

## A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST FOOD RETAILERS IN MADURAI CITY

**V. Karthigiselvan**

Research Scholar, Department of Commerce,  
Mannar Thirumalai Naicker College, Madurai

**Dr.M. Senthilraj Kumar**

Assistant Professor and Head, Department of Commerce,  
Bharathidasan University Constituent Arts and Science College, Nannilam

### **Abstract**

A research study was conducted with an objective to understand the related issues of customer satisfaction towards fast food retailers in Madurai district. In Madurai district have a great potential of fast food retailers. In our Madurai district one third of peoples took food in fast food shop like a food idely dosa parotta and some other non-vegetarian items like chicken and mutton fish and egg dish item. The Madurai district people are likely to fast food shop like road side shop, platform shop and four wheel shops, people would calculate how much it costs to make a chicken dish at home(rather than eating out at a restaurant) and on realizing how much cheaper it is, would prepare it at home. In a family, both of the husband and wife are working / doing business / 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.

**Key Words :** East menu and friendly Service, Low cost and fast service, Less time Consuming & Quickly supply of food, Tasty and Quality and Quantity, Ambience, customer preference, Fresh & hygienic of fast food.

### **Introduction**

India is in the midst of a fast food restaurant revolution. Ten years ago, people would calculate how much it costs to make a chicken dish at home(rather than eating out at a restaurant) and on realizing how much cheaper it is, would prepare it at home. These days, well heeled Indian is much more likely to go out. India represents a tremendous long-term growth opportunity for the fast food with a population nearly. 1.1 billion People of Madurai is belong to a strong infrastructure and a growing middle class.

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 a 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. They expect a lot of choice. While prefer fast food the fast food retailers also ready to serve both traditional dishes and western dishes. Frequently travels,

professionals, executives and even children are also lured by the advertisements, are pushing parents to go to out for fast food. Developing trends demanded diversified customer services and fast food retailers are begun to do delivery services. This motivates many entrepreneurs both big and small to start restaurants in the name of fast food. These fast food retails purposefully serve the busy customer who likes to satisfy their hunger in a quick manner and also with huge variety of food items. Thus, dinning out in fast food has been the recent trend. Star hoteliers with their exquisite and diversified menu and low price, attract clients and roadside dhabas have also improved their ambience and service quality to woo the customers. With a gamut of fast food and eateries to choose from, the restaurant is facing stiff competition.

#### Objective of the Study

1. To analyze the customer preference towards fast food retailers
2. To analyze the factors that influence a customer to choose a fast food
3. To analyze the opinion about the services of fast food retailers

#### Statistical Tools

1. Percentage analysis
2. ANOVA-test

#### General Profile of the Respondents

The general profile of the respondents is given in the Table 1. Out of the 100 respondent taken for the study, 32 percent belonged to the age group of below 30 years, 72 percent are male and 79 percent are unmarried. Regarding the educational, 38 percent are graduates and 44 are employed. 34 percent have a monthly income of Rs 5001 - 10000.

**Table 1 General profile of Respondents**

Particulars	Classification	Numbers	Percentage
Age Group	Below 30 yrs	32	32.0
	31 - 40 yrs	27	27.0
	41 - 50 yrs	28	28.0
	Above 50 yrs	13	13.0
Gender	Male	72	72.0
	Female	28	28.0
Marital status	Married	21	21
	Unmarried	79	79
Education	School level	35	35.0
	Graduate	38	38.0
	Post graduate	23	23.0
	Others	4	4.0
Occupation	Business	32	32.0
	Employed	44	44.0
	Professional	6	6.0
	Students	8	8.0
	Others	10	10.0
Monthly Income	Below Rs. 5000	26	26.0
	Rs 5001 - 10000	34	34.0
	Rs 10001 - 15000	10	10.0
	Above Rs. 15000	9	9.0

### ANOVA - Personal Factors and Level of Satisfaction Score

#### Hypothesis

There is no significant difference among the personal factors in the average satisfaction score. ANOVA was applied to find out the level of satisfaction between the independent variables wise age educational qualification, occupation, income level and item preferred and the results are depicted in Table 2 from the table, it can be inferred that there is no significant difference among various personal factors on the level of average scarification score.

**Table 2 ANOVA - personal factors and level of satisfaction score**

Personal Factor	F ratio	ANOVA	Significant/ Not-significant
Age	.253	2.651	Not-Significant
Education	.244	2.651	Not-Significant
Occupation	.894	2.418	Not-Significant
Income Level	1.261	2.651	Not-Significant

#### Opinion on the Services Offered in the Fast Food Retailers

Table 3 gives the opinion of the fast food retailer's service offered 54 percent of respondents are strongly agree that the food served is very hot and fresh, 55 percent are agree that there to many variety of items,46 percent agree that the good quality food are served, 44 percent of respondent are agree that the fast food is tasty and low cost ,46 percent are agree that menu card is very easy to read, 54 percent are agree that the service is friendly and 48 percent are agree that ambience.

**Table 3 Opinion of the Fast Food Retailers Service**

Particulars		SA	A	N	DA	SDA	TOTAL
Served hot and fresh	No	54	40	6	0	0	100
	%	54.0	40.0	6.0	0.0	0.0	
To many variety	No	36	55	10	1	0.0	100
	%	36.0	55.0	10.0	1.0	0.0	
Quality food	No	36	46	18	0	0	100
	%	36.0	46.0	18.0	0.0	0.0	
Tasty	No	41	44	13	2	0	100
	%	41.0	44.0	13.0	2.0	0.0	
Easy menu	No	20	60	18	2	0	100
	%	20.0	60.0	18.0	2.0	0.0	
Friendly service	No	18	54	24	4	0	100
	%	18.0	54.0	24.0	4.0	.0	
Low cost	No	26	44	28	2	0	100
	%	26.0	44.0	28.0	2.0	0.0	
Ambience	No	34	48	18	0	0	100
	%	34.0	48.0	18.0	0.0	0.0	

### Consumption Pattern in Fast Food

The opinion about the consumption pattern of fast food is given the Table 4 regarding the items preferred in the fast food, 55 percentage of respondents are preferred non-vegetarian, 72 percentage of respondents are like to preferred Chicken in non-vegetarian fast foods, In vegetarian fast food 42 percentage of respondents like to prefer other foods like variety rice and so on. 58 percent of respondent will go to fast food alone and whenever desired is 58 percent of respondent, 55 percent of respondent spent at Rs 50 on the visit.

**Table 4 Consumption Pattern in Fast Food**

Particulars	Classification	Numbers	Percentage
Items Preferred	Vegetarian	25	25.0
	Non-vegetarian	55	55.0
	Both	20	20.0
Non - Vegetarian	Chicken	72	72.0
	Mutton	28	28.0
	Fish / Sea foods	21	21
	Others	79	79
Vegetarian	Fried rice	20	20.0
	Naan	14	14.0
	Noodles	22	22.0
	Mushroom	2	2.0
	Others	42	42.0
Frequency of Visit	Daily/Alternative Days	14	14.0
	Weekly Once	20	20.0
	Twice in a Month	15	15.0
	Whenever desired	51	51.0
Visit	Alone	58	58.0
	With Friends	24	24.0
	With Family	12	12.0
	With Others	6	6.0
Amount spent per visit	Below Rs. 50	55	55.0
	Rs 51 - 100	24	24.0
	Rs 101 - 150	16	16.0
	Above Rs. 150	15	15.0

### Prices are Competitive

Respondent's opinion about Competitive prices on a 5 point rating scale is given in Table 5 shows that 31 percent of the respondents are given a rating of 3 that the cost of to their preferred fast food is low when compare to big restaurant.

**Table 5 Prices are Competitive**

Rating	Respondent	Percentage
One	19	19.0
Two	11	11.0
Three	31	31.0
Four	17	17.0
Five	22	22.0
Total	100	100.0

**Conclusion**

It is evident from the study that majority of the consumers have visited different fast food at different time. So the fast food owners have to take steps to retain the customers and make them a permanent customer. Majority of the respondents came to know about the fast food through their friends. Hence, the fast food advertise with their quality and Taste are the two major factors considered by the respondents in selecting a fast food and so the fast food owners should not compromise on these aspects at any low cost.

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