

# Customer Satisfaction of Fast Food in Thanjavur

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## ABSTRACT

*The aim of the research was to examine the level of satisfaction as perceived by the customers of Fast food in Thanjavur and its effect of their satisfaction. Customer satisfaction was measured by an interview schedule conducted randomly with customers of selected Fast foods, situated in and around Thanjavur. Percentage Analysis, ANOVA and Chi-square test was used to test the impact of satisfaction factors of customers. Results of the study indicated that amenities in the Fast foods and the varieties of food are the most important factor of customer satisfaction. It is apparent from the present study that the owners of the Fast food in Thanjavur has to improve the Cleanliness, Taste and Quality of the food that make the most significant contributions on customer satisfaction.*

**Key words:** Customer, Satisfaction, Fast Food, Quality

## INTRODUCTION

Customer satisfaction is one of the key elements for a company's profit in the market. Marketers can justify their existence only when they are able to understand consumers' needs and satisfy them. The challenges of management in service sectors are satisfying the customers' expectations. Quality of services and customer satisfaction has been predominantly increasing in the competitive market. The era of LPG has brought changes in society and lifestyle of people. Fast food is one of the world's largest growing industries. In the last decade, foreign investment in this sector stood at Rs. 3600 million which is about one-fourth of total investment made in this industry. The study of customer satisfaction focuses on how individuals make decisions to spend their available resources like time, money, effort on food. Now-a-days, Fast food industry has become a necessity and forms a part of the middle class. Hence the study of Customer satisfaction in Fast food appears to be a lucrative area for the further improvement of the field.

## REASONS FOR THE AFFINITY OF FAST FOOD

- Nuclear family setup.
- Reduces the workload of the working women.
- Easy availability of food.
- Capacity to spend.
- Curiosity in tasting varieties of food.

## REVIEW OF LITERATURE

**Munhurrn (2012)** studied "Perceived Service Quality in restaurant Services: Evidence from Mauritius" and identified the influence of the service dimensions on customer satisfaction and behavioral intentions within the restaurant context in an island economy, Mauritius. Factor analysis was performed to determine dimensions that are likely to influence customers' restaurant service evaluations. Based on the analyses, three distinct dimensions were identified by the customers, "Food Quality-Reliability", "Responsiveness-Assurance-Empathy" and "Tangibles". Multiple regression analyses were then employed to examine the relative importance of the three service dimensions in determining satisfaction judgments and customers' behavioral intentions. The results support the links between service quality dimensions, satisfaction and behavioral intentions respectively. **Raja Irfan Sabir et. al. (2014)** investigated the determinants of the customer's satisfaction in fast food industry. Quality service, price, environment are used as an independent variables and customers satisfaction use as dependent variable. The research is quantitative in nature and random sampling technique has been used for data collection through a questionnaire survey and the sample size for this study was 100. **Manjunath and Reginald (2016)** Stated in their article focused to find the key success factors for fast food industry in region of Mysore District. Fast food concepts developed very rapidly in last few

years in Mysore District. Customer satisfaction in fast food industry showing dependency on service quality, Product Quality, Physical Design, Price, Customer satisfaction, Physical Environment, Taste and Promotion. Findings of the study show that service quality and physical design are the key factors for satisfaction in fast food industry in Mysore District.

### OBJECTIVES OF THE STUDY

- To evaluate the satisfaction factors of the customer in consuming Fast Food.
- To analyse the level of satisfaction among the customers of Fast Food in Thanjavur
- To provide suggestions to improve the level of customers satisfaction.

### METHODOLOGY OF THE STUDY

**Research design:** Descriptive and analytical research designs have been used in this study.

**Sample design:** The respondents were approached directly by the researcher with structured interview schedule.

**Collection of Data:** Data were collected through primary and secondary source. The primary data were collected from the customers. The secondary data were collected from research publications, standard journals and periodicals.

**Period of the study:** The Primary data were collected from 1<sup>st</sup> May 2017 to 31<sup>st</sup> July 2017 by way of field survey.

**Sample size:** 300 Customers of Thanjavur.

**Sampling Technique:** Convenience sampling technique was used in this research.

**Statistical Technique:** The collected data were analysed by using the statistical techniques such as percentage analysis, ANOVA and Chi-square test.

### LIMITATION OF THE STUDY

The study is limited to Thanjavur town and there is a possibility that the respondents may be biased. The sample constitute only a small segment of the population, hence it cannot be applied to the whole population. The duration of the study is only 3 months.

## RESULTS AND DISCUSSION

**Table 1 Demographic classification of the respondents**

Demographic factor	No. of respondents	Percentage
<b>Gender</b>		
Male	207	69
Female	93	31
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Age (in years)</b>		
Less than 25 years	122	40.67
25 to 35 years	103	34.33
36 to 45 years	45	15.00
46 to 55 years	25	8.33
Above 55 years	5	1.67
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Marital Status</b>		
Married	250	83.3
Unmarried	50	16.7
<b>Total</b>	<b>300</b>	<b>100</b>

**Source:** Primary data

The above table represents the gender, age and marital status of the respondents. From the 300 respondents, 69 percent are male and 31 percent are female respondents. In case of age group below 25 years accounts for the highest (40.67 percent) of the sample respondents and also 83.3 percent of the respondents are married in this study.

### SELECTED FAST FOOD AND SATISFACTION FACTORS

The following table analyses the significant difference between selected Fast Food and satisfaction factors through ANOVA.

**H<sub>0</sub>:** The average scores of satisfaction factors among respondents of selected Fast Food does not differ significantly.

**Table 2 Average scores and ANOVA of the satisfaction factors for Selected fast food in Thanjavur**

Fast Food	N	Satisfaction Factor							
		Cleanliness		Quality and Taste		Amenities		Varieties in the food	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD
Hotel Abinaya's Fast Food	87	19.28	3.00	17.79	2.97	8.18	1.18	7.75	1.14
Seven Eleven Fast Food	127	18.80	2.94	16.93	3.53	7.74	1.11	7.57	1.21
Dsky Fast Food	59	18.44	3.01	17.19	3.80	7.22	1.22	7.14	1.40
Others	27	18.44	3.95	16.70	4.46	7.26	1.43	6.44	1.83

**Table 2.1 ANOVA on the satisfaction factors for selected fast food in Thanjavur**

Satisfaction factor	Sources of Variation	Sum of Squares	Df	Mean Square	F-Test	Table Value	Sig.
Cleanliness	Between Groups	30.330	3	10.110	1.069	2.635	NS
	Within Groups	2798.667	296	9.455			
	Total Groups	2828.997	299				
Quality and Taste	Between Groups	46.553	3	15.518	1.247	2.635	NS
	Within Groups	3683.217	296	12.443			
	Total Groups	3729.770	299				
Amenities	Between Groups	39.233	3	13.078	9.377	3.848	**
	Within Groups	412.803	296	1.395			
	Total Groups	452.037	299				
Varieties in the Food	Between Groups	42.739	3	14.246	8.484	3.848	**
	Within Groups	497.058	296	1.679			
	Total Groups	539.797	299				

**Source:** Primary data

NS denotes Not Significant

\*\* Denotes 1% level of significance

It outlines the F values for the Cleanliness, Quality and Taste factors are 1.069 and 1.247. These values are less than the table values at 5% level of significance. Hence they are insignificant and so the above stated null hypothesis has been accepted.

The obtained F values of 9.377 and 8.484 are highly significant at 0.01 levels, which means the customer satisfaction on Amenities in the Fast food and Varieties in food, depends very much on selected Fast food. Hence the above stated null hypothesis is rejected at 1% level of significance and it is concluded that there is significant difference between selected fast food and satisfaction factors of the respondents.

### EDUCATIONAL QUALIFICATION AND OPINION ON HYGIENE

There are many reasons why people prefer to have a food from Fast Food. The relationship between the educational qualification and the opinion on hygiene is tested.

**H<sub>0</sub>:** There is no significant relationship between the opinion on Hygiene and the Educational Qualification among the respondents.

**Table 3 Relationship between the opinion on Hygiene and Educational Qualification among the respondents**

Opinion on Hygiene \ Educational Qualification	No Formal Education	School Level	UG Level	PG Level	Professional Qualification	Total
Yes	19 (79.2)	46 (76.7)	95 (81.9)	38 (82.6)	37(68.5)	235(78.3)
No	5 (20.8)	14 (23.3)	21 (18.1)	8 (17.4)	17 (31.5)	65 (21.7)
TOTAL	24 (8.0)	60 (20.0)	116(38.7)	46 (15.3)	54 (18.0)	300 (100)

**Source:** Primary data

**Chi-Square test**

Chi-Square Value	DF	Table Value	Result
4.536	4	11.070	Not Significant

It is inferred that the association between the opinion on hygiene and the educational qualification is not significant. This shows that educational level does not have any influence on hygiene.

**OTHER FINDINGS OF THE STUDY**

The majority of Fast food users (62 percent) are from the families whose monthly earning is more than Rs.25,000. The study also reveals that the majority (79.2 percent) of the respondents' belongs to nuclear families. 58.67 percent of the respondents' were familiarized about the Fast food by their friends. 38.7 percent of the respondents are changing their regular fast food within a month. Sizeable sample respondents (38.53 Percent) bought Fast food weekly twice, while almost an equal percentage of the respondents stated that they purchased food twice a month (39.02 Percent). Most of the respondents had spent Rs.500 to Rs. 750 per month on Fast food. It is inferred that there is a highly significant relationship between family income among the respondents and consumption of Fast Food. The study states that there is a highly significant relationship between the purpose of consumption of fast food and the type of family.

**SUGGESTIONS**

- The Fast food owners seeking to improve the level of customers' satisfaction should make effort to increase the loyalty of new customers and retention of the existing customers.
- Fresh and tastily prepared food should be served.
- The clean and cool headed service is needed to increase the satisfaction of the customers.
- The packing of the parcel should be improved.

**CONCLUSION**

It is evident from the present study that the owners of the Fast food in Thanjavur have to improve Cleanliness, Taste and Quality of the food that makes the most significant contribution on customer satisfaction. It is important for the owners in Thanjavur to pay more attention in providing friendly services that makes customers feel valued and cared for. From these conclusions, fast food owners should focus on high quality fresh food to satisfy the customers' expectations. Improving the above said qualities will not only strengthen customer loyalty, but also improve the reputation of fast food which results in more sales and greater revenue in the long run.

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**Don't stay in bed, unless you can make money in bed.**

**~ George Burns**