



# CONSUMER PREFERENCES OF KENTUCKY FRIED CHICKEN WITH SPECIAL REFERENCE OF COIMBATORE DISTRICT

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## ABSTRACT

Marketing is the practice of understanding what customers need and then communicating how the company can achieve those needs. While advertising, social networking and product packaging design are all part of marketing, so is the analysis of sales and response data to figure out what customers like and want so that the outgoing messages can be adjusted. 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 marketing that works drives increased sales and when it does, both production and logistics systems get stressed. Once products are made, they need to get from the factory to the store or customer in the case of an e-tail business. Logistics has to not only take care of this but ensure that there is enough excess capacity to handle the next hot product. When a company's marketing focus shifts, reverse logistics take care of getting products out of stores or accepting returns from customers.

**Keywords:** Consumer Preferences, Fast food, KFC.

## INTRODUCTION

Products and services play a vital role in all businesses. The quality of the services provided by each KFC branch is one of the main factors for KFC to increase their customer satisfaction over years, as its actual product not only consists of quality chicken but also a satisfactory service to its target

Customers. In general, a product is defined as the manufacture of a product or service sold on the market

by a company (Asman et al., 2020). As we know nowadays the market is highly competitive and important for fast-food restaurants such as KFC to improve their food and service quality to compete and survive in this industry (Namin, 2017) The duties of the KFC Customer Service Team include taking orders, greeting customers, and completing customer purchases in cash. To maintain satisfactory customer services of KFC, they provide some beneficial training and development for their workers (Puleka & Kakade, 2018). The company has provided its workers with a full training program to train them for providing a quick and efficient service to the customers who are queuing to take their orders either at the restaurant or at the drive-thru service. For instance, the workers of KFC only take 10 - 15 minutes to serve and take orders from each customer who is going to dine-in, take away, or by drive-thru system. Drive-thru service is provided in some of the KFC branches only, to make their customer easy and comfortable by the way to save their time too. The drive-thru system is suitable for customers who are rushing to deal with their situation. Apart from providing a quick and efficient service, KFC also trains their staff to provide friendly customer service, in which the workers must be kind to serve their customers and show a positive attitude in interacting with them while ordering the foods at the counter (Yan, Ngana & Voon, 2016). Besides the aforementioned services, the KFC Food Service Team Members are proud to serve wholesome 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 customers. A very high temperature has been used to cook all these freshly chickens. The temperature that they used meets the minimum set by the World Health Organization (WHO). It is to ensure that all of this food served is in fresh and healthy condition. The workers who are in charge in the kitchen use 100% sans cholesterol non-hydrogenated palm oil to fry and cook all the products such as Boneless Chicken Strips.

## REVIEW OF LITERATURE

**Apoorva Gupta (2018)** India has significantly improved the competition climate in its manufacturing sector since 1991 with a string of transform in both domestic and international business policies and plans. The effect of these policies is actually impact with the household commodities which is used by the consumers. In these sectors, due to easy of entry of firms in the market, competition has increased, while in some other sectors, due to the survival of fittest strategies, competition has reduced.

**Eduardo Torres-Moraga, Arturo Z. Vásquez-Parraga, Jorge Zamora-González (2017)**, Studied on customer satisfaction and loyalty have focused on brand rather than product. It is not that brand is not important, but the process of loving a brand starts with a product. Customers appreciate products by themselves, independent of the brand, as shown in their pursuit of satisfaction and development of loyalty.

Such appreciation seems to be prominent regarding innovative products when compared to traditional products. This research is actually had endeavor to investigate this issue and provide a product-brand typology. Results show that the relationship in between the satisfaction and loyalty is significantly present when evaluating products alone albeit a weaker presence than when evaluating brand alone.

Such unequal presence is corroborated in both traditional (bottled wine) and innovative (electronic) products even though it is much stronger in innovative products. The relationship satisfaction-loyalty is also present when evaluating product and brand combined, indicating that there is an intermediate position between product and brand. In contrast, the literature treats brand and product-brand as being in the same category thereby diminishing the importance of a useful difference between brand and product brand.

**James R. Otto, William Wagner (2015)**, A significant advantage to third party administration of consumer ratings, at least from the consumer perspective, is the credibility of the rating information. Self-reporting, or advertising, of customer ratings by a vendor might be more suspect than an independent entity providing the same information. An additional advantage to an independent entity managing vendor rating is in the area of standardization of data. An intermediary can collect the same type of consumer feedback, using the same methodology, across many vendors. This provides common data that can be compared across different vendors.

(**Sweeney and Souter, 2014**), accepting the existence of several explanatory factors that allow the measurement of perceived value. In the scope of retailing, developed a scale to measure perceived value that the authors denominate PERVAL. This scale is one of the rare attempts to offer an operative proposal of measurement of perceived value at the point of sale. This proposal represents a step forward in comparison to theoretical approaches (**Sales and Gil, 2013**). The PERVAL scale identifies three basic dimensions of value, that is, emotional value (affective feelings generated by a product), social value (the utility derived from the product's ability to enhance the consumer's social self-concept) and functional value, composed of the sub-dimensions of price (utility derived from the product due to the reduction of its perceived short- term and longer-term costs) and quality (referred to as product performance).

## RESEARCH OBJECTIVE

1. To analyses the advertisement of the KFC.
2. To study the preferences of KFC foods.
3. To determine the promotional activities off.

## RESEARCH METHODOLOGY

Methodology is a plan of action for a research project and explains in detail how data to be collected and analyzed and presented so that they will provide meaningful information.

This section is to give enough background on the technical aspects of the study to allow the reader to appraise the quality of the information obtained. **Primary Data and Secondary Data.** We decided to use both primary and secondary data to collect the data and information. The primary data were collected from an online questionnaire to gather valid, dependable, and unbiased data from a representative sample of respondents. questionnaire is rendered in Google Form and we shared the form through a social media

platforms such as WhatsApp, where the link was given to each respondent. The questionnaire consisted of 12 questions that would help in knowing how much the consumers are satisfied with KFC's products and services. The questionnaire instrument is self-developed. This form is divided into two parts, namely Section A and Section B. All the data were displayed in frequency and percentage and tabulated to simplify the analysis process. Our set of questionnaires aims to examine consumer satisfaction toward KFC and was distributed to 115 respondents by using an online Google Form.

**Table 1. Summary of Respondents**

Response	Frequency	Percentage (%)
<b>Gender</b>		
Male	68	68
Female	32	32
<b>Age</b>		
Below 20 years old	20	17.3
20-29 years old	45	39.1
30-39 years old	20	17.3
40-49 years old	15	13.04
50 years old and above	15	13.04
<b>Race</b>		
Malay	25	21.7
Chinese	18	15.7
Indian	71	61.7
<b>Other:</b>		
Siamese	1	0.9
<b>Nationality</b>		
Indian	98	85.2

The demographic profiles of the respondents are shown in Table 1. We collected 100 responses from the survey. Table 1 shows that the majority of the respondents were Indian males (69%) from Indian in the age group of 20 to 29 years old. The difference between the percentage of females and males was 32%. According to the age range of respondents, more than half of respondents (73.0%) were between the ages of 20-29 years old, it also considers as the highest-ranking among other respondents' age group. Besides, by race, the majority were Chinese (15.7%), followed by Malay (21.7%). By nationality, the majority (85.2%) were Indian.

Table No: 2

## Survey on Consumer Satisfaction of Kentucky Fried Chicken (KFC)

Survey on Consumer Satisfaction of Kentucky Fried Chicken (KFC) Response	Frequency	Percentage (%)
<b>Have you ever heard about Kentucky Fried Chicken(KFC)?</b>		
Yes	115	100.0
No	0	0.0
<b>What do you usually make an order in KFC restaurant?</b>		
Fried Chicken	32	27.8
Cheesy Wedges	13	11.3
Zinger Burger	11	9.6
Snack Plate	10	8.7
Dinner Plate	8	7.0
Loaded Potato Bowl	9	7.8
Signature Box	6	5.2
Snacked Box	7	6.1
Zinger Cheesy	2	1.7
Chicken Wrap	2	1.7
Others	15	13.0
<b>How did you know about KFC?</b>		
Flyer	11	9.6
Social Media	87	75.7
Newspaper/Magazine	3	2.6
<b>Other:</b>		
Family and relatives	3	2.6
Recommendation from friends and family	1	0.9
The brand	1	0.9
Their branch	2	1.7
Advertisement	1	0.9
Self-discovery	3	2.6

Known since childhood	3	2.6
<b>KFC always does the promotions?</b>		
Yes	86	74.8
No	29	25.2

### CHI-SQUARE TEST

	Value	df	Asymp.sig. (2-sided)
Pearson chi-square	<b>13.816</b>	<b>12</b>	<b>1.308</b>
likelihood ratio	<b>16.279</b>	<b>12</b>	<b>1.016</b>
linear by linear	<b>4.896</b>	<b>4</b>	<b>1.076</b>
association			
N of valid cases	<b>100</b>		

### CONCLUSION

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. In future, researchers could investigate how emotional aspects impact on actual purchase behaviors. The management can maintain the positive attitude of the Customers in order to improve the sales furthermore which in turn to help the company to move towards the better prospects. However, the problem that occurs in KFC is all the foods are mainly high-calorie and none of the customers believed that the food is healthy. They will only buy KFC's product once a month or rarely buy the product. On the rating of satisfaction section, mostly the customers are satisfied with KFC services and products and fewer of them are unsatisfied. Thus, they recommended KFC improve its services and food quality to maintain the good quality and high satisfaction of the restaurant...

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