Consumers' Satisfaction towards Branded Fast Food Restaurants in Erode City

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Abstract

The restaurant industry being the largest service sector has a significant role in Indian economy. In today's fastest walk of the day, fast food restaurant holds a pivotal position in restaurant industry. Among the various fast food restaurants in Erode City, the perception of consumers differs between branded and non-branded fast food restaurants. The growth in population, changing culture, trends in fashion, innovation in food items have led to the growth of fast food restaurants. In this aspect, the present research probes into the level of consumers' satisfaction towards branded fast food restaurants by employing Chi-square Test. Further, the problems faced in utilising the services of fast food restaurant is analyzed with Weighted Average Ranking. The result showed that gender, age and monthly family income have significant association with the level of satisfaction towards fast food restaurant and more number of respondents faced the problem of consuming high fat content food items.

Keywords: Problems, Restaurant, Satisfaction and Service Sector

1. Introduction

Fast food restaurant holds a significant share in the overall restaurant industry. The habit of consuming fast food items is growing at a faster rate particularly among the youth. The main reasons for such a change in eating habits is due to growing middle income population, work style, intervention of western culture and so on. There are many fast food restaurants mushrooming day by day. There exists keen competition among these fast food restaurants. The tangibility, responsiveness and empathy play a major role in deciding the success of fast food sector. Therefore, this study has made an attempt to analyse the consumers' satisfaction level and the problems of the respondents towards branded fast food restaurants in Erode city.

2. Review of Literature

Ateeq Abdul Rauf and Ifran Butt[1] revealed that there exist significant relationship between age, number of people in the household, occupation and frequency of visits to branded fast food restaurants. Canny[2] found that customer satisfaction towards fast food restaurant was significantly related to behavioural intentions of customers. Manikandan et al.,[3] examined the customer satisfaction towards Domino's Pizza in Chennai by employing percentage analysis, mean score analysis, standard deviation, t-test and chi-square test. It was found that most of the respondents were satisfied with service followed by the quality and taste. Godswillagu et al.,[4] found that physical environment, restaurant convenience, merchandise attributes and personnel quality were positive determinants of customer loyalty. It was suggested that fast food managements should endeavour to put into consideration the health needs of customers to increase the competitiveness, customer patronage, satisfaction and loyalty of restaurants. Anitharaj[5] found that the change in demographic pattern and living standard had led to the growth of global fast food retailers.

3. Objectives of the Study

➢ To determine the consumers' satisfaction level towards branded fast food restaurants in Erode city.
➢ To identify the problems faced by the consumers towards branded fast food restaurants in Erode city.

4. Research Methodology

The research was undertaken by employing convenience sampling technique in selecting the sample respondents for the study. A sample of 200 respondents from Erode city visiting branded fast food restaurants was chosen. The required primary data was collected through a survey conducted by visiting branded fast food restaurants and public places from April 2018 to July 2018. The collected data was analysed by using the statistical tools namely percentage analysis, chi-square test and weighted average ranking analysis.

5. Hypotheses of the Study

H_0: The socio-economic factors (Gender, Age, Marital status, Educational qualification, Occupational status, Monthly income of the family, Nature of the family and Area of residence) do not have significant association with satisfaction level of the respondents towards branded fast food restaurants.

6. Analysis and Discussion

The following are the findings of the study:

6.1 Satisfaction Level of the Respondents towards Branded Fast Food Restaurants

To measure the total satisfaction level, the respondents are classified into three categories based on their level of satisfaction as low level, medium level and high level. The categorization of the respondents based on their level of satisfaction is shown in Table 1.

Table 1. Total Satisfaction Level of the Respondents

Satisfaction Level	Number of Respondents	Percentage (%)
Low level	39	19.5
Medium level	119	59.5
High level	42	21
Total	**200**	**100**

Source: Computed

Table 1 discloses that 19.5% of the respondents have low satisfaction level, 59.5% of the respondents have medium satisfaction level and 21% of the respondents have high satisfaction level towards branded fast food restaurant.

Hence, it is concluded that more number (59.5%) of respondents possess medium satisfaction level towards branded fast food restaurants.

6.2 Association between Level of Satisfaction and Socio-economic Factors

To examine the association between satisfaction levels and select socio-economic factors, the framed null hypothesis is examined with Chi-square test at 5% level of significance. The results are shown in Table 2.

Table 2. Level of Satisfaction and Socio-economic Factors

Factors	Degrees of freedom	Table Value	Chi–square Value	Result
Gender	2	5.991	17.913	Significant
Age	6	12.592	22.595	Significant
Marital Status	6	12.592	10.712	Not Significant
Educational Qualification	6	12.592	5.312	Not Significant
Occupational Status	8	12.360	10.239	Not Significant
Monthly Income of the Family	4	9.488	10.239	Significant
Nature of the Family	2	5.991	2.370	Not Significant
Area of Residence	4	9.488	3.264	Not Significant

Source: Computed

Table 2 shows that there is no significant association between marital status, educational qualification and occupational status, nature of the family, area of residence and satisfaction level of the respondents towards branded fast food restaurants.

6.3 Problems Faced by the Respondents towards Branded Fast Food Restaurants

The problems faced by the respondents towards branded fast food restaurants is analysed by applying Weighted Average Ranking Technique. Among the sample respondents, 188 respondents faced problems in the services of branded fast food restaurants. The details are shown in Table 3.

Table 3 reveals that high fat content is the most important problem faced by the respondents followed by hidden charges, no proper communication, less quantity,

Table 3. Problems Faced by the Respondents towards Branded Fast Food Restaurants

Weighted Score (w)		9	8	7	6	5	4	3	2	1	Total Score ΣWX	Weighted Average Score ($\overline{X}_w$)	Rank
Problems	Rank	I	II	III	IV	V	VI	VII	VIII	IX			
High Fat Content	X	25	17	28	20	26	18	20	19	15	992	22.04	I
	W X	225	136	196	120	130	72	60	38	15			
No New Variety	X	12	26	13	13	17	29	20	27	18	862	19.15	IX
	WX	108	152	91	78	85	116	60	54	18			
Delivery is Not Fast	X	25	26	13	13	17	29	20	27	18	935	20.77	VI
	WX	225	208	91	78	85	116	60	54	18			
Lack of Information	X	14	20	14	33	17	27	22	16	25	898	19.95	VII
	WX	126	160	98	198	85	108	66	32	25			
Unavailability of Specific Food Item	X	27	14	25	13	22	15	22	20	30	889	19.75	VIII
	WX	243	112	150	78	110	60	66	40	30			
No Proper Communication	X	20	21	23	30	24	13	14	22	21	968	21.51	III
	WX	180	168	161	180	120	52	42	44	21			
High Price	X	15	26	23	23	20	24	19	20	18	953	21.17	V
	WX	135	208	161	138	100	96	57	40	18			
Hidden Charges	X	29	20	17	23	17	24	20	19	19	976	21.68	II
	WX	261	160	119	138	85	96	60	38	19			
Less Quantity	X	21	25	22	19	20	18	22	26	15	962	21.37	IV
	WX	189	200	154	114	100	72	66	52	15			
Total		188	188	188	188	188	188	188	188	188			

Source: Computed

high price and delivery is not fast, lack of information, unavailability of specific food item and no new variety.

7. Suggestions

The following are the suggestions offered based on the findings of the study:

➢ The management of branded fast food restaurant should improve their empathy by providing more care and personalised service to consumers in order to make the people to revisit the restaurants.

➢ The fast food giants must provide required amenities such as adequate parking areas and attractive building interiors and exteriors to enhance consumer satisfaction.

➢ The service providers of branded fast food restaurants have to consider the health aspects of consumers and add healthy ingredients for the preparation of food items.

8. Conclusion

The evolution of fast food restaurant has transformed urban food culture in India. Eating at home was the significant aspect of Indian culture. However, the fast food culture has gained prominence due to increase in the number of nuclear families, growth in economy, increasing per capita income and globalization. It becomes essential for the food service providers to satisfy the consumers.

The constructive suggestions offered by the study aids to improve the services of fast food restaurants to meet the timely demand of the beneficiaries.

9. References

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