Dominos
- Marry brown
- KFC
- Pizza Hut
- McDonald’s

Objectives

1. To study the consumers awareness on fast food restaurants.
2. To study about consumer preference towards fast food restaurants
3. To find the reason for choosing the specific fast food restaurants by the consumers.
4. To find the level of consumer satisfaction towards the fast foods.

Theoretical framework

To offer necessary suggestions based on findings of the study. Customer satisfaction (often abbreviated as CSAT, more correctly CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in *Marketing Metrics* as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of

fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.... These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. "In researching satisfaction, firms generally ask customers

whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in 'absolute' terms."

Data analysis and interpretation

Table showing age group and personal factors

Table 1

		N	Mean	Std. Deviation	F	Sig.
Factors influencing the choice	Below 20 years	64	75.2656	177.28152	.426	.654(NS)
	20-30	53	82.7170	181.92056		
	30-40	3	174.0000	291.01203		
	Total	120	81.0250	180.99953		
Know about fast food outlet through	Below 20 years	64	8.9219	7.51148	.867	.423(NS)
	20-30	53	8.7358	7.89145		
	30-40	3	3.0000	.00000		
	Total	120	8.6917	7.61113		
Media influence to fast food outlet	Below 20 years	64	5.2188	6.11132	6.065	.003(*)
	20-30	53	10.2075	9.41839		
	30-40	3	7.0000	.00000		
	Total	120	7.4667	8.03766		
Amount spent per month	Below 20 years	64	2.4531	1.18093	2.899	.059(NS)
	20-30	53	2.5849	1.00831		
	30-40	3	4.0000	.00000		
	Total	120	2.5500	1.11408		
Reason for going to fast food outlet	Below 20 years	64	7.5469	6.91658	1.805	.169(*)
	20-30	53	8.7925	6.17800		
	30-40	3	2.0000	.00000		
	Total	120	7.9583	6.58033		

NS-Not significant, *-significant at 5% level

Interpretation

The above tables shows that the P Value is greater than 0.05 so there is no significant difference between factors influencing the choice of food out lets, know about fast food outlet and amount spent on fast food outlet based on the age group of the Respondents.

The P value is less than 0.05 for the Media influence to the fast food outlet and reason for going too fast food outlet. It shows that there is significant difference between the age groups in the factors influencing and reason for going to fast food.

Table showing marital status and awareness of fast food OYT let

Table 2

	Marital Status	N	Mean	Std. Deviation	Z	Sig
factors influencing the choice	Married	11	191.1818	252.77532	2.150	.034(*)
	Single	109	69.9083	169.76659		
know about fast food outlet through	Married	11	5.4545	4.20389	-1.488	.140(NS)
	Single	109	9.0183	7.81141		
media influence to fast food outlet	Married	11	8.3636	10.76357	.387	.699(NS)
	Single	109	7.3761	7.76959		
Amount spent per month	Married	11	2.4545	1.21356	-.297	.767(NS)
	Single	109	2.5596	1.10915		
Reason for going to fast food outlet	Married	11	8.5455	5.82003	.309	.758(NS)
	Single	109	7.8991	6.67353		

NS-Not significant, *-significant at 5% level

Interpretation

The above tables shows that the P Value is greater than 0.05 so there is no significant difference between know about food outlet, amount spent on fast food outlet, media influence to fast food out let, and reason for going fast food out lets of based on the marital status of the Respondents.

choice. It shows that there is significant difference between the age groups in the factors influencing and marital status. Most of the respondents are can't able to know about the varieties of foods available in market.

Suggestion

1. The varieties can be introduced in Indian flavors.

2. Cost can be reduced according to the quantity.
3. More sales promotion activities can be taken over.
4. They can increase quality and reduce price.
5. Door delivery system can be modified.
6. Create more awareness about fast food restaurants through print and visual media.

Conclusion

The project on the topic “consumer satisfaction towards fast food restaurants” with special reference to Palakkad city was carried out among 120 consumers. As a result of the study, I found that factors of fast food restaurants preferred by customers don't depend up on the personal factors. Majority of the restaurants visitors to the fast food restaurants are students. Most of the customers attracted taste of food provided in the outlets. Fast food restaurants provide variety of products to the customers. Majority of the respondents preferred taste is the main reason to select the fast food outlet. The personal factors, sex, age, educational qualification, and number of members in the family have significant influence on frequency of visit to fast food outlets. The research aims to find out the consumer satisfaction towards fast food restaurants in Palakkad. Thus it can be concluded that the consumer satisfaction towards fast food restaurants is positive.

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