



## A Study on Customer Satisfaction towards Fast Food with Reference to Coimbatore City

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### ABSTRACT:

*Food is most important in our day to day life. Fast food is defined as a type of food which could be processed, canned, frozen, and prepared in a short time and served quickly. Fast food has gained popularity in India in the last 20 years. Buyers of this segment got attracted because of a real quick fine-looking meal with enhanced taste, for economical prices. Fast food is called junk food too, as it does not have high nutritional value. In spite of being called junk food, the rise of national and international brands of various chains is all time high.*

*Fast food is popular because the food is inexpensive, convenient, and tastes good. However, fast food is often made with cheaper ingredients such as high fat meat, refined grains, and added sugar and fats, instead of nutritious ingredients such as whole grains, fresh fruits and vegetables. This study also tends to find out the various types of factors that motivate people to eat fast food. Evening is the most convenient time to take fast food from outside. This study is about the customer preference towards fast food in coimbatore city and the possibility of health problems due to consumption of fast food.*

**Keywords:** consumer satisfaction, fast food, health problems, consumer preferences

### INTRODUCTION:

'Eat healthy and live healthy' is one in all the essential necessities for a long life. Sadly, today's world has been adapted to a system of consumption of foods that has many adverse effects on health. Fast food is characterised as quick, easily prepared and cheap alternatives to home-made meals, according to the National Institutes of Health (NIH). According to the Merriam-Webster dictionary, fast food is defined as readily available and consumed with little consideration given to quality or significance.

The eating habits of the people are changed. In a family, if both the husband and wife are earning, by the time they return from work, the wife is too exhausted to prepare meals for the family and this makes them to prefer fast-food eating. This ultimately results in the growth and development of fast-food retailers. Eating out has become more of convenience rather than a fashion and now-a-days, it has become a routine on the weekends. Also, with no domestic help in the house, most people in the city prefer to eat out. Socio-economic changes in the country have brought significant changes in the attitude of middle class. Frequently travellers, professionals, executives and even children are also lured by the advertisements, pushing parents to go out for fast-food.

Developing trends demanded diversified customer services and fast-food retailers began to do delivery services. This motivates many entrepreneurs both big and small to start restaurants in the name of fast-food. These fast-food retailers purposefully serve the busy customer who likes to satisfy their hunger in a quick manner and also with a huge variety of food items. Though fast food is unhealthier and less nutritious than home cooked meals, people prefer to give importance to appetite and palate taste. Most people interchange fast food, street food and junk food. The main difference between fast food and street food is that street foods are locally recognized foods prepared and processed for immediate consumption by the street or other public suppliers. The junk food is defined as pre-prepared and packed food with flavours, preservatives, food colour, taste makers which are equal to junk.

Fast food is food which is prepared and served quickly at outlets called fast-food restaurants. There are many hazardous health problems faced by the people who are all eating fast food from outside. Moreover researchers found that eating fast food causes stress and loss of appetite because of added preservatives and taste enriching chemicals etc. whatever

may be the consequences of fast food, people prefer fast food for many reasons. This study focuses on the Customer Satisfaction towards Fast Food in coimbatore city.

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**OBJECTIVES:**

- ❖ To analyse the level of satisfaction consumed by preferring fast food.
- ❖ To know the awareness of various fast foods in the city.
- ❖ To study the factors influencing consumption of fast food.

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**SCOPE OF THE STUDY:**

The study is mainly done for getting knowledge and ideas about fast-food. The demand for fast-food is increasing very rapidly. This study identifies the factors which influence the consumers towards the purchase of fast-food. The scope of the study includes the analyses of the taste and preferences of the consumers and also identifies the consumer's perception towards fast-food and also the consumer experience towards the fast-food. Such study will provide clues for developing new varieties, features, prices, channels, messages, and other marketing mix elements in fast-food.

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**STATEMENT OF THE PROBLEM:**

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and of states within. Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well as individually. However, with time due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide 2 varieties of delicacies from around the world-over. Hence it has been found important to study the perception and behaviour of the consumers towards fast food. This study has been conducted to identify the factors that influence the perception and behaviour pattern of consumers towards fast food in coimbatore city.

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**LIMITATIONS OF THE STUDY:**

- ★ The respondent of this study belongs to Coimbatore city.
- ★ The limitation of random sampling method is applied to this study.
- ★ The time period of the study was limited.

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**TOOLS OF COLLECTION OF DATA:**

For the purpose of the study both primary and secondary data have been used. Primary data were collected from the respondents by distributing questionnaires. The questionnaire was designed in such a way that it covers all aspects of the study. Effort was made to present the questionnaire as simple as possible and also clear-cut.

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**FRAMEWORK OF THE ANALYSIS:**

Data collected through questionnaires were prepared in the master table. In order to analyse and interpret the data.

- ★ Weighted average score Analysis
  - ★ Chi square Analysis.

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**REVIEW OF LITERATURE:**

**Ashakiran and Deepti R (2012)** - a system of consumption of foods which has several adverse effects on health. Lifestyle changes have compelled us so much that one has so little time to really think about what we are eating on a large scale and its impact on health needs emphasis and health education which greatly contributes to its limited consumption and switching over to healthy eating habits for the better living. It is not impossible to win war which junk foods against indicates a clear cut difference in their mean score of their attributes and also dimensions identified with factor analysis.

**Fontinelle (2021)** – the study on consumer satisfaction in fast food service with special Reference to MCDONALD'S in Coimbatore city. He states that McDonald's was the international Fast-food restaurant. As Britannica (n.d.) confirms that Chicago was the company Headquarters of McDonald's. McDonald's was a popular fast food and known by everyone (123helpme, n.d.). Customers can find McDonald's everywhere. McDonald's employs more than 2 million employees because they have many Departments in each restaurant including crew members, cooks, cashiers, and shift Managers. McDonald's was best known for its burgers, French fries, nuggets, and many types of foods. Most people will know their menu and choose to purchase it because it is convenient for the customers. Customers can buy easily and have many choices. There are four types that people can use to buy McDonald's including Dine-in, delivery, pick-up, and drivethru. Drive-thru is the most used by people.

**Dabbara, R., Chandrakumar, M., Anandhi, V., & Muruganathi, D. (2020)** – attempts to reveal the consumer buying pattern of fast food. It revealed that expenditure on fast food is dependent on income, occasion of consumption, and items we consume. Thus the results can be used by managers to build new marketing strategies and develop marketing mix like Creating a fun and entertaining environment where consumers can chill with friends as more consumers visit with friends, providing friend coupons for frequent visitors to change the consumption pattern of fast food among buyers.

**Rezende and Avelar (2012)** – attempted to describe the eating out habits of consumers in Brazil. The study revealed that a ‘search for variety’ was a motivator for eating outside the home. The desire for ‘convenience’ was an important element on many occasions of consumption. The younger people and people with higher incomes possessed more intensive consumption and more favourable attitudes towards eating out. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers’ frequency of buying.

**Anand (2011)** – explored the impact of demographics and psychographics on young consumer’s food choice towards fast food in Delhi, India. The key determinants impacting consumers’ food choice were found to be passion for eating out, socialisation, ambience and Taste of fast food and convenience for dual-income families in urban India. Findings indicated that fast food companies can no longer rely on convenience as USP in India, unless the implication of same on consumer’s health is given equal importance in the years to come.

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### THE START OF FAST-FOOD CULTURE:

The concept of fast-food pops up during 1920s. The 1950s first witnessed their rapid proliferation. Several factors that contributed to this explosive growth in 50’s was:

- (1) America’s love affair with the automobiles.
- (2) The construction of a major new highway system.
- (3) The development of sub-urban communities.
- (4) The baby boom subsequent to world war second.

“Fast-food chains initially catered to automobile owners in suburbia. The notion of “fast” food reflected American culture in which speed and efficiency are highly prized.”

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### FACTS AND FIGURES:

Fast-food is one of the world’s largest growing food type. India’s fast-food industry is growing by 40% a year and is expected to generate a billion dollars in sales by 2005. The multinational segment of Indian fast-food industry is up to Rs.6bn, a figure expected to zoom to Rs.70bn by 2005. By 2005, the value of Indian dairy products is expected to be Rs.1, 00,000 million. In last 6 years, foreign investment in this sector stood at Rs.3600 million Which is about one-fourth of total investment made in this sector. Because of the availability of raw material for fast-food, Global chains are flooding into the country.

### REASON FOR EMERGENCE GENDER ROLES:

Gender roles are now changing. Females have started working outside. So, they have no time for their home and cooking food. Fast-food is an easy way out because these can be prepared easily.

### CONSUMER SOPHISTICATION AND CONFIDENCE:

Consumers are becoming more sophisticated now. They do not want to prepare food and spend their time and energy in household works. They are building their confidence more on ‘ready to eat and easy to serve’ kind of foods

### PAUCITY OF TIME:

People have no time for cooking. Because of emergence of working women and also number of other entertainment items. Most of the time either people work or want to enjoy with their family.

### DOUBLE INCOME GROUP:

Emergence of double income group leads to increase in disposable income. Now people have more disposable income so they can spend easily in fast-food and other activities.

### WORKING WOMEN:

Working women have no time for cooking, and if they have then also, they don’t want to cook. Because they want to come out of the traditionally defined gender roles. They do not want to confine themselves to household work and upbringing of children.

### INDIAN FAST-FOOD INDUSTRY:

Fast-food is one of the world's largest growing food types. India's fast-food industry is growing by 40% a year. It will reach nearly US\$ 10 Billion in 2019. Foreign investment holds about one-fourth of total investment made in this sector.

#### PROGRESSION OF FAST-FOOD INDUSTRY:

Specialists and industry professionals ordinarily consider that the restaurant business is made up of two general classifications, full-service restaurants and quick food or rapid service restaurant's (Mueller & Kleiner, 2004). Around full administration restaurants are to be discovered fine dining and buffet restaurants, (Agnelo & Vladmir, 2007); under the rapid service classification fall all who offer food to clients for utilisation on or off the premises, these incorporate individual and chain restaurants that serve different varieties of food. For instance. Sandwich shops, pizza places, chicken barbecues, burger joints, fish sticks, and potato fries and soon. (Ditmer, 2002).

#### PRICE:

Selection of a fast-food outlet depends upon price value. The genre of restaurant is judged by consumers through food selling price; with the view that a costly restaurant will provide a better quality of both service and food. The kind of restaurant, type of occasion, profession and age group. The relative vitality of the restaurant decision varies extensively by restaurant sort, eating event, age and occupation.

#### WEIGHTED AVERAGE SCORE ANALYSIS:

**Table showing the factors influencing the purchase of fast food**

Factors	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)	Total	Weighted average score	Rank
Price	44	47	42	17	-	568	3.78	2
Taste	20	57	73	-	-	547	3.64	3
Availability	13	61	67	9	-	528	3.52	5
Quantity	12	70	64	4	-	540	3.6	4
Variety of food	32	71	39	5	3	574	3.82	1

#### Interpretation:

The above table depicts that the factors influencing the purchase of fast food is given for variety of food with the weightage of (3.82) .

#### CHI SQUARE ANALYSIS:

**Table showing the relationship between monthly Income and spending amount for fast food**

Month Income/ spending amount for fast food	Below Rs 10000	Rs 10001- Rs 20000	Rs 20001- Rs 50000	Above Rs 50000	Total
<500	3	12	42	1	58
>200	19	23	11	3	56
>500	2	7	22	5	36
Total	24	42	75	9	150

O	E	O-E	(O - E) <sup>2</sup>
3	9.28	-6.28	39.43
12	16.24	-4.24	17.97
42	29	13	169
1	3.48	-2.48	6.15
19	8.96	10.04	100.80
23	15.68	7.32	53.58
11	28	-17	289
3	3.36	-0.36	0.12
2	5.76	-3.76	14.13

7	10.08	-3.08	9.48
22	18	4	16
5	2.16	3.84	14.74
<b>Total</b>	<b>150</b>	<b>75.4</b>	<b>730.4</b>

Chi-square Value  $X^2 = \sum (O-E)^2/E$

$$= 730.4/150$$

$$= 4.869$$

Degree of Freedom = (r-1) (c-1)

$$= (3-1) (4-1)$$

$$= (2) (3)$$

$$= 6$$

**Table Value =12.592**

#### **HYPOTHESIS :**

**H<sub>0</sub>** There is no significant relationship between monthly Income and spending amount for fast food.

**H<sub>1</sub>** There is significant relationship between monthly Income and spending amount for fast food.

Level of Significance= 0.5% or 0.05

#### **Interpretation :**

In the above analysis the calculated value (4.869) is less than the Table Value (12.592) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no Significant relationship between monthly income and spending amount for fast food.

## **FINDINGS:**

### **WEIGHTED AVERAGE SCORE ANALYSIS :**

- The factors influencing the purchase of fast food is given for variety of food with the weightage of (3.82) .

### **CHI-SQUARE ANALYSIS:**

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- The calculated value (4.869) is less than the Table Value (12.592) at the level of 5% Significance. Hence null hypothesis is accepted thus there is no Significant relationship between monthly income and spending amount for fast food.

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### SUGGESTIONS:

- ❖ Many people ignore eating of fast food due to lack of nutritional content. It is advisable to take proper steps to improve the nutritional content in fast food by adding fresh vegetable, nuts etc.
- ❖ As people prefer to eat fast food mostly at evening they can get attracted through by availability of variety of food without any shortage.
- ❖ Many people are aware about eating of fast food can create harm ness to health due to adding preservative, colours and dyes. Every fast food centre should try to minimise this all content and they should make the food natural and healthy manner.

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### CONCLUSION:

This study attempts to reveal the consumer buying pattern of fast food. It revealed that expenditure on fast food is dependent on income, occasion of consumption, and items we consume. Thus the results can be used by managers to build new marketing strategies and develop marketing mix . From the study it can be concluded that the overall level of satisfaction of the respondents with regard to the service rendered at the fast-food outlets is satisfactory. The study has brought out the customer preference of fast-food and also the factors that need to be improved.

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### REFERENCE:

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