

A STUDY OF CONSUMER BEHAVIOR TOWARDS KFC IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC
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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **CALEB RAJAN.P 42410011** who carried out the Project Training “**A STUDY OF CONSUMER BEHAVIOR TOWARDS KFC IN CHENNAI**” under my supervision from October 2023 to December 2023

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ABSTRACT:

This study is all about figuring out what people think and do when they go to KFC in Chennai. Chennai is a place where many people like to eat at places like KFC, and we want to know why.

To find out, we talked to lots of people who go to KFC in Chennai. We asked them questions and had conversations to understand what they like and what they expect. We also looked at how technology, like mobile apps and social media, changes how they use KFC.

What we found is that people really like KFC's food from around the world, but they also want flavors and spices that match what they like locally. We also saw that technology makes it easier for people to order food and stay connected with KFC.

This research helps us understand how big food chains like KFC change their menus to fit local tastes and how people react to these changes. The results can help KFC make better decisions about what to offer in Chennai, and it can also help other places like KFC as they try to serve people in India's cities. In the end, this study shows us how big food chains and people who love their food interact, and it gives us useful information for both the food industry and people who are interested in this topic.

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CHAPTER 1

INTRODUCTION FOR CONSUMER BEHAVIOR

Understanding consumer behavior is like unraveling the intricate threads of human preferences, decisions, and desires that shape the market. It's a fascinating journey into the psyche of buyers, exploring why we choose one product over another or how our emotions influence our purchasing habits. Delving into consumer behavior opens a window into the dynamic interplay between psychology, sociology, and economics, painting a vivid picture of the forces that drive our choices as individuals and as a society. Join me as we navigate this captivating terrain of consumer behavior, where motivations, perceptions, and actions converge to shape the ever-evolving marketplace.

DEFINITION OF CONSUMER BEHAVIOR

Consumer behavior is the exploration of how individuals or groups make choices to acquire, use, and discard goods, services, or experiences to meet their needs. It encompasses the journey from recognizing a need to the final purchase and beyond. This field examines the psychological, social, cultural, and economic influences impacting these decisions. It's the study of why we prefer one product over another, what motivates our choices, and how external factors shape our decisions. Understanding consumer behavior unveils the intricate web of influences that drive purchasing habits, from personal preferences to societal norms. It's a multidisciplinary field that scrutinizes the complex interplay of motivations, perceptions, and actions shaping our interactions with the market and the products available within it.

INTRODUCTION:

1.1. ABOUT THE COMPANY

KFC Corporation, [doing business as Kentucky Fried Chicken \(KFC\)](#), is an American [fast food](#) restaurant chain headquartered in [Louisville, Kentucky](#), that specializes in [fried chicken](#). It is the world's second-largest restaurant chain (as measured by sales) after [McDonald's](#), with 22,621 locations globally in 150 countries as of December 2019. The chain is a subsidiary of [Yum! Brands](#), a restaurant company that also owns the [Pizza Hut](#) and [Taco Bell](#) chains.



KFC was founded by [Colonel Harland Sanders](#) (1890–1980), an entrepreneur who began selling fried chicken from his roadside restaurant in [Corbin, Kentucky](#), during the [Great Depression](#). Sanders identified the potential of the restaurant [franchising](#) concept and the first "Kentucky Fried Chicken" franchise opened in [Salt Lake City, Utah](#) in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the [hamburger](#). By branding himself as "Colonel Sanders", Harland became a prominent figure of [American cultural history](#) and his image remains widely used in KFC advertising to this day. However, the company's rapid expansion

overwhelmed the aging Sanders and he sold it to a group of investors led by [John Y. Brown Jr.](#) and [Jack C. Massey](#) in 1964.

KFC was one of the first American fast-food chains to expand internationally, opening outlets in Canada, the [United Kingdom](#), Mexico and [Jamaica](#) by the mid-1960s. Throughout the 1970s and 1980s, it experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the [spirits](#) distributor [Heublein](#), which was taken over by the [R. J. Reynolds](#) food and [tobacco](#) conglomerate; that company sold the chain to [PepsiCo](#). The chain continued to expand overseas, however, and in 1987 it became the first Western restaurant chain to open in China. It has since [expanded rapidly in China](#), which is now the company's single largest market. PepsiCo [spun off](#) its restaurants division as Tricon Global Restaurants, which later changed its name to [Yum! Brands](#).

KFC's original product is [pressure-fried](#) chicken pieces, seasoned with Sanders' signature recipe of "[11 herbs and spices](#)". The constituents of the recipe are a [trade secret](#). Larger portions of fried chicken are served in a cardboard "bucket", which has become a feature of the chain since it was first introduced by franchisee [Pete Harman](#) in 1957. Since the early 1990s, KFC has expanded its menu to offer other chicken products such as [chicken fillet sandwiches](#) and [wraps](#), as well as salads and side dishes such as [French fries](#) and [coleslaw](#), desserts and [soft drinks](#); the latter often supplied by PepsiCo. KFC is known for its [slogans](#) "It's Finger Lickin' Good!", "Nobody does chicken like KFC" and "So good".

1.2. History of KFC

[KFC](#) (also commonly referred to by its historical name Kentucky Fried Chicken) was founded by [Colonel Harland Sanders](#), an entrepreneur who began selling fried chicken from his roadside restaurant in [Corbin, Kentucky](#), during the [Great Depression](#). Sanders identified the potential of restaurant [franchising](#), and the first "Kentucky Fried Chicken" franchise opened in [Salt Lake City, Utah](#), in 1952. KFC popularized chicken in the fast-food industry, diversifying the market by challenging the established dominance of the [hamburger](#). Branding himself "Colonel Sanders", the founder became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. The

company's rapid expansion made it too large for Sanders to manage, so in 1964 he sold the company to a group of investors led by [John Y. Brown, Jr.](#) and

Colonel Harland David Sanders Founder, KFC



[Jack](#)
[Massey](#).

KFC was one of the first fast-food chains to expand internationally, opening outlets in Britain, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 80s, KFC experienced mixed success domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor [Heublein](#), which was taken over by the [R. J. Reynolds](#) food and tobacco conglomerate, which later sold the chain to [PepsiCo](#). The chain continued to expand overseas, and in 1987 KFC became the first Western restaurant chain to open in China. In 1997, PepsiCo spun off its restaurants division as Tricon Global Restaurants, which changed its name to [Yum! Brands](#) in 2002. Yum! has proven to be a more focused owner than Pepsi, and although KFC's number of outlets has declined in the US, the company has continued to grow in Asia, South America, and Africa. The chain has expanded to 18,875 outlets across 118 countries and territories, with 4,563 outlets in China alone, KFC's largest market.



1.3. History of KFC in India:

KFC (Kentucky Fried Chicken) made its debut in India in 1995 when it opened its first outlet in Bangalore (now Bengaluru). Since then, KFC has become a well-established and popular fast-food chain in the country. Here is a brief history of KFC in India:

1.1995 - First Store in Bangalore: KFC's entry into India began with its first restaurant in Bangalore, located in Brigade Road. This marked the beginning of the brand's presence in the Indian market.

2.Early Challenges: In its initial years, KFC faced some challenges in India due to cultural and dietary differences. The brand had to make significant adaptations to its menu to suit Indian tastes. This included introducing items like vegetarian options, removing beef from the menu (as the cow is considered sacred in Hinduism), and incorporating Indian flavors and spices into its offerings.

3.Expansion: Despite the initial challenges, KFC continued to expand its presence in India. It opened outlets in various cities across the country, including Delhi, Mumbai, Chennai, Hyderabad, and Kolkata. This expansion allowed KFC to reach a broader customer base.

4.Menu Innovations: KFC India has been known for its innovative menu offerings, catering to local preferences. It introduced products like the "Zinger Burger," which became a favorite among Indian consumers. Over time, KFC India has continued to experiment with its menu, offering unique items not found in other KFC locations around the world.

5.Digital and Delivery Services: KFC India embraced digital technology, launching a user-friendly website and mobile app for online orders. The brand also partnered with food delivery platforms, making it easier for customers to enjoy KFC's offerings in the comfort of their homes.

6.Cultural Integration: KFC has made efforts to integrate with Indian culture by participating in various festivals and events. They have also introduced regional variations in their menu items to cater to diverse tastes across different states.

7.Sustainability Initiatives: In line with global trends, KFC India has taken steps to promote sustainability and responsible sourcing. They have made efforts to reduce their environmental footprint by implementing eco-friendly practices in their operations.

8.Community Engagement: KFC India has also been involved in community engagement initiatives, including education and employment programs aimed at empowering underprivileged individuals.

Today, KFC India operates hundreds of outlets across the country, serving a wide range of menu items that cater to both Indian and global tastes. It has become a prominent player in the Indian fast-food industry and continues to evolve and adapt to the dynamic Indian market while staying true to its core values and offerings

1.4. Marketing strategies of KFC:

KFC (Kentucky Fried Chicken) has employed various marketing strategies over the years to maintain its position as one of the world's leading fast-food chains. These strategies encompass advertising, product development, customer engagement, and brand promotion. Here are some key marketing strategies that KFC has used:

1.Product Innovation and Menu Diversification:

- KFC regularly introduces new menu items and limited-time offers to keep the menu fresh and appealing to customers.
- They adapt their menu to cater to local tastes and preferences in different regions and countries. For example, offering vegetarian options in India or incorporating unique flavors in different markets.

2.Promotional Campaigns:

- KFC runs advertising campaigns featuring its iconic founder, Colonel Sanders, and catchy slogans to create brand awareness and recognition.
- They often launch marketing campaigns around new product launches, special promotions, or seasonal offerings.

3.Digital Marketing:

- KFC utilizes digital platforms, including social media (Facebook, Twitter, Instagram) and its official website, to engage with customers and promote its products.
- The brand leverages online advertising and email marketing to reach a broader audience and offer exclusive deals to subscribers.



4.Customer Loyalty Programs:

- KFC has implemented loyalty programs and mobile apps that offer rewards, discounts, and personalized offers to frequent customers.
- These programs encourage repeat visits and provide valuable data for targeted marketing efforts.

5.Local Community Engagement:

- KFC often engages with local communities through sponsorships, charity events, and partnerships. This fosters a positive brand image and connects with customers on a local level.

6.Healthy Menu Options:

- In response to changing consumer preferences, KFC has introduced healthier menu options, such as grilled chicken and salads, and provides nutritional information to cater to health-conscious customers.



KFC: A RECIPE FOR SUCCESS



- Discover the secrets behind KFC's success with this comprehensive look at their innovative marketing strategy.
- From targeting the right market to utilizing the four Ps of the marketing mix, KFC has used creative campaigns and clever taglines to stand out in the fast-food industry.

7.Social Responsibility and Sustainability:

- KFC has taken steps to address social and environmental issues by implementing sustainable sourcing practices and supporting ethical farming.
- These efforts resonate with consumers who are increasingly concerned about the environmental impact of their food choices.

8.International Expansion:

- KFC's global presence is a testament to its successful international expansion strategy. They adapt their menu and marketing efforts to suit local cultures while maintaining a consistent brand image.

9.Consistency in Quality:

- KFC places a strong emphasis on maintaining the quality and taste of its signature fried chicken, ensuring a consistent customer experience across its locations.

10.Innovative Advertising:

- KFC has used creative and attention-grabbing advertising campaigns, including humorous commercials and social media engagement, to stay relevant and appeal to a younger demographic.

11.Delivery and Takeout Services:

- KFC has optimized its delivery and takeout services, partnering with food delivery platforms to reach customers who prefer dining at home.

These marketing strategies, coupled with KFC's commitment to quality and its iconic brand, have contributed to its enduring success in the competitive fast-food industry. KFC continues to adapt and innovate to meet the evolving tastes and preferences of its global customer base.

1.5.Steps taken by KFC to satisfy customers:

KFC (Kentucky Fried Chicken) has consistently strived to satisfy its customers and deliver a memorable dining experience. Their commitment to customer satisfaction encompasses various facets of their operations, and the following steps highlight their efforts:

1. Consistent Food Quality:

- At the heart of KFC's customer satisfaction strategy is their dedication to maintaining the highest standards of food quality. Their secret blend of herbs and spices, combined with stringent quality control measures, ensures that customers enjoy the same delicious taste in every bite, regardless of location.

2. Menu Innovation:

- KFC keeps its menu exciting and fresh by introducing new items and limited-time offers. This innovation caters to diverse tastes and preferences, keeping customers eager to explore new flavors.

3. Local Adaptations:

- Recognizing that tastes vary around the world, KFC adapts its menu to local preferences. They offer vegetarian options, incorporate regional flavors, and respect cultural sensitivities, ensuring inclusivity and relevance.

4. Customer Feedback:

- KFC actively seeks and values customer feedback. Through surveys, social media, and in-store interactions, they gather insights to make improvements, address concerns, and enhance the overall customer experience.



5. Hygiene and Cleanliness:

- Maintaining impeccable hygiene and cleanliness standards is a top priority. KFC adheres to strict cleanliness protocols to ensure customer safety and satisfaction.



6. Fast and Efficient Service:

- KFC places a premium on delivering fast and efficient service. Whether customers are dining in or using the drive-thru, prompt order fulfillment is a hallmark of their commitment to customer satisfaction.

7. Training and Development:

- KFC invests in the training and development of its staff. This investment ensures that employees provide courteous and efficient service, contributing to a positive customer experience.

8. Digital Ordering:

- The brand offers convenient digital ordering options through its website and mobile app. This enables customers to place orders for pickup or delivery with ease, enhancing convenience.

9. Delivery Services:

- Recognizing changing consumer preferences, KFC partners with food delivery platforms. This allows customers to enjoy their favorite KFC meals in the comfort of their homes.



10. Customer Loyalty Programs:

- KFC has implemented customer loyalty programs and mobile apps that offer rewards, discounts, and personalized offers. These initiatives not only encourage repeat business but also reward loyal patrons.

11. Community Engagement: -

- KFC actively engages with local communities through sponsorships, charity events, and partnerships. These efforts foster a positive brand image and help connect with customers on a local level.

12. Sustainability Initiatives:

- KFC is committed to responsible sourcing and sustainability. They take steps to minimize their environmental footprint and promote ethical practices in their supply chain, appealing to environmentally conscious consumers.

13. Social Responsibility:

- Beyond food, KFC is involved in social responsibility initiatives. They support education and employment programs aimed at empowering underprivileged individuals in the communities they serve.

KFC's Customer-Centric Approach

KFC's success in satisfying customers is a testament to its customer-centric approach. This approach revolves around creating a seamless and enjoyable dining experience for patrons. Here are further insights into KFC's commitment to customer satisfaction:

14. Consistency Across Locations: - Regardless of where customers dine at KFC, they can expect consistent food quality and service. This reliability builds trust and loyalty among customers.

15. Customer Feedback Integration: - KFC actively listens to customer feedback and integrates it into their operations. Whether it's addressing a specific concern or implementing a new menu item suggested by customers, they show responsiveness to their patrons' voices.

16. Digital Convenience: - KFC's embrace of digital technology extends to its user-friendly website and mobile app, which provide customers with convenient ordering and payment options.

17. Family-Friendly Environment: - KFC creates a family-friendly dining atmosphere, making it a popular choice for families and gatherings. Kids' meal options and welcoming interiors enhance the overall experience.

18. Value for Money: - KFC offers a range of meal deals and value combos, giving customers good value for their money and encouraging frequent visits.

19. Cultural Sensitivity: - KFC respects local customs and cultural sensitivities. Their commitment to diversity and inclusivity helps customers feel welcomed and respected.

20. Responsible Marketing: - KFC engages in responsible marketing practices, particularly when targeting younger audiences. They prioritize accurate nutritional information and promote balanced eating.

21. International Reach: - KFC's international presence means that customers can enjoy their favorite KFC meal when traveling abroad, reinforcing the brand's global appeal.

In conclusion, KFC's comprehensive approach to customer satisfaction encompasses quality, convenience, community engagement, and adaptability to diverse preferences. Their unwavering commitment to delivering a consistently excellent dining experience ensures that customers keep coming back for the finger-licking good taste they've come to love and trust.

1.6. Statement of Problem:

1.Diverse Consumer Preferences: The problem arises from the diverse and evolving preferences of consumers in Chennai's fast-food market, making it crucial to understand what factors drive their choices and behaviors when dining at KFC.

2. Market Saturation: As the Chennai market becomes increasingly saturated with various fast-food options, there is a need to identify the challenges KFC faces in maintaining its market share and attracting and retaining customers.

3. Local Competition: The statement of the problem should address the competitive landscape in Chennai, where KFC competes with other international and local fast-food chains. Understanding how consumers navigate these options is essential.

4. Changing Demographics: Chennai's demographic profile is changing, with a mix of local and international populations. The study should explore how these demographic changes affect consumer behavior and KFC's target audience.

5. Economic Factors: Economic conditions can significantly impact consumer behavior. The problem statement should consider the economic factors in Chennai and how they affect customer spending and dining choices.

6. Customer Satisfaction and Loyalty: There is a need to assess the level of customer satisfaction and loyalty towards KFC in Chennai. Identifying any dissatisfaction or factors influencing customer loyalty is essential for the brand's long-term success.

7. Cultural Influences: Chennai has a rich cultural heritage, and cultural factors can play a vital role in influencing consumer preferences. The problem statement should explore how cultural elements impact food choices.

8. Technological Advances: The advent of food delivery apps and online ordering has changed the way customers interact with fast-food chains. The problem statement should address how technological advances influence consumer behavior and KFC's operations.

9. Menu Adaptation: KFC needs to determine whether its menu offerings align with local tastes and preferences, and if not, identify the necessary adaptations to cater to the Chennai market.

10. Operational Challenges: Operational issues such as service speed, order accuracy, and outlet location can impact consumer behavior. Understanding these challenges is crucial to improve KFC's service quality and efficiency.

11. Feedback and Complaints: The problem statement should consider customer feedback and complaints, as these can highlight areas where KFC needs to make improvements to meet customer expectations.

12. Sustainability and Health Concerns: The increasing awareness of health and sustainability issues may influence consumer behavior. The problem statement should investigate how these concerns affect food choices at KFC.

In sum, the statement of the problem for a study on consumer behavior towards KFC in Chennai should address the dynamic and multifaceted factors that influence consumer choices, the challenges faced by KFC in this market, and the need for understanding and adapting to these local dynamics.

1.7. Need of the Study

1. Business Decision-Making: KFC, like any business, needs to understand consumer behavior to make informed decisions. Analyzing how customers in Chennai interact with the brand can help KFC tailor its marketing, menu offerings, and customer service to better meet local preferences.

2. Market Expansion: If KFC plans to expand or open new outlets in Chennai, a study of consumer behavior can guide their location selection, menu adjustments, and promotional strategies to effectively compete in this market.

3. Competitive Advantage: Understanding how consumers choose between fast-food options in Chennai can give KFC a competitive advantage. This knowledge can help KFC position itself more effectively against other fast-food chains in the area.

4.Customer Satisfaction: A study on consumer behavior can reveal customer satisfaction levels. Satisfied customers are more likely to become repeat customers and brand advocates, which can significantly impact KFC's success in Chennai.

5.Menu Optimization: Consumer behavior data can help KFC identify the most and least popular menu items in Chennai. This information can be used to optimize the menu, streamline operations, and reduce wastage.

6.Adapting to Cultural and Regional Preferences: Chennai has a unique culture and taste preferences. Studying consumer behavior helps KFC adapt its offerings to cater to local tastes and cultural nuances, making it more appealing to the target audience.

7.Customer Retention: By understanding why customers in Chennai choose KFC and what keeps them coming back, KFC can focus on retaining loyal customers and strengthening customer loyalty programs.

8.Business Decision-Making: KFC, like any business, needs to understand consumer behavior to make informed decisions. Analyzing how customers in Chennai interact with the brand can help KFC tailor its marketing, menu offerings, and customer service to better meet local preferences.

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14.Customer Retention: By understanding why customers in Chennai choose KFC and what keeps them coming back, KFC can focus on retaining loyal customers and strengthening customer loyalty programs.

15.Marketing Effectiveness: An analysis of consumer behavior can help KFC evaluate the effectiveness of its marketing campaigns in Chennai. Are the promotional efforts resonating with local consumers, and are they driving sales?

16.Challenges and Opportunities: The study can identify challenges and opportunities specific to the Chennai market. This information allows KFC to proactively address issues and capitalize on growth potential.

17.Research Gap: Consumer behavior studies can often reveal research gaps or unanswered questions in the field. This research can serve as a foundation for future studies on related topics.

In summary, studying consumer behavior towards KFC in Chennai is essential for KFC's strategic planning, market positioning, and operational success in this specific market. It provides valuable insights that can be used to make data-driven decisions, optimize operations, and enhance customer satisfaction.

1.8. Objectives of the study

1.To Investigate the Key Factors Influencing Consumer Choices.

2.To Assess Customer Satisfaction Levels.

3.To Explore Menu Preferences.

4.To Understand Brand Loyalty.

5.To Evaluate Competitive Positioning.

1.9. Scope of the study

1.Geographic Scope: This study is limited to the city of Chennai, India. It will examine consumer behavior within Chennai's geographic boundaries and specific KFC outlets in the city.

2.Time Frame: The study will focus on a specific time frame, typically a specified period during which data will be collected. It may also consider historical data for context.

3.KFC Outlets: The research will concentrate on various KFC outlets in Chennai to capture a representative sample of consumers. Different outlets across the city will be considered to account for potential regional variations.

4.Consumer Demographics: The study will encompass consumers of different age groups, genders, income levels, and backgrounds to provide a comprehensive view of consumer behavior. However, it may not delve into detailed individual profiles.

Consumer Behavior Metrics: The study will primarily explore factors influencing choices, satisfaction levels, loyalty, and the impact of marketing strategies on consumer behavior. It may not extensively examine financial or transactional data.

5.Cultural and Regional Influences: The research will consider cultural and regional factors to understand how they affect consumer behavior towards KFC in Chennai. However, it will not delve into in-depth anthropological or sociological aspects.

6.Operational Challenges: The study will identify and assess operational challenges affecting customer behavior, such as service speed and location. It may provide recommendations for improvements but will not conduct a comprehensive operational audit.

7.Online Ordering and Delivery: The study will examine the influence of online ordering and food delivery apps on consumer behavior but may not address the technical or logistical intricacies of these platforms.

8.Sustainability and Health Concerns: The study will investigate how health and sustainability concerns impact consumer choices but will not conduct in-depth sustainability assessments or health-related research.

9.Recommendations: The research will conclude by providing actionable recommendations for KFC to enhance customer satisfaction, brand loyalty, and operational efficiency within the scope of the study's findings.

1.10. Conclusion:

In conclusion, the introduction of KFC (Kentucky Fried Chicken) into the Indian market, and specifically into Chennai, marks a significant milestone in the evolution of the fast-food industry in the region. KFC's journey in Chennai is emblematic of the broader trend of international fast-food chains finding their place in India's culinary landscape.

As we embark on a deeper exploration of KFC's presence and customer behavior in Chennai, it becomes evident that this iconic brand has had to navigate the complex interplay between global standardization and local adaptation. The introduction of KFC in Chennai serves as a microcosm of the broader dynamics of globalization and cultural assimilation, where a beloved American brand transforms to cater to the unique tastes and preferences of its Indian customers.

This study not only holds promise for understanding how global brands navigate local markets but also offers an opportunity to examine how consumers in Chennai respond to and engage with the KFC brand.

As we delve into the world of customer behavior towards KFC in Chennai, we are poised to uncover the factors that influence dining choices, from menu preferences to cultural influences, and to gain insights into the ever-evolving relationship between international fast-food chains and local consumer habits. Ultimately, this journey promises to provide valuable insights for academia and industry alike, as it illuminates the intricate dynamics of culinary globalization in a diverse and vibrant city like Chennai.

Chapter 2

REVIEW OF LITERATURE

In this chapter, we will be going through various reviews of literature done by other researchers on Study of consumer behavior towards KFC. The main objective over here is to understand how KFC as a brand has to identify the customer behavior .

(Zhong & Moon, 2021)

- Food quality has some aspects that customers investigate: food's appearance, taste, variety of menu, healthiness, and freshness.

(Yadav and Dhar, 2021)

- Service recovery is the step taken by an organization to pacify dissatisfied buyers and satisfy them, so they remain committed even when another service failure occurs.

(Shamsudin, Nayan, Ishak, Esa & Hassan, 2020 and Setiawan, 2021)

- Price has a big influence on consumer evaluation because customers usually think that the different price set by the seller is a great measurement to pick a better one.

(Shamsudin, Nayan, Ishak, Esa & Hassan, 2020)

- This change in attitude is based on the customers' level of education, level of income, and the increased number of campaigns that emphasize the importance of eating healthy food.

Septiano and Sari (2020)

- They state that customers' perceptions of pricing are based on how the information about price is used and comprehended to provide them with a meaningful experience.

(Witama & Keni, 2020)

- The amount of money that buyers use to compare one vendor to another seller is known as the "perceived price".

(Nuryanto & Farida, 2020)

- Service quality indicates the difference between the company's level of service and customer expectations.

(Shams et al., 2020)

- The rapport and connection established between purchasers and the service staff positively affect the perception of a company's service quality. Research shows that service staff need to treat customers excellently to gain a higher level of trust as their bond matures.

(Ramya, Kowsalya, & Dharani Priya, 2019)

- Assurance has been operationally defined through four factors, employees' competence in providing services, respect to customers, capabilities to inculcate customer's trust, as well as compassion while trying to respond to customer inquiries.

(Harrison–Walker, 2019).

- To create effective recovery strategies, frontline staff can use this information to design effective recovery strategies that could be implemented to satisfy their buyers.

(Van Vaerenbergh et al., 2019)

- Service organizations can also acquire knowledge about service recovery to enhance their performance, such as recovery speed

(Laeranduïl,2018)

- A restaurant's quality and image can be inferred from the cleanliness of its surroundings. Based on the issues that KFC received from, service quality is also an important element or factor that can influence customer satisfaction.

(Chiang et al,2018)

- The role of frontline employees is essential for shaping buyers' experience; for instance, paying attention to individual customers, being courteous, helpful and prompt aid to increase customer perception of the organization's service quality.

Umand Lau (2018)

- He reveals a higher tendency to lose buyers when a service company receives more complaints from its customers due to poor service delivery.

(Cho et al., 2017)

- Service failures are unavoidable, and therefore, pose a constant threat to service providers and their performance.

(Willy,2017)

- The relationship between service quality provided based on a customer's gender and customer satisfaction in fast food restaurants. The study organized service quality into three dimensions, which included tangibles, reliability and assurance. The finding revealed differences in customer satisfaction between assurance and tangibles based on gender (female and male), and that a prediction can be made on customer satisfaction based on service quality dimensions.

(Mangus et al.,2017; Saleem, 2010)

- However, for businesses to take advantage of service failures, they need to encourage their dissatisfied buyers to report whenever there is a failure in service delivery

(Liatet al.,2017)

- Employees' abilities and their activities to resolve service failures to satisfy buyers are regarded as service recovery performance.

These activities designed by service organizations to fix failures can change wrong impressions and negative behaviors of discontented buyers, turn them into satisfied buyers and retain them.

Hamzahet al. (2017)

- He postulated that the quality of a service's tangibility and high visibility help buyers to identify a company's service quality as the basis to assess its general quality.

(Ali et al., 2017)

- Other studies on service quality suggest that service quality can be determined by comparing what buyers think the service provider should offer and the company's actual service performance.

Van Breda (2016)

- He proposes that the important aspect of service recovery performance is the capacity of the service organization to understand the course of activities and strategies that need to be implemented when a service failure occurs.

(Amin, 2016)

- Service quality will mediate service recovery performance and repurchase intentions because when service quality is viewed by customers as high, the ensuing satisfaction results in customer loyalty and higher repurchase intentions.

(Ren et al.2016)

- Identify superior service quality as a significant factor influencing buyers' repurchase intentions and satisfaction.

Chen (2016)

- He submits that service companies must assess their services at every phase of the service delivery process to improve their marketing strategies.

(Othman et al., 2016)

- That there is research or a study that provides evidence or insights into how brand experience impacts business sustainability and growth. This concept underscores the importance of businesses investing in creating and maintaining positive brand experiences as a strategic approach to long-term success.

(Halvorsrud et al., 2016)

- Employees' abilities to deliver services and the physical environment of organizations are significant factors that enhance the service delivery process (Halvorsrud et al., 2016).

Hemsley–Brown and Alnawas (2016)

- He argues that service quality can influence consumers' repurchase intentions, leading to loyalty and commitment.

Similarly, Rauch et al. (2015)

- He have examined buyers' behaviors towards a service firm and recognize a positive association between service quality, repeat purchases and profitability

According to Sumaedi and Yarmen (2015)

- Service quality is an essential subject for scholars and practitioners in the service industry to discuss. This demonstrates that service quality is important in every service business, including the fast-food restaurant industry, in order to ensure customer satisfaction.

(Saglik, Gulluce, Kaya, & Ozhan, 2014)

- The interrelation between the perception of service quality and customer satisfaction is great, mainly in the service sector such as fast-food restaurants. Consumer satisfaction is generally a result of meeting the demands or expectations set by the customer.

(Zarantonello & Schmitt, 2013, Keng et al., 2013)

- Brand experiences and brand attitude are antecedents of brand equity and the predictive power of brand experience is stronger than brand attitude for brand equity.
- Brand personality positively influences customers' experiential value.

(Sahin et al., 2011)

- Brand experiences arise when consumers search for, shop for, consume and create brands, ultimately developing trust based relationships between brand and its consumers.

Dinnen and Hassanien (2011)

- They argue that the demand to create a service recovery system can be traced to the conclusions established years ago in academic research.

Panjaitan, Hotman (2011)

- He informs that the factors of consumer satisfaction have a positive relation to customer loyalty.

(Erlangga, 2010)

- He found that promotion, service quality, customer experiences and brand have a significant effect on customer satisfaction in purchasing a ticket online.

(Brakus et al., 2009)

- Brand experience has a behavioral impact, it affects consumer satisfaction and loyalty directly, and indirectly through brand personality.

Samuel (2009)

- He found that customer satisfaction levels at The Prime Steak & Ribs Restaurant tend to be good with some attributes still having a variety of high grades, and there is a positive causal influence that is significant between the customer satisfaction and the loyalty of the brand.

Wood and Miller (2009)

- They found that all factors of cultural, social, personal and psychological influence on product purchase decisions toward instant noodles brand, yet, of the four most dominant factors is the cultural factor in making purchasing decisions.

Kotler and Keller (2006)

- CRM is the process of managing detailed information about individual customers and carefully managing all customer service delivery or customer contacts to maximize customer loyalty.

(Veeck & Burns, 2005)

- “The adoption of time-saving processed food items by contemporary Chinese consumers is influenced by increased income and increased demands on time. A number of other important influences, however, are equally important, including loyalty to a long tradition of buying fresh food, the need to be “in control,” and a desire to maintain identity and traditional family relationships”.

Veloutsou (2005)

- Customer Satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct.

(Ryan and Ployhart, 2003)

- An employee displaying a particular attitude in a specific manner could increase buyers' perception of a firm's service.

(Bettencourt and Brown, 2003).

- The staff at the front of a service company interact with customers and are directly responsible for the manufacturing and offering or delivering services to buyers

According to Jessica Santos (2002)

- A tangible or physical quality frequently refers to the tangible characteristics of a service such as the physical appearance of facilities, equipment and supplies, manpower, communication materials, and other physical attributes used to deliver the customers' service in the service sector

(Soriano, 2002)

- The Fresh and tasty ingredients play the leading role in food quality of restaurants.

Boli & Lechner (2001)

- While global popular culture contains products and symbols that penetrate most local markets, its accompanying ideology of economic freedom and consumer choice encourages varied uses and interpretations of standardized consumption patterns”.

French SA et al, (2001)

- He pointed out that visiting fast food restaurants is to spend time with family and friends.

Kivela et al. (2000)

- “The service quality is not the key attribute for generating repeat business and suggest “that other restaurant attributes, together with relationship marketing strategies have greater impact”.

Laroche and Parsa (2000)

- They found that people decide to choose fast food restaurants because they like the taste and prefer instant satisfaction of their taste buds.

Drewnowski and Spectre, (2000)

- They contend that one of the factors that influences consumption of fast food is by socio-economic status.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology

Research methodology is the systematic framework that guides the entire research process. It outlines the strategies, techniques, and tools used to collect, analyze, and interpret data in a research study. This methodology is crucial for maintaining rigor and structure in research, helping researchers achieve their objectives and answer specific research questions. It encompasses critical elements such as the research design, which defines the overall approach, sampling methods to ensure representative data collection, data collection techniques like surveys or interviews, data analysis for discovering patterns and relationships, and, if applicable, hypothesis testing for data-driven conclusions. Ethical considerations are also paramount, ensuring that research is conducted responsibly and transparently, with the utmost respect for the rights and privacy of participants.

3.2. Quantitative and Qualitative

When conducting a study on consumer behavior towards KFC in Chennai, it's beneficial to use both quantitative and qualitative research methods to gain a comprehensive understanding of the topic. Here's how you can incorporate both approaches:

Quantitative Research:

Surveys: Create structured questionnaires that capture quantitative data on consumer behavior. Ask customers about their frequency of visits, preferred menu items, overall satisfaction, and demographics. This data can be analyzed statistically to identify trends and correlations.

Observations: Quantify specific behaviors, such as waiting times, order sizes, and peak visiting hours, by observing customers at KFC outlets. This objective data can be analyzed to uncover patterns.

Point-of-Sale Data: Collect quantitative data from KFC's sales records, such as the number of transactions, popular menu items, and changes in sales over time. This objective data can help in assessing purchasing trends.

Qualitative Research:

In-depth Interviews: Conduct interviews with a smaller group of customers to explore their motivations, attitudes, and perceptions regarding KFC in Chennai. Qualitative data from interviews can provide insights into the reasons behind specific consumer behaviors.

Focus Groups: Organize focus group discussions to facilitate interactive conversations among consumers. This qualitative method can uncover hidden factors that influence consumer choices and offer a deeper understanding of their preferences.

Content Analysis: Analyze online reviews, social media posts, and customer feedback to identify recurring themes and sentiments. Qualitative analysis of customer comments can reveal common opinions and concerns.

By combining both quantitative and qualitative research methods, you can triangulate your findings, ensuring a more comprehensive and accurate picture of consumer behavior towards KFC in Chennai. This integrated approach allows you to examine both the numerical patterns and the underlying motivations and perceptions that drive these behaviors, thus providing a richer insight into the topic.

3.3. Research Design

RESEARCH DESIGN:

Research design refers to the plan or framework that guides the entire research process. It is a systematic approach used by researchers to outline the steps and procedures for collecting, analyzing, and interpreting data in a research study. A well-structured research design helps ensure that the study is conducted in an organized and systematic manner, with clear objectives, data collection methods, and analysis techniques. It provides a blueprint for researchers to achieve their research goals and answer specific research questions. A research design can be thought of as the "roadmap" that defines how the research will be conducted, including the type of study (e.g., exploratory, descriptive, experimental), the data collection methods, and the data analysis methods to be employed.

A. Diagnostic Research Design:

A diagnostic research design is a systematic approach used to identify and analyze the root causes of a particular issue or problem. It involves in-depth examination and data collection to understand the factors contributing to the problem. The findings are then used to develop solutions or recommendations for addressing the issue.

B. Descriptive Research Design:

Descriptive research aims to depict and characterize a subject or situation without manipulating variables, using methods like surveys, observations, or data analysis. It presents a detailed portrayal of features or behaviors, serving as a foundational understanding and providing a snapshot of the target without delving into causation. This approach offers valuable insights, setting the stage for further investigation or hypothesis development in diverse fields.

3.4. Data collection method used for study

A. Primary Data:

- Primary data is data that you collect directly from original sources for your research, such as surveys, interviews, or experiments. It's specific to your study and has not been previously published or used for other purposes. This data is valuable for addressing your research questions accurately.

Primary Data:

1.Surveys: Conduct surveys among KFC customers in Chennai to directly collect data on their preferences, choices, and satisfaction levels. This primary data allows you to tailor questions to your research objectives and capture specific information from the target audience.

2.In-Depth Interviews: Engage in one-on-one interviews with a select group of consumers. This method generates primary qualitative data, enabling you to explore the underlying motivations, attitudes, and perceptions of consumers in more depth.

3.Focus Group Discussions: Organize focus group sessions to facilitate group interactions and conversations with consumers. This method provides primary qualitative data and allows for the exploration of shared opinions and trends in consumer behavior.

4.Observations: Directly observe consumer behavior at KFC outlets in Chennai. This primary data collection method can provide valuable real-time insights into factors like waiting times, order sizes, and customer interactions.

5.Mystery Shopping: Deploy mystery shoppers to assess the customer experience at KFC outlets. Their primary data reports can offer detailed feedback on various aspects of the customer journey.

6. Online Surveys: Conduct online surveys targeting KFC customers in Chennai to reach a broader audience. This primary data collection method is cost-effective and can be convenient for respondents

B. Secondary Data:

- Secondary data refers to information that has already been collected and published by other sources, such as government reports, academic studies, or company records. It's data that you didn't collect yourself but can use for your research or analysis.

The data collected are mainly based on the study for the research

- For this study we have used primary data and secondary data to collect the data regarding the study of consumer behavior towards KFC in Chennai . The data collected are mainly based on the study for the research.

Secondary Data:

1. Point-of-Sale (POS) Data: Collaborate with KFC to access existing POS data, which includes information on transaction volumes, sales figures, and order details. This secondary data helps in assessing purchasing trends and behaviors.

2. Online Reviews and Social Media Analysis: Analyze secondary data from online reviews, comments on social media platforms, and other digital content related to KFC in Chennai. This can provide insights into customer sentiments, experiences, and trends.

3. Secondary Research Reports: Utilize existing secondary data sources, such as market research reports, government statistics, industry publications, and academic studies, to gather information on the fast-food industry in Chennai and broader consumer behavior trends.

4. Company Reports: Access KFC's internal reports and documents, which may contain valuable data on customer feedback, marketing strategies, and operational information. These reports can be a source of secondary data for the study. A combination of primary and secondary data collection methods can offer a more holistic view of consumer behavior towards

KFC in Chennai. Primary data provides you with tailored, firsthand insights, while secondary data sources complement this by offering broader industry context and background information.

3.5. Sampling method used for the study

•Non-probability sampling:

Non-probability sampling is a method of selecting participants without equal chances for each member of the population, often chosen based on convenience or judgment. It's used when a representative sample is challenging to obtain but may introduce bias and limit the generalizability of findings. Common non-probability methods include convenience, purposive, and snowball sampling.

DATA COLLECTION INSTRUMENT:

1.Questionnaire method –(Google form)

2.Sample size

•The survey is not taken from the entire population, we have taken only a few units of population under the study. The population size is 11.9 million. The sample size is 100 people from Chennai city.

3.Area of the study:

•The study was conducted in Chennai.

4.Period of the study

•The study was conducted for a period of 1 month that is September.

3.6. Statistical tool used for study

1.Simple percentage analysis:

- Simple percentage analysis is a method of expressing data in the form of percentages to make it more understandable and comparable. It involves converting numerical values into percentages to describe the relative proportion, distribution, or relationship of different components within a dataset. This analysis allows you to easily see how various components or categories contribute to a whole and understand their significance in relation to one another.

1.Menu Item Popularity: Calculate the percentage of customers who prefer specific menu items at KFC. For example, determine the percentage of customers who prefer fried chicken, burgers, vegetarian options, or other menu items. This analysis can help identify the most and least popular menu items.

2.Frequency of Visits: Determine the percentage of customers who visit KFC in Chennai on a daily, weekly, monthly, or occasional basis. This can provide insights into customer loyalty and the frequency of patronage.

3.Customer Satisfaction Levels: Analyze the percentage of customers who express high, moderate, or low satisfaction levels with KFC's food quality, service, and overall experience. This can help gauge overall customer satisfaction.

4.Demographic Segmentation: Calculate the percentage distribution of customers within different demographic groups, such as age, gender, income, and education. This can reveal whether certain demographics are more inclined to visit KFC.

5.Preferred Ordering Channels: Determine the percentage of customers who prefer dining in, takeout, drive-thru, or online ordering and delivery. This analysis can highlight the changing dynamics of consumer preferences.

2.Quantitative method:

- Quantitative research methods involve the collection and analysis of numerical data to understand and draw conclusions about a specific research topic. In the context of your study on consumer behavior towards KFC in Chennai, quantitative methods can help you gather data that can be quantified and statistically analyzed. Here are some common quantitative methods that you can use:

1.Surveys: Design structured questionnaires to collect data from a large sample of KFC customers in Chennai. Surveys can include closed-ended questions with fixed response options, making it easy to quantify and analyze the data. This method allows you to gather information about customer preferences, satisfaction levels, and demographic details.

- 2.Experimental Research:** Conduct controlled experiments to test specific hypotheses or interventions. For example, you might run experiments to assess the impact of pricing changes or marketing strategies on consumer behavior at KFC outlets in Chennai.
- 3.Observational Studies:** Systematically observe and record customer behavior at KFC outlets. You can quantify aspects like waiting times, order sizes, customer traffic patterns, and service speed.
- 4.Point-of-Sale (POS) Data Analysis:** Collaborate with KFC to access transaction data, allowing you to quantify sales figures, order details, and other transaction-related information. This data can help analyze purchasing trends and customer behavior.
- 5.Statistical Analysis:** Use statistical software to perform quantitative analyses, such as t-tests, chi-square tests, ANOVA, regression analysis, and correlation analysis. These techniques can help you identify patterns, relationships, and statistically significant findings in your data.

3.7.Limitations of study

The study examining consumer behavior at KFC in Chennai offers valuable insights, yet several limitations must be considered. The potential lack of a fully representative sample or the influence of survey methods on responses could limit the generalizability of findings. Additionally, the study's cross-sectional nature may not capture changes over time, and self-reported data might introduce recall and social desirability biases. Local factors, resource constraints, and the risk of subjectivity in interpretation also pose constraints, while the applicability of findings beyond Chennai is a consideration. Nevertheless, these limitations serve as reminders to interpret results with caution and strive for robust research practices.

- 1.Sample Size and Representativeness:** If your sample size is small or not representative of the entire population of KFC customers in Chennai, the findings may not be generalizable to a broader audience.
- 2.Data Collection Methods:** The accuracy and reliability of your findings depend on the quality of the data collection methods used. If surveys or interviews are conducted poorly, or if there is a high non-response rate, it can affect the validity of the results.

3.Response Bias: Customers may provide responses they believe are socially desirable or influenced by the presence of researchers, potentially biasing the results.

4.Cross-Sectional Nature: A cross-sectional study provides a snapshot of consumer behavior at a specific point in time. It may not capture long-term trends or seasonal variations in behavior.

5.Self-Reported Data: The study relies on self-reported data, which can be subject to recall bias or social desirability bias. Customers may not always accurately recall or report their behavior and preferences.

3.9.Chapter scheme:

Chapter 1:INTRODUCTION

Chapter 2:REVIEW OF LITERATURE

Chapter 3:RESEARCH METHODOLOGY

Chapter 4:DATA ANALYSIS AND INTERPRETATION

Chapter 5:FINDINGS AND SUGGESTIONS

Chapter 4 : DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Table:4.1- Showing the age group of the respondents

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	18-24	83	75.5%
2	25-34	19	17.3%
3	35-44	2	1.8%
4	45-54	2	1.8%
5	55 Or Older	2	3.6%
TOTAL		106	100%

INTERPRETATION:

From the above table we observe that of all the respondents,75.5%of the respondents choose 18-24 age,17.3%of the respondents choose 25-34,1.8%of the respondents choose 35-44,1.8% of the respondents choose 45-55,3.6%of the respondents choose 55 or older age group.

SOURCE:Primary data

CHART:4.1- Showing the age group of the respondents

1.What is your age ?
110 responses

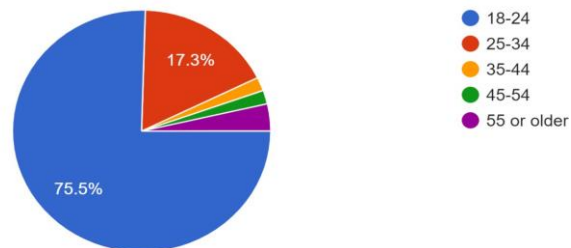


TABLE:4.2 - Showing Gender of the respondents:

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	MALE	78	70.9%
2	FEMALE	32	29.1%
TOTAL			100%

INTERPRETATION:

From the above table we observe that of all the respondents,70.9% of the respondents were Male,29.1% of the respondents were Female.

SOURCE: Primary data

CHART:4.2; Showing Gender of the respondents

2.What is your Gender ?

110 responses

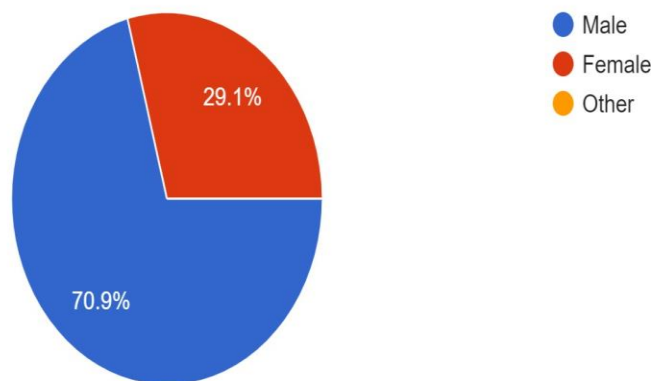


TABLE:4.3- Showing educational level of the respondents

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	High school or Below	10	9.1%
2	bachelor's degree	41	37.3%
3	Master's degree	55	50%
4	Doctorate or higher	4	3.6%
TOTAL		110	100%

INTERPRETATION:

From the above table we observe that of all the respondents,9.1% of the respondents chose High school or below,37.3% of the respondents chose Bachelor degree,50% of the respondents chose Master degree, 3.6% of the respondents chose Doctorate or higher.

SOURCE: Primary data

CHART:4.3; Showing Educational level of the respondents

3. What is your educational level ?

110 responses

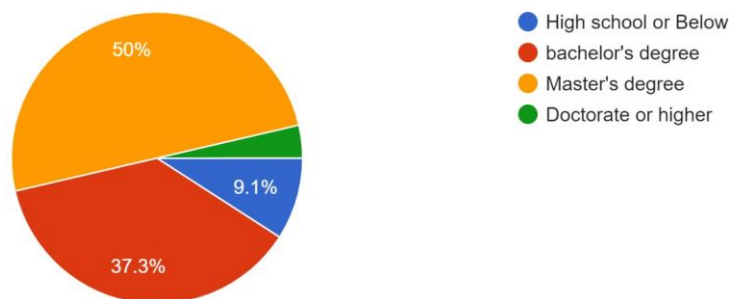


TABLE:4.4 - Showing income level of the respondents

SNO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Below Rs.20,000/-	39	36.8%
2	Rs.20,001 - Rs.40,000/-	38	35.8%
3	Rs.40,001 - Rs.60,000/-	17	16%
4	Rs.60,001 - Rs.80,000/-	7	6.6%
5	Above Rs.80,000/-	5	4.7%
TOTAL		106	100%

INTERPRETATION:

From the above table we observe that all the respondents,36.8% of the respondents are BELOW RS. 20,000/- income level,35.8% of the respondents are RS.20,001-40,000/- income level,16% of the respondents are RS.40,001-60,000/- income level,6.6% of the respondents are above Rs.60,001-80,000/- income level.4.7% of the respondents are above Rs.80,000/-income level

SOURCE: Primary data

CHART:4.4- Showing income level of the respondents

4.What is your monthly household income?
106 responses

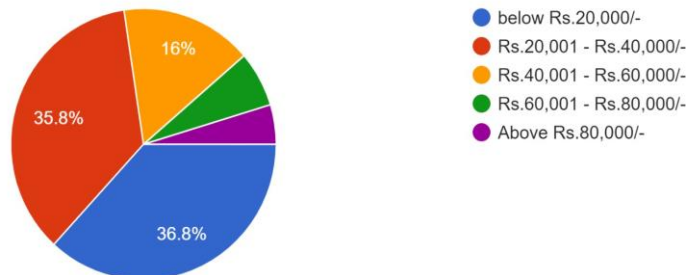


TABLE:4.5- Showing "Number of times people visit KFC in a month."

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	1-2 times	63	57.3%
2	3-4 times	23	20.9%
3	More than 4 times	8	7.3%
4	Never	16	14.5%
Total		110	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 57.3% of the respondents were visited KFC 1-2 times in a month, 20.9% of the respondents were visited KFC 3-4 times in a month, 7.3 % of the respondents were visited KFC more than 4 times in a month, and 14.5% were not visited KFC in a month

SOURCE: Primary data

CHART:4.5: Showing "Number of times people visit KFC in a month."of the respondents.

5.How often do you visit KFC in a month ?
110 responses

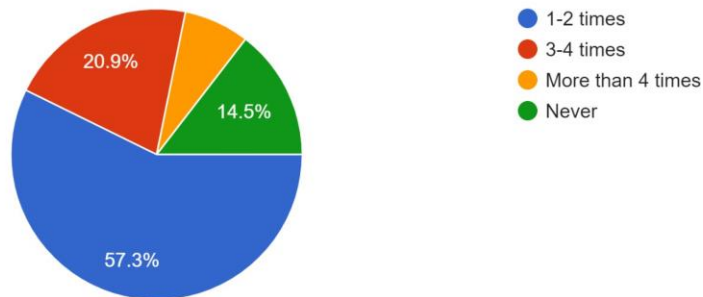


TABLE:4.6; Showing the motivation of the respondents to choose KFC over fast-food options

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Convenient location of KFC outlets	36	34%
2	Affordable pricing compared to other options	31	29.2%
3	Taste and flavor of KFC's chicken.	35	33%
4	Fast service and quick meal preparation	4	3.8%
TOTAL		106	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 34% of the respondents were Convenient location of KFC outlets, 29.2% of the respondents were chosen Affordable pricing compared to other options, 33 % of the respondents were chosen Taste and flavor of KFC's chicken, and 3.8% were chosen Fast service and quick meal preparation.

SOURCE: Primary data

CHART:4.6 - Showing the motivation of the respondents to choose KFC over fast-food options

6.What motivates you to choose KFC over fast-food options?
106 responses



TABLE:4.7- Showing the Order delivery, takeout, or dining in from KFC

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Take out	33	30.6
2	Delivery	31	28.7
3	Dine in	32	29.6
4	I don't visit KFC	12	11.1
TOTAL		108	100

INTERPRETATION:

From the above table we observe that of all the respondents,30.6% of the respondents chose Take out, 28.7% of the respondents chose delivery,29.6% of the respondents chose Dine in, 11.1% of the respondents chose They don't visit KFC.

SOURCE: Primary data

CHART:4.7 Showing the Order delivery, takeout, or dining in from KFC

7. Do you usually dine in, take out, or order for delivery from KFC?

108 responses

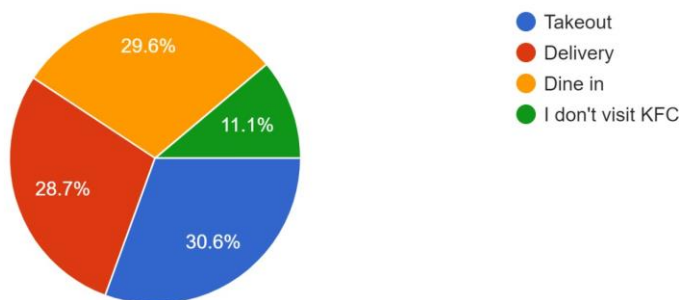


TABLE:4.8 - Showing the preferred item from the KFC menu

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Original Recipe Chicken	35	33%
2	Zinger Burger	33	33%
3	Hot Wings	19	17.9%
4	Chicken Popcorn	17	16.1%
TOTAL		106	100%

INTERPRETATION:

From the above table we observe that of all the respondents,33 % of the respondents were chosen Original Recipe Chicken ,33% of the respondents were chosen Zinger Burger,17.9% of the respondents were chosen Hot Wings,16.1% of the respondents were chosen Chicken Popcorn.

SOURCE: Primary data

CHART:4.8 Showing the preferred item from the KFC menu

8. What is your favorite KFC menu item?
106 responses

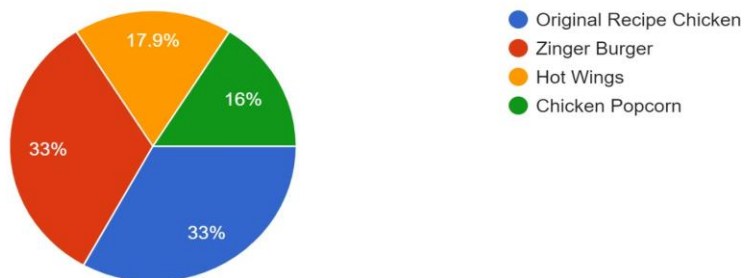


TABLE:4.9- Showing How much of an influence does the food's flavor have on your decision to eat there

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Very important	46	42.6%
2	Important	43	39.8%
3	Somewhat important	11	10.2%
4	Not very important	8	7.4%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents,42.6 % of the respondents were chosen Very important ,39.8% of the respondents were chosen Important,10.2% of the respondents were chosen Somewhat important,7.4% of the respondents were chosen Not very important.

SOURCE: Primary data

CHART:4.9 Showing How much of an influence does the food's flavor have on your decision to eat there

9.How important is the taste of KFC food in your decision to dine there?

108 responses

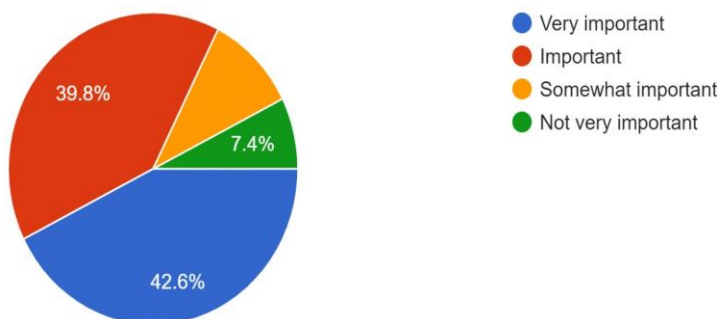


TABLE:4.10 – Showing how many consumers are satisfied with the variety of menu options available at KFC Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Very satisfied	31	29.2%
2	Satisfied	52	49.1%
3	Neutral	20	18.9%
4	Dissatisfied	3	2.8%
TOTAL		106	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 29.2% of the respondents were chosen Very satisfied ,49.1% of the respondents were chosen satisfied,18.9% of the respondents were chosen Neutral,2.8% of the respondents were chosen Dissatisfied.

SOURCE: Primary data

CHART:4.10-Showing how many consumers are satisfied with the variety of menu options available at KFC Chennai

10. Are you satisfied with the variety of menu options available at KFC Chennai?
106 responses

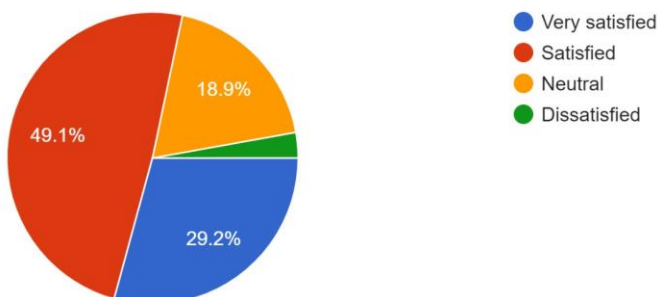


TABLE:4.11 - Showing the problems faced by service service quality or order accuracy at KFC in Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes	45	41.7%
2	No	41	38%
3	Maybe	22	20.4%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 41.7% of the respondents were chosen Yes ,38% of the respondents were chosen No,20.4% of the respondents were chosen Maybe.

SOURCE: Primary data

CHART:4.11-Showing the problems faced by service service quality or order accuracy at KFC in Chennai

11. Have you ever experienced any issues with service quality or order accuracy at KFC in Chennai?
108 responses

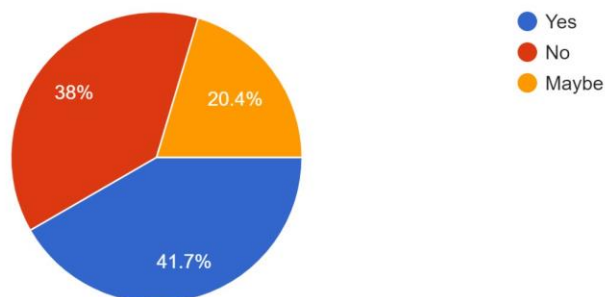


TABLE:4.12 - Showing How pristine and well-kept are the KFC locations in Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Very clean and well-maintained	32	29.4%
2	Clean and well-maintained	42	38.5%
3	Average	27	24.8%
4	Not very clean and well-maintained	3	2.8%
5	Poorly maintained	5	4.6%
TOTAL		109	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 29.4% of the respondents were chosen Very clean and well-maintained ,38.5% of the respondents were chosen Clean and well-maintained ,24.8% of the respondents were chosen Average,2.8%of the respondents were chosen Not very clean and well -maintained,4.6%of the respondents were chosen poorly maintained.

SOURCE: Primary data

CHART:4.12-Showing How pristine and well-kept are the KFC locations in Chennai

12. How clean and well-maintained do you find KFC outlets in Chennai?
109 responses

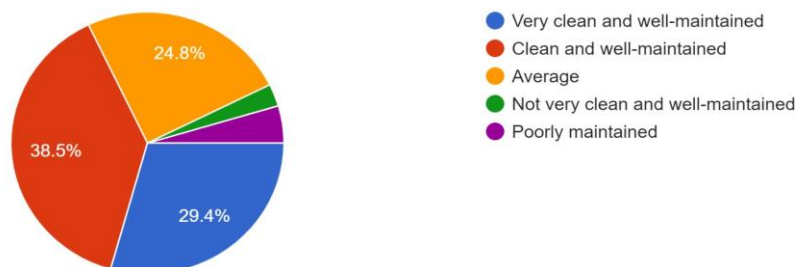


TABLE:4.13 - Showing KFC is a reasonably priced restaurant in Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes, it's very affordable	44	40.4%
2	Yes, it's somewhat affordable.	40	36.7%
3	No, it's somewhat expensive.	18	16.5%
4	No, it's very expensive	7	6.4%
TOTAL		109	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 40.4% of the respondents were chosen Yes , it's very affordable ,36.7% of the respondents were chosen Yes, it's somewhat affordable,16.5% of the respondents were chosen No, it's somewhat expensive,6.4%of the respondents chosen No. It's very expensive.

SOURCE: Primary data

CHART:4.13-Showing KFC is a reasonably priced restaurant in Chennai

13. Do you consider KFC to be an affordable dining option in Chennai?

109 responses

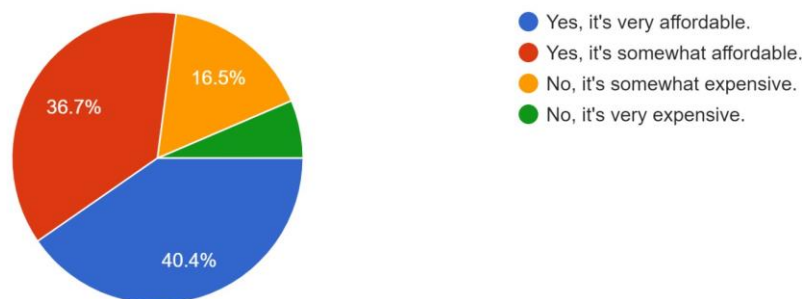


TABLE:4.14 - Showing KFC's promotions and prices a factor for you when making a purchase.

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes,always	42	38.9%
2	Often	29	26.9%
3	Occasionally	22	20.4%
4	Rarely	9	8.3%
5	Never	6	5.6%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 38.9% of the respondents were chosen Yes,always,26.9% of the respondents were chosen Often ,20.4% of the respondents were chosen Occasionally ,8.3%of the respondents were chosen Rarely,5.6%of the respondents were chosen Never.

SOURCE: Primary data

CHART:4.14-Showing KFC's promotions and prices a factor for you when making a purchase.

14.Are you influenced by KFC's pricing and promotions when making a purchase?
108 responses

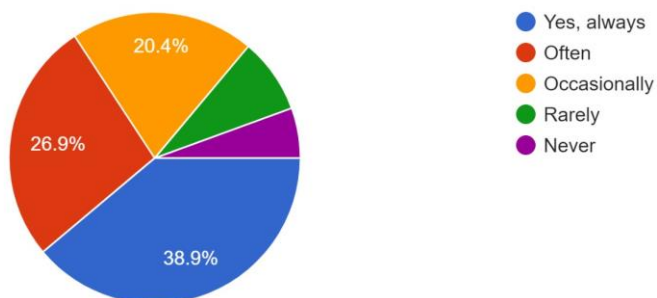


TABLE:4.15 - Showing Have you ever benefited from KFC discounts or loyalty programs in Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes	53	49.1%
2	No	42	38.9%
3	Maybe	13	12%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 49.1% of the respondents were chosen Yes ,38.9% of the respondents were chosen No,12% of the respondents were chosen Maybe.

SOURCE: Primary data

CHART:4.15-Showing Have you ever benefited from KFC discounts or loyalty programs in Chennai

15. Have you ever used KFC loyalty programs or discounts in Chennai?

108 responses

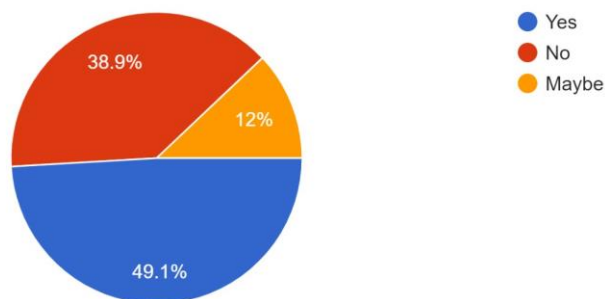


TABLE:4.16 - Showing To what extent does the reputation of the KFC brand influence your choice to eat there

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Very important	38	35.2%
2	Important	32	29.6%
3	Somewhat important	27	25%
4	Not very important	4	3.7%
5	Not important at all	7	6.5%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents,35.2% of Importantthe respondents were chosen Very important ,29.6% of the respondents were chosen ,25% of the respondents were chosen Somewhat important,3.7% of the respondents were chosen Not very important,6.5% of the respondents were chosen Not important at all.

SOURCE: Primary data

CHART:4.16-Showing To what extent does the reputation of the KFC brand influence your choice to eat there

16. How important is the KFC brand reputation in your decision to dine there?

108 responses

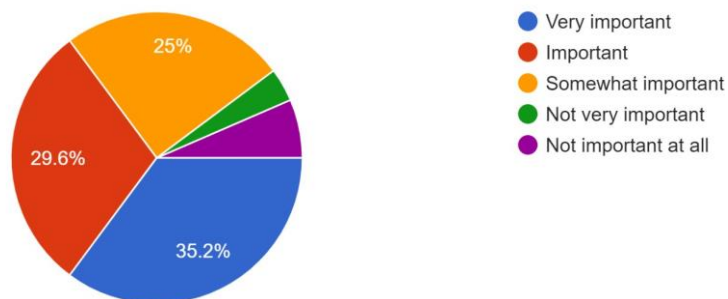


TABLE:4.17 - Showing Would you suggest KFC to others in Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes	71	65.1%
2	No	17	15.6%
3	Maybe	21	19.3%
TOTAL		109	100%

INTERPRETATION:

From the above table we observe that of all the respondents,65.1% of the respondents were chosen Yes ,15.6% of the respondents were chosen No,19.3% of the respondents were chosen Maybe.

SOURCE: Primary data

CHART:4.17-Showing Would you suggest KFC to others in Chennai

17. Would you recommend KFC to others in Chennai?
109 responses

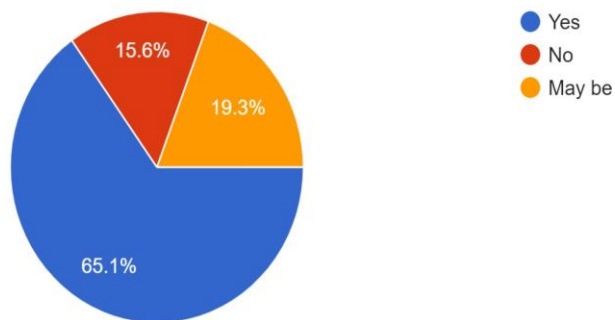


TABLE:4.18 - Showing What phrases or terms immediately spring to mind when you think about KFC

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Finger-lickin' good	44	41.1%
2	Kentucky Fried Chicken	27	25.2%
3	KFC Bucket	32	29.9%
4	Chicken tenders	4	3.7%
TOTAL		107	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 41.1% of the respondents were chosen Finger-lickin' good, 25.2% of the respondents were chosen Kentucky Fried Chicken, 29.9% of the respondents were chosen KFC Bucket, 3.7% of the respondents chosen Chicken tenders.

SOURCE: Primary data

CHART:4.18-Showing What phrases or terms immediately spring to mind when you think about KFC

18. What words or phrases come to mind when you think of KFC?
107 responses

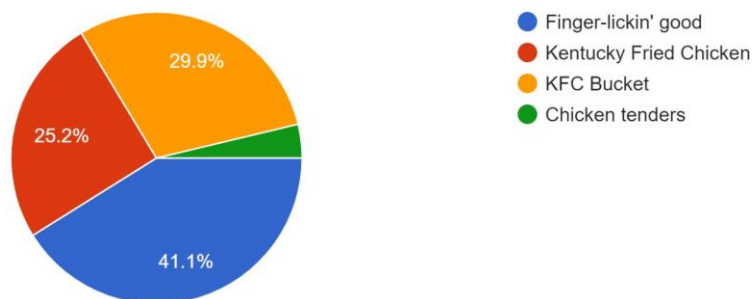


TABLE:4.19 - Showing What menu items or services would you want to see changed or improved at KFC Chennai

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	A diverse menu with a variety of choices and options	56	51.9
2	Competitive pricing and attractive combo offers	33	30.6
3	Ease of ordering through the KFCwebsite or app	12	11.1
4	Special promotions or discounts during cultural events and festival	7	6.5
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 51.9% of the respondents were chosen A diverse menu with a variety of choices and options,30.6% of the respondents were chosen Competitive pricing and attractive combo offers,11.1% of the respondents were chosen Ease of ordering through the KFCwebsite or app,6.5%of the respondents chosen Special promotions or discounts during cultural events and festivals.

SOURCE: Primary data

CHART:4.19 Showing What menu items or services would you want to see changed or improved at KFC Chennai

19.What improvements or changes would you like to see in KFC Chennai's menu or service?

108 responses



TABLE:4.20 - Showing Do you use the KFC app or loyalty card? What's the frequency of use?

S.NO	RESPONSES	RESPONDENTS	PERCENTAGE
1	Yes, I have a KFC loyalty card/app, and I use it frequently	29	26.9%
2	Yes, I have a KFC loyalty card/app, but I Use it occasionally	17	15.7%
3	Yes, I have a KFC loyalty card/app, but I rarely use it	14	13%
4	No, I do not have a KFC loyalty card/app	45	41.7%
5	I had one in the past, but I no longer use it	3	2.8%
TOTAL		108	100%

INTERPRETATION:

From the above table we observe that of all the respondents, 26.9% of the respondents were chosen Yes, I have a KFC loyalty card/app, and I use it frequently, 15.7% of the respondents were chosen Yes, I have a KFC loyalty card/app, but I Use it occasionally, 13% of the respondents were chosen Yes, I have a KFC loyalty card/app, but I rarely use it, 41.7% of the respondents chosen No, I do not have a KFC loyalty card/app, 2.8% of the respondents were chosen I had one in the past, but I no longer use it.

SOURCE: Primary data

CHART:4.20 Showing Do you use the KFC app or loyalty card? What's the frequency of use?

20. Do you have a KFC loyalty card or app? How often do you use it?
108 responses



CHAPTER-V
FINDINGS, SUGGESTIONS AND
CONCLUSION

CHAPTER V:

❖ FINDING OF THE STUDY:

- Majority 75.5 % of the respondents are under the age group of 18-24.
- Majority 70.9% of the respondents are male gender.
- Majority 50% of the respondents are Master degree.
- Majority 36.8% of the respondents are under the income group of below Rs.20,000/-.
- Majority 57.3% of the respondents are visited KFC 1-2 times in a month
- Majority 34% of the respondents are motivated to choose KFC over fast-food options because of their Convenient location of KFC outlets
- Majority 30.6% of the respondents are take out customers from the kfc.
- Majority 33% of the respondents are prefer both the Zinger Burger,Original Recipe Chicken.
- Majority 42.6% of the respondents have taken important decision to dine in there
- Majority 49.1% of the respondents are very satisfied with the variety of menu options available at KFC Chennai
- Majority 41.7% of the respondents are experienced issues with service quality or order accuracy at KFC in Chennai
- Majority 38.5% of the respondents are chosen Clean and well-maintained
- Majority 40.4 % of the respondents are consider it's very affordable
- The Majority When making a purchase, 38.9% of the respondents said they are always affected by KFC's promotions and prices.
- Majority 49.1 % of the respondents are used kfc loyalty programs or discounts in Chennai
- The Majority When choosing where to eat, 35.2% of respondents said that the reputation of the KFC brand matters.
- Majority 65.1% of the respondents are opt to recommend KFC to others in Chennai.
- Majority 41.1% of respondents said that when they think about KFC, they think of "finger-lickin' good words or phrases."
- Majority 51.9% of respondents suggested making improvements or modifications. a broad menu offering a range of selections and alternatives.
- Majority Of the respondents, 41.7% did not use the KFC app or loyalty card.

❖ SUGGESTIONS

- **Menu Adaptations and Localization:** Investigate how KFC has tailored its menu to align with local tastes and preferences in Chennai, identifying which specific items resonate most with consumers.
- **Cultural Influences on Food Choices:** Explore how cultural nuances and local food preferences influence consumer decisions at KFC, examining whether cultural factors impact menu choices.
- **Impact of Promotional Strategies:** Analyze the effectiveness of KFC's promotional campaigns and marketing efforts in Chennai, evaluating how these strategies influence consumer behavior and drive sales.
- **Consumer Perception of Quality and Value:** Assess how consumers perceive the quality, freshness, and value of KFC offerings in Chennai compared to other food options available in the region.
- **Digital Engagement and Ordering Preferences:** Investigate the influence of technology, including online platforms and mobile apps, on consumer behavior, particularly in terms of ordering habits and convenience preferences.

❖ CONCLUSION

- In conclusion, the study of consumer behavior towards KFC in Chennai illuminates a nuanced landscape where local preferences intersect with global fast-food offerings. The findings underscore the significance of menu localization, acknowledging the adaptations made to align with Chennai's diverse tastes. Cultural influences emerged as pivotal drivers impacting consumer choices, showcasing the influence of regional food inclinations on menu selections.
- The effectiveness of KFC's promotional strategies in Chennai was evident, indicating the resonance of marketing efforts in shaping consumer behavior. Moreover, consumer perceptions of quality and value highlighted the importance of maintaining freshness and competitive pricing in a market brimming with food alternatives.
- The growing role of technology, particularly in digital engagement and ordering preferences, signifies the evolving nature of consumer convenience and its impact on consumption patterns.

- Overall, this study underscores the intricate interplay between local cultural dynamics, marketing strategies, perceived value, and technological influences in shaping consumer behaviors towards KFC in Chennai, providing valuable insights for KFC and similar fast-food chains aiming to cater effectively to the region's diverse consumer base.

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ANNEXURE – QUESTIONNAIRE
A STUDY OF CONSUMER BEHAVIOR
TOWARDS KFC IN CHENNAI

EMAIL

1.What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older

2. What is your gender?

- Male
- Female
- Other

3. What is your educational level?

- High School or below
- Bachelor's degree
- Master's degree
- Doctorate or higher

4.What is your monthly household income?

- Below ₹20,000
- ₹20,001 - ₹40,000
- ₹40,001 - ₹60,000
- ₹60,001 - ₹80,000
- Above ₹80,000

KFC Consumption Patterns:

5. How often do you visit KFC in a month?

- Never
- 1-2 times
- 3-4 times
- More than 4 times

6. What motivates you to choose KFC over other fast-food options?

- Convenient location of KFC outlets.
- Affordable pricing compared to other options.
- Taste and flavor of KFC's chicken.
- Fast service and quick meal preparation.

7. Do you usually dine in, take out, or order for delivery from KFC?

- Takeout
- Delivery
- I don't visit KFC
- Dine in

8. What is your favorite KFC menu item?

- Original Recipe Chicken
- Zinger Burger
- Hot Wings
- Chicken Popcorn

9. How important is the taste of KFC food in your decision to dine there?

- Very important
- Important
- Somewhat important
- Not very important

10. Are you satisfied with the variety of menu options available at KFC Chennai?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied

11. Have you ever experienced any issues with service quality or order accuracy at KFC in Chennai?

- Yes
- No

12. How clean and well-maintained do you find KFC outlets in Chennai?

- Very clean and well-maintained
- Clean and well-maintained
- Average
- Not very clean and well-maintained
- Poorly maintained

13. Do you consider KFC to be an affordable dining option in Chennai?

- Yes, it's very affordable.
- Yes, it's somewhat affordable.
- No, it's somewhat expensive.
- No, it's very expensive.

14. Are you influenced by KFC's pricing and promotions when making a purchase?

- Yes, always
- Often
- Occasionally
- Rarely
- Never

15. Have you ever used KFC loyalty programs or discounts in Chennai?

- Yes
- No

16. How important is the KFC brand reputation in your decision to dine there?

- Very important
- Important
- Somewhat important
- Not very important
- Not important at all

17. Would you recommend KFC to others in Chennai? Why or why not?

- Yes, I would recommend KFC to others in Chennai. (Please specify reasons)
- Yes, I would recommend KFC to others in Chennai. (No specific reasons)
- No, I would not recommend KFC to others in Chennai. (Please specify reasons)
- No, I would not recommend KFC to others in Chennai

18. What words or phrases come to mind when you think of KFC?

- Finger-lickin' good
- Kentucky Fried Chicken
- KFC Bucket
- Chicken tenders

19. What improvements or changes would you like to see in KFC Chennai's menu or service?

Please share your thoughts and suggestions below.

20. Do you have a KFC loyalty card or app? How often do you use it?

- Yes, I have a KFC loyalty card/app, and I use it frequently.
- Yes, I have a KFC loyalty card/app, but I use it occasionally.
- Yes, I have a KFC loyalty card/app, but I rarely use it.

- No, I do not have a KFC loyalty card/app.
- I had one in the past, but I no longer use it.