



A Study on Customer Retention and Satisfaction on Popeyes Louisiana Kitchen Inc with Special Reference to Coimbatore City.

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ABSTRACT

This study aims to investigate the factors influencing customer satisfaction and retention towards Popeyes Louisiana Kitchen Inc. within the context of Coimbatore city. With the rapid expansion of fast-food chains, understanding customer preferences and behavior is crucial for maintaining a competitive edge. Through a comprehensive literature review, this research identifies key determinants of customer satisfaction and retention in the fast-food industry. The study employs a mixed-method approach, utilizing both qualitative and quantitative techniques to gather data. Quantitative data will be collected through structured questionnaires distributed to a sample of Popeyes customers in Coimbatore. Additionally, qualitative insights will be obtained through interviews with managers and staff members to gain a deeper understanding of operational dynamics. Statistical analysis will be conducted to analyze the relationship between various factors such as food quality, service efficiency, ambiance, and overall customer satisfaction and retention. The findings of this study will provide valuable insights for Popeyes Louisiana Kitchen Inc. and other fast-food chains operating in similar markets, enabling them to enhance customer satisfaction and retention strategies, ultimately contributing to business growth and sustainability.

INTRODUCTION

Popeyes Louisiana Kitchen, Inc.. also known as Popeyes and formerly named Popeyes Chicken & Biscuits ! and Popeyes Famous Fried Chicken & Biscuits,! Is an American multinational chain of fried chicken fast food Restaurants formed in 1972 in New Orleans, Louisiana formed by Al Copeland and headquartered in Miami. It is currently a subsidiary of Toronto-based Restaurant Brands International. As of 2021, Popeyes has 3,705 restaurants which are located in more than 46 states and the District of Columbia, Puerto Rico, and 30 Countries worldwide citation needed

About 50 locations are company-owned; the vast remainder are franchised. **Net income** US\$ 228 million(2021) **Revenue** US\$ 579 Million (2021) US\$ 5.51 billion .Number of employees are 2,130 (December 2015)Popeyes was formed in Arabi, Louisiana, a Suburb of New Orleans, Louisiana, in St. Bernard Parish. It first opened its doors on June 12, 1972, as "Chicken on the Run". Owner Al Copeland (1944–2008) wanted to compete with Kentucky Fried Chicken, but his restaurant failed after several months. Copeland reopened the Restaurant four days later as Popeyes Mighty Good Chicken. By 1975, the company had been Renamed as Popeyes Famous Fried Chicken.

Customer retention

Customer retention is a metric that businesses use to measure customer loyalty over time and Gauge overall success. To boost customer retention, companies will implement various tactics to Reduce the number of customers lost in a period and better their experiences to ensure that they Remain loyal to the business. Customer retention refers to a company's ability to turn customers Into repeat buyers and prevent them from switching to a competitor. It indicates whether your Product and the quality of your service please your existing customers

How does Popeyes attract customers

However, by creating a mobile app, the brand kept Popeyes top-of-mind long after the offer Ended. To drive awareness, it leveraged paid media within other mobile apps to promote Downloads. It also capitalized on its social media followers with organic posts on different social Channels.

The three-pronged strategy cover:

- elevated operations
- menu expansion and
- meticulous store design.

STATEMENT OF THE PROBLEM

The present study Is focused on the customer satisfaction and retention of Popeyes Louisiana kitchen special reference to coimbatore city

- Consumer satisfaction plays a crucial role as it deals with consumers and their needs. The essence of organization is the consumer and thus emphasis on their needs and wants.
- The Present study under the title, "Customer Satisfaction with regard to the service quality the popeyes Louisiana Chicken to understand the various factors influencing the satisfaction level of the customer with regard to the various dimensions of service quality such as tangibles, Reliability, responsiveness, assurance and empathy.
- The business Is Experiencing a significant decline in customer Retention, resulting in a Decrease in overall Revenue and profitability. Existing customers are Not returning, and The customer churn rate has Reached an alarming level. The factors affecting customer Retention in the restaurant industry is that the retention rate for restaurants can be Influenced by various factors such as dining experience, customer service, food quality. Value for money, and customer loyalty programs. A high retention rate also indicates high Customer satisfaction. Repeat customers are highly valuable for restaurants.

OBJECTIVES OF THE STUDY

- 1) For understanding the factors of customer retention in Popeyes Louisiana Kitchen, Inc..
- 2) Customers satisfaction regarding Popeyes Louisiana Kitchen, Inc...
- 3) Limitations of Popeyes Louisiana Kitchen, Inc.. In customer retention technique
- 4) The ways and strategies that the Popeyes Louisiana Kitchen, Inc.. used to attract the customers.
- 5) customers loyalty towards their products from Popeyes Chicken & Biscuits to Popeyes Louisiana Kitchen inc..

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; it includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them.

RESEARCH DESIGN

Descriptive research design is a type of research design that aims to obtain Information to systematically describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions Regarding the research problem, rather than the why.

TYPE OF SAMPLING

The sampling technique is a frame work for choosing a sample. In this Study, we are using the convenience sampling of non-probability sampling for selecting samples

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 104 respondents.

AREA OF STUDY

The area of this study is Coimbatore

PERIOD OF STUDY

The duration taken by the researcher for the data collection and analysis regarding the customer perception of 3 month

METHOD OF COLLECTION

To accomplish the objective of the study, the research have to depend on both Primary and secondary data.

It has two types

- Primary data
- Secondary data

Primary data:

Questionnaire is a main tool for collecting the primary data, Questionnaire Designed in a systematic manners covering adequate and relevant questions which cover all the aspects of the study. A questionnaire is a popular means of collecting primary data.

Secondary data:

Secondary data is the data that is already available. It can be obtained through company records, the internet, and some data collected from the Observation method by the researcher.

SCOPE OF THE STUDY

The study is being conducted mainly to know about the consumer satisfaction and retention towards Popeyes Louisiana Kitchen inc.,

- This is to know the competitive advantage for the customer satisfaction regarding popeyes
- This study covers the extent and growth of customer retentions techniques used by Popeyes
- In an acutely competitive atmosphere it is important and challenging for the restaurants to attract the customers in every strategical ways to maintain sustainability among the various aspects that build the rapport with the customers and keep them in their fold, services, quality food is much more important than the techniques or profit.

SATISFACTORY LEVEL OF THE RESTAURANTS

FACTORS	QUALITY AND TASTE	STORE THEME AND CONVENIENCE	OFFERS AND COMBOS	CRISPY FRIED CHICKEN	CUSTOMER LOYALTY	RANK
POPEYES	92	61	51	46	28	1
KFC	49	53	33	33	36	2
BURGER KING	38	52	33	22	8	4
MC DONALDS	50	40	29	30	51	3

INTERPRETATION

From the above table, it is found that majority 92% respondents prefers quality and taste, 61% of The Respondents prefers store theme and convenience, 51% of the respondents prefers offers and Combos, 46% of the respondents prefer crispy fried chicken and 51% respondents prefers Customer loyalty

Hence, majority of the respondents prefers quality and taste.

SUGGESTIONS

- Popeyes should improve in their pricing method that the respondents suggested to reduce the price and the quantity
- The restaurant should enhance and expand their store convenience and safety
- Some of them are not satisfied with the factors that affecting the customer retention techniques and they choose the price and fairness as the drawbacks
- The most respondents chooses the waiting time as an greatest drawback so the Popeyes restaurant should improve in their timing to serve the customers
- As the restaurant is well versed in the store theme and logo that the Popeyes restaurant has an very good Reputation that they should also focuses on customers convenience and safety
- As in this study is got a clarification that the customers are satisfied in the rebranding of Popeyes and the Popeyes ads seem in electronic and print media are out of touch with Indian culture and thoughts

CONCLUSION

Customer Satisfaction is Based on anecdotal evidence and online reviews, customers in Coimbatore generally seem satisfied with Popeyes' offerings, praising the taste and quality of the food. Unique Selling Proposition of Popeyes' distinct flavor profile, particularly its signature spicy chicken, may contribute to its appeal and customer satisfaction in Coimbatore, where consumers appreciate flavorful and spicy cuisine. Customer Retention Strategies that Popeyes can enhance customer retention in Coimbatore by focusing on consistent service quality, maintaining cleanliness, and ensuring efficient operations to meet the expectations of local customers. In Competition While Popeyes may face competition from local eateries and international fast-food chains in Coimbatore, its unique menu and branding could differentiate it and contribute to customer loyalty. Engaging with the local community

through promotions, events, and social media can further strengthen Popeyes' presence and customer loyalty in Coimbatore. In summary, Popeyes in Coimbatore appears to have a solid foundation for customer satisfaction and retention, with opportunities to further strengthen its position through targeted strategies and engagement with the local market.

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