



# A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST FOOD CENTRES DURING COVID-19 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*In today's ever-increasing globalization of services and brands, service – oriented businesses need to concentrate towards the satisfaction of these customers. Customer Satisfaction is a strategic asset. It is one of the most important indicators of purchase intentions and customers loyalty, so that it helps to predict business growth and revenue. As there are many services provided by various industries, fast food centres have been developed tremendously. Since pandemic the consumption of fast foods have increased more. In today's world the habit of taking fast food is very fast. Especially, since pandemic the consumption of fast foods has increased more. The study focuses on preference and satisfaction level towards fast food centres during Covid-19 with special reference to Coimbatore city. The fast-food industry is booming and there are certain factors that people look for while eating out at fast food items, which needed to be highlighted. Hence the researcher made an attempt to gain knowledge about the customer satisfaction and preference of fast-food centres during Covid-19. The sample size of the study is 120 respondents and Judgmental sampling is used. The data collected through this study was analyzed by using simple percentage analysis and Chi - square Test.*

**KEY WORDS:** Customer Satisfaction, Covid-19, Fast Food Centres

## INTRODUCTION

The Pandemic of corona virus disease (Covid-19) and lockdown measures which were implemented in many countries in order to control the virus transmission, had negatively influenced the lifestyle of millions of people worldwide. Fast-Food restaurants are responding to changing consumer tastes during the corona virus pandemic. Some restaurants are focusing on expanding their takeout and drive-through businesses, while others are betting on delivery services amid a recent surge in new infections and changing regulations. And many except these efforts to pay off longer-term as the pandemic shows no signs of fading and some consumer habit could change permanently.

Consumer preferences on fast food are very strong in some societies. This is because of the parallel changes in working and social life and habits of dining out. In social context, gradually the numbers of working families are increasing worldwide. The study of consumer preferences on fast food items is so much important as it investigates the trend and patterns of fast-food consumption and the importance of various factors affecting the choice of fast food among consumers. Before Pandemic the fast-food industry enjoyed the benefits of globalization and had a CAGR rate of approximately 5 percent from 2014 to 2019. However, due to the global pandemic, the sector has lost the benefits of globalization due to the regulation limiting the cross-border flow of people and commodities.

Edelweiss estimates that while the entire food services market plunged in 82% year on year in the first half of FY 2, the contraction that organized chains such as Domino's, Burger king, MC Donald was restricted to 45 percent. With the Covid-19 shuttering in- person dining experiences and limiting restaurants from offering sit-down services to encourage social distancing, many businesses are struggling to keep a float especially the ones who do not have a larger share in the pie. Although some fast-food outlets have tried to integrate technology and drive through windows in their operations, many have not adapted to the new normal and experience a new financial struggle

During pandemic the fast-food restaurants lead the restaurant segment into a digitally improved and automated tomorrow. Amid the global pandemic, the fast-food outlets have to change their strategies to cope with Zero - contact food demand. The availability of food and snacks at low prices and selling methods tailored by manufacturers of such foods has triggered an evolution whereby, consumption of foods that require neither the structure nor the preparation of a proper meal.

## OBJECTIVE OF THE STUDY

- To study the satisfaction level of the customers on fast- food centres during Covid-19.



**RESEARCH METHODOLOGY**

This study is based on empirical research by conduction survey. It is purely primary data based on primary data from 120 respondents following Judgement sampling method, Simple

Percentage Analysis have been used a research tool. A well-structured questionnaire was administered to analyze the Customer satisfaction towards the fast-food centres in Coimbatore during Covid-19.

**ANALYSIS AND INTERPRETATION**

**TABLE 1  
 FAVOURITE FAST FOOD OF THE RESPONDENTS**

S. No	Favourite Fast Food	Respondents	Percentage
1	Chaat Items	39	32.5
2	Pizza	22	18.3
3	Burgers	32	26.7
4	Others	27	22.5
	<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

The above table shows that 32.5% of the respondents favorite fast food is Chaat items, 18.3% is Pizza, 26.7% is Burger and

22.5% is others. It is inferred that maximum of the respondents favorite fast food is Chaat items

**TABLE 2  
 THE TIME PERIOD OF CONSUMING FAST FOOD**

S. No	Particulars	Respondents	Percentage
1	Once a day	11	9.2
2	Twice in a Week	47	39.2
3	Once in a month	62	51.7
		<b>120</b>	<b>100</b>

**Interpretation**

The table shows that 9.2% of the respondents consume fast food once a day,39.2% consumes a few times a week, 51.7%

consumes a few times a month. It is inferred that majority of the respondent consumes fast food once in a month.

**TABLE 3  
 THE SAFETY NORMS HAS BEEN FOLLOWED IN THE FAST-FOOD CENTRES DURING COVID-19**

S. No	Particulars	Respondents	Percentage
1	Safety norms are followed	94	78.3
2	Safety norms are not allowed	26	21.7%
		<b>120</b>	<b>100</b>

**Interpretation**

The table shows that 78.3% of the respondents says that the safety norms has beenfollowed in fast food centres during covid-19, 21.7% of them says that safety norm are not

followed. It is inferred that majority of the respondents agrees that the safety norms have beenfollowed in fast-food centres.

**TABLE 4  
 MAINTENANCE OF SOCIAL DISTANCING DURING COVID-19 INFAST FOOD CENTRES**

S. No	Maintenance of Social Distance	Respondents	Percentage
1	Maintained	77	64.2%
2	Not Maintained	43	35.8%
		<b>120</b>	<b>100</b>

**Interpretation**

The table shows that 64.2% of the respondents agrees that fast food center hasmaintained social distance, 35.8% disagrees.

It is inferred that the majority of the respondents agrees that consumption of fast-food center hasmaintained social distance.



**TABLE 5**  
**THE OVERALL RATING OF THE FAST-FOOD CENTRES DURING COVID-19 OF THE RESPONDENTS**

S.no	Overall ratings	Respondent	Percentage
1	Excellent	26	21.7
2	Good	60	50
3	Average	31	25.8
4	Poor	3	2.5
	<b>Total</b>	<b>120</b>	<b>100</b>

**Interpretation**

The table shows that 21.7% of the respondents give excellent rating for facilities in fast food centres, 50% gives good rating,

25.8% gives average rating and 2.5% gives poor rating. So, it is inferred that majority of the respondents gives good rating for facilities in fast food centres.

**TABLE 6**  
**SATISFACTION LEVEL FOR FAST FOOD CENTRES DURING COVID-19**

S.no	Satisfaction Level	Respondent	Percentage
1	Very satisfied	28	23.3
2	Satisfied	78	65
3	Dissatisfied	12	10
4	Strongly Dissatisfied	2	1.7
	<b>Total</b>	<b>120</b>	<b>100</b>

**INTERPRETATION**

The table shows that 23.3 % of the respondents very satisfied with fast foodcentres during covid-19 satisfied, 10% dissatisfied and 1.7% strongly dissatisfied. It is inferred that majority of the respondents satisfied with the fast-food centres during covid-19.

would more likely to come from close contact with the worker in the fast-food restaurant. So that the social distancing and safety norms have to be followed correctly in fast food restaurant.

**CONCLUSION**

It is concluded that the respondents are least concerned about the price for consuming the fast food. This study used multiple regression analysis to test the effects of four independent variables (Taste, Price, Ambience and Location) on the consumer preference for consuming the fast-food items. The customers preference are mainly influenced by the taste of the food items, attractive and comfortable ambience and accessible location to consume the fast food. At the time of pandemic, the virus was not likely to transmit through food itself. Any risk

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