

AN ANALYSIS THROUGH DESIGN THINKING ON CUSTOMER SATISFACTION TOWARDS KENTUCKY FRIED CHICKEN [KFC] WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mrs. P. Anitha, M.Com CA., MBA., M.Phil., Assistant Professor in Commerce

Mr. S. Ragul, M.Com., Department of commerce

Dr. SNS Rajalakshmi college of arts and science, Coimbatore - 49

ABSTRACT

The purpose of this study is to examine consumer satisfaction towards Kentucky Fried Chicken Corporation (KFC). This paper is presenting what are the factors influencing consumer satisfaction. KFC is known as one of the most popular fast-food chains around the world. The findings indicate that the services and products of KFC give a big impact on consumer satisfaction and thus most of the consumers are satisfied with the current services and KFC products. Fast food has been ingrained in the lives of many people because it is affordable, quick, and practical. One of the several fast-food restaurants in is Kentucky Fried Chicken (KFC). This study analyzed KFC's customer satisfaction levels in Coimbatore City. In order to conduct its examination, this study uses quantitative approaches. This study was carried out across the city of Coimbatore and included all KFC patrons. Physical Evidence, Concern, and Responsiveness in Coimbatore KFC had no discernible impact on customer satisfaction; however Reliability and Assurance have a big impact. Based on the results of the concurrent tests, this suggests that aspects of service quality including Physical Evidence, Concern, and Reliability have a significant impact on customer satisfaction in Coimbatore.

KEYWORDS

KFC, Restaurant, Fast food, Customer satisfaction, Customer service.

INTRODUCTION

The purpose of this study is to examine consumer satisfaction towards Kentucky FriedChicken

Corporation (KFC). This paper is presenting what are the factors influencing consumer satisfaction. KFC is known as one of the most popular fast-food chains around the world marketing that works drives increased sales and when it does, both production and logistics systems get stressed. KFC Coimbatore, Fast Food Restaurant For Fried Chicken. Visit Just dial For KFC Restaurant Coimbatore Address, Contact Number, Reviews, Photos & Menu. Foodies of all ages enjoy and appreciate Fast Food. When you have an urge to binge on mouth watering andalluring meals to satisfy a food yearning, the restaurants can provide you with a variety of options. In fact, there are places that also offer healthy options, making sure the food is prepared with both taste and health in mind. There are a number of alternatives, ranging from quaint restaurants to upscale dining chains. Convenience has alwaysbeen a factor in the popularity offast food in Coimbatore KFC is known for providing mouth water junk food in Coimbatore. Established in the year 2012, KFC in Coimbatore is a top player in the category Fast Food in the Coimbatore. It is known to provide top service in the following categories: Restaurants, Inexpensive Restaurants (Below Rs 500), Fast Food, Fried Chicken Restaurants. KFC in Coimbatore has a wide range of products and / or services to cater to the varied requirements of their customers. the KFC Food Service Team Members are proud to servewholesome and hot meals to the customers where they have to prepare fresh and high-quality food products and beverage products in the kitchens that create irresistible tastes for their

EMPATHY

DESIGN THINKING	POTENTIAL QUESTIONS
Empathy	<ul style="list-style-type: none"> • How do the KFC influences the customer to buy a product? • What was the level of satisfaction of consumer eating KFC's Fast- food? • How did the KFC provide service to the customers? • What are the problems faced by customers in KFC?

STATEMENT OF THE PROBLEM

In this competitive world, there are many problems in marketing of goods. Some problems can be solved. But many problems may not be solved. In order to maintain brand loyalty from the loyal customers and attract new potential customer and attract new potential customer. KFC's need to study the level of customer satisfaction for the food services it provide. When consumer thinks about the convenience and price of an eating place has an important role in the competitors in the market and to satisfy the emerging needs of the consumer. Many previous studies

revealed that, the reason behind the success of the multinational chains is their expertise in product development, sourcing practices, quality standards, service levels and standardized operating procedures in their restaurants, a strength that they have developed over years of experience around the world. To identify the waiting time for the customers. KFC being one of the lead multinational chain, which has recently emerged in Coimbatore city, the researcher wants to identify the awareness level of KFC and to identify the customers satisfaction level towards KFC and hence the study

DESIGN THINKING STAGE	INTERFERENCE
Define	<ol style="list-style-type: none"> 1. What are the problems faced by the consumer in KFC? 2. What are the solutions to be provided for the problem faced by the consumer in KFC?

DEFINE

OBJECTIVES OF THE STUDY

To examine the factors influences to purchase of KFC's

To understand the needs of the customers of KFC's

To identify the overall satisfaction among the customers in KFC's

To study the customer affordability in KFC's

To identify the problems of the customers in KFC's

SCOPE OF THE STUDY

The study is undertaken to analyses the consumer satisfaction on KFC's food products. The sample respondents are selected for analysis who is residing within the city limit of Coimbatore.

There is a wider scope for customer research, the customer likes, preferences etc., change of ten because of financial, psychological, sociological some other factors.

As per the KFC's food products are concerned, the customers may change their brand loyalty frequently because various new brands are coming every day. So, there are lot of opportunities to probe into various aspects of customer preference.

The present study would help to know the customer satisfaction towards KFC's Food Products.

SIGNIFICANCE OF THE STUDY

Customer Loyalty: Satisfied customers are more likely to become loyal patrons of KFC. They are more likely to return for repeat business, which leads to higher revenue and sustained growth.

Brand Reputation: Satisfying customers helps build a positive brand image for KFC. A strong reputation can set the brand apart from competitors and drive long-term success.

Increased Sales: High levels of customer satisfaction often lead to increased sales and higher average transaction values as customers may order more items or larger meal options.

Market Expansion: A positive reputation for satisfying customers can support KFC's efforts to expand into new markets or regions.

LIMITATIONS OF THE STUDY

Since this study is based on the prevailing customer satisfaction, the consumer satisfaction may change according to time, taste, quality, price, etc.

The area of study is restricted to Coimbatore City.

Only 120 respondents were taken as sample size.

The study is based on some statistical tools, which have their own limitations.

RESEARCH METHODOLOGY

This methodology can be adapted to specific research

objectives and may involve a combination of primary and secondary data sources. The goal is to gather information that helps KFC make informed business decisions and enhance its operations. The research methodology for KFC, or any research related to a business, typically involves a combination of qualitative and quantitative methods. This chapter basically aims to analyses the strategies adopted by KFC in India to get better results and to understand the possible reasons that could affect it. Hussey (1997) explains us that the type of methodologies would reflect the suppositions of the research paradigm. First of all the Philosophy and general perspective will be discussed. Then it will be followed on by the data collection methods and also some samples will be provided.

Tools used

Simple percentage

Chi- square

ANOVA

REVIEW OF LITERATURE

Monika J.A. Schröder and Morven G. McEachern, (2005) have studied on "Fast foods and ethical consumer value: a focus on McDonald's and KFC". This paper aims to investigate the effect of communicating corporate social responsibility (CSR) initiatives to young consumers in the UK on their fast-food purchasing with reference to McDonald's and Kentucky Fried Chicken (KFC). Most respondents (82 per cent) regularly purchased fast food from one of the companies; purchases were mostly impulsive (57 per cent) or routine (26 per cent), suggesting relatively low-level involvement in each case. Four factors were isolated, together explaining 52 per cent of the variance in fast food purchasing behaviour. They were brand value, nutritional value, ethical value and food quality.

Kinnarry Thakkar and Mrunmayee R.Thatte (2014), in their study attempted to study the consumer' perception about two important food franchise, McDonalds and KFC. The study is an explorative study based on primary data collected from 150 respondents in Thane city through a structured questionnaire. Various factors like variety of food items, quality, taste, ingredients etc. are analyzed to study consumer perception about food franchise. The study revealed that price of the food items affects the frequency of visits to food outlets.

Sandeep Singh Chib (2012), in his paper analysed the customer satisfaction level related to KFC and McDonald. It aims at knowing which of the companies (KFC or McDonald) is doing better in terms of service quality and to know which of the companies (KFC or McDonald) is having more overall customer

satisfaction. The researchers have used self-administered questionnaire which is having two sections. First section comprises of statements related to customer satisfaction, derived from Customer Satisfaction Questionnaire (CSQ-8, C. Clifford Attkisson 1979) and American Satisfaction Customer Index (ASCI, University of Michigan 1944). The second section comprises of

statements related to service quality, derived from SERVQUAL statements to collect primary data. The investigator has used ANOVA (Univariate), Descriptive Statistics, correlation, and regression, KMO and Bartlett Test and Factor Analysis in order to achieve the research objective. The study reveals that KFC was having better service quality and overall customer satisfaction as compared to McDonald.

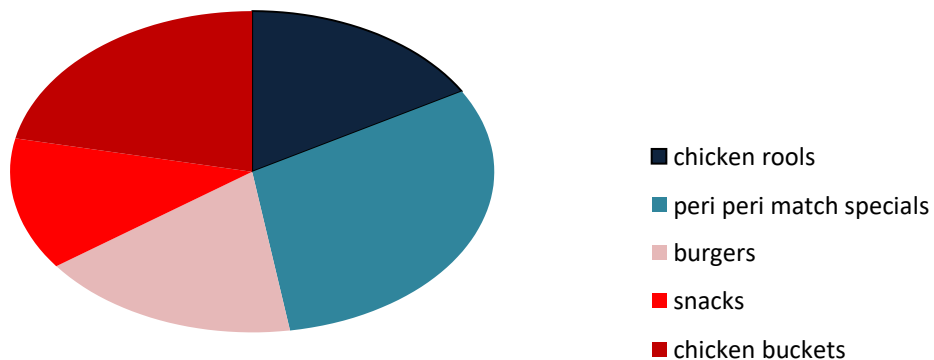
DATA ANALYSI AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1.1 KINDS OF DISHES CONSUMER OFTEN ORDER IN KFC.

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGES
Chicken Rolls	20	16.4
Peri Peri match specials	37	30.3
Burgers	21	17.2
Snacks	16	14.8
Chicken buckets	26	21.3
TOTAL	120	100

CHART 1.1



INTERPRETATION

The above table & chart shows that consumer often order in KFC. 16.4% of the respondents chose chicken rolls. 30.3% of the respondents chose peri peri match specials. 17.2% of the respondents chose burger. 14.8% of the respondents chose snacks. 21.3% of the respondents chose chicken buckets.

TABLE 1.2 SHOWING FACTOR INFLUENCED TO BUY KFC’S PRODUCT

	Observed N	Expected N	Residual
Taste and good service	29	24.0	5.0
Advertisement	23	24.0	-1.0
Reasonable price	27	24.0	3.0
Variety	25	24.0	1.0
Friends	16	24.0	-8.0
Total	120		

Test Statistics

	Influence
Chi-Square	4.167 ^a
df	4
Asymp. Sig.	.384

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is

24.0

TABLE 1.3 SHOWING HOW OFTEN CONSUMER BUY KFC’S PRODUCT

	Observed N	Expected N	Residual
Once a week	29	24.0	5.0
2-3 times a week	23	24.0	-1.0
Once a month	27	24.0	3.0
2-3 times a month	25	24.0	1.0
Rarely	16	24.0	-8.0
Total	120		

Test Statistics

	Influence
Chi-Square	4.167 ^a
Df	4
Asymp. Sig.	.384

TABLE 1.4 SHOWING THAT ACCORDING TO CHOICE, WHY DO CONSUMER CHOOSE KFC

DESCRIPTIVES

	N	Mean	Std. Deviation	Standard error	95% Confidence interval for Mean		Minimum	Maximum
					Lower bound	Upper bound		
Price	18	3.1111	1.23140	.29024	2.4988	3.7235	1.00	5.00
Quality of service	30	3.0333	1.35146	.24674	2.5287	3.5380	1.00	5.00
Taste of food	35	2.4857	1.48267	.25062	1.9764	2.9950	1.00	5.00
Variety of menu option	37	2.7568	1.32089	.21715	2.3164	3.1972	1.00	5.00
Total	120	2.8000	1.36954	.12502	2.5524	3.0476	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.902	3	2.301	1.234	.301
Within Groups	216.298	116	1.865		
Total	223.200	119			

TABLE 1.5 SHOWING RECOMMEND TO IMPROVING THE CUESTOMER SATISFACTION OF KFC.

DESCRIPTIVES

	N	Mean	Std. Deviation	Standard error	95% Confidence interval for Mean		Minimum	Maximum
					Lower bound	Upper bound		
Quality & food service	29	3.9310	.84223	.15640	3.6107	4.2514	2.00	5.00
Improvement of food delivery service	23	3.9130	1.20276	.25079	3.3929	4.4332	2.00	5.00

Improvement on vegetarian	27	3.6296	1.07946	.20774	3.2026	4.0567	2.00	5.00
Improvement on Promotion	25	3.6000	1.11803	.22361	3.1385	4.0615	2.00	5.00
No Recommendation	16	3.6875	1.07819	.26955	3.1130	4.2620	2.00	5.00
Total	120	3.7583	1.05317	.09614	3.5680	3.9487	2.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.570	4	.642	.571	.684
Within Groups	129.422	115	1.125		
Total	131.992	119			

FINDINGS

Majority (30.3%) of the respondents often order peri peri match specials in KFC.
 Majority (29%) of the respondents influenced taste and good service.
 Majority (29%) of the respondents are often to buy the KFC's product inonce a week.
 Majority (37%) of the respondents choose KFC on the choice of variety of menu option.
 Majority (29%) of the respondents recommended quality and food service for improving the customer satisfaction of KFC.

SUGGESTIONS

Even though KFC is popular among the famous fast-food industry for more than a half century, there is still having space for improvement from many aspects. Hence, the researchers from their study suggest that KFC should try to give more advertisement. KFC should work more upon their nutrition value of food and should an impression that they are more interested towards the health of their customers. KFC should also bring more variety in vegetable products which will add up more vegetarian customers also. It is suggested that KFC can reduce their price which will bring the middle class customers also to their restaurants. KFC can focus on kids by providing special offers and packages towards fast foods and children are vital customers who bring the entire family to the restaurants. KFC can provide low fat menu. KFC management to take care of quality of service and make sure you have proper equipment to

serve the orders. Some products of KFC like twister. KFC should increase the best value of taste for all these products. KFC should further uphold its quality standards, deliver superior customer service and create values.

Conclusions

It can be concluded that, Planning and scheduling play important part in KFC Corporation. Proper and efficient planning and suitable schedule had successfully allowed KFC's name and business to expand and spread worldwide. With an excellent product as well as KFC's ability in providing their customers with new and fresh products, KFC is able to maintain their success in a long term. The collaboration and cooperation between each departments such as product development, engineering, food safety/quality assurance and supply logistic are vital in order to ensure every KFC's restaurants are able to serve the great taste of products to their customers. The company has to focus on building positive image regarding the product on customer's mind. Satisfied customer will always be the worthy asset to the organization and thus increasing competitive advantage over the rivalries.

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