



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## **A STUDY ON CUSTOMER SATISFACTION ON KFC IN MADURAI CITY**

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### **Abstract**

This study aims to evaluate the level of customer satisfaction and identify the key factors influencing consumer preferences for Kentucky Fried Chicken (KFC) in Madurai City. In the rapidly evolving fast-food landscape of Tier-2 cities like Madurai, understanding service quality and brand loyalty is crucial for sustainable growth. The research focuses on five primary dimensions of customer satisfaction: food quality (taste and freshness), pricing strategy, service speed, staff behavior, and restaurant ambience. Using a descriptive research design, primary data was collected through a structured questionnaire from a sample of 100-150 respondents across various KFC outlets in

Madurai (such as Anna Nagar and Bypass Road).

**Keywords:** Customer Satisfaction, Fast Food Industry, KFC (Kentucky Fried Chicken), Service Quality, Consumer Preference, Brand Loyalty, Madurai City, Marketing Strategy, Food Quality

### **Introduction**

Food is not merely sustenance; it's a cultural cornerstone, a source of pleasure, and a reflection of heritage. Across the globe, culinary traditions vary widely, shaped by geography, history, and local ingredients. From the aromatic spices of Indian cuisine to the comforting simplicity of Italian pasta dishes, food serves as a universal language



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that connects people and communities. In addition to its cultural significance, food plays a vital role in our health and well-being. The nutrients we consume fuel our bodies, providing the energy and sustenance needed for daily activities and optimal functioning. However, the relationship between food and health extends beyond mere nourishment. Nutritional choices can impact long-term health outcomes, influencing factors such as cardiovascular health, weight management, and disease prevention. Furthermore, food is an

### Statement of the Problem

Despite its global brand recognition and long-standing reputation for quality, KFC faces a growing challenge in maintaining consistent customer satisfaction across its diverse franchise network. Customers frequently report significant discrepancies between the brand's marketing promises and their actual dining experiences, specifically regarding fluctuating food quality (such as cold or greasy products), prolonged waiting times, and order inaccuracies in both digital and in-store transactions.

### Objectives of the Study

- To assess the impact of food quality and taste
- To identify the influence of pricing and promotional offers

- To examine the effectiveness of digital ordering platforms

### Research Methodology

The study follows a descriptive research design to analyze the research problem systematically. Data is collected from both primary sources (questionnaires/interviews) and secondary sources, and analyzed using tables and charts.

### Source of Data

#### Primary Data

Primary data for the study was collected directly from respondents to ensure accuracy and reliability. Structured questionnaires were used to gather quantitative information, while personal interviews provided detailed qualitative insights. This combination helped in obtaining a comprehensive understanding of the research topic.

#### Secondary Data

Secondary data for the study was gathered from books, journals, company reports, and trusted websites. These sources helped provide context and supported the analysis with credible information.

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### Sample Size

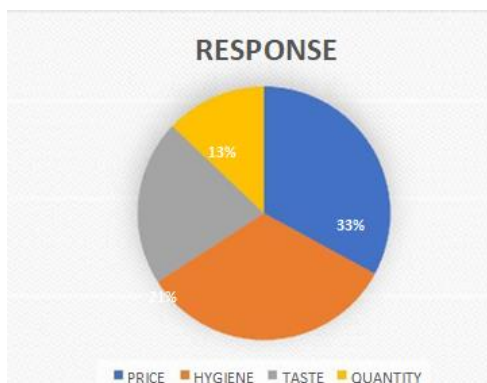
The study's sample size consisted of 100 respondents selected for data collection. This number was chosen to ensure the results are representative and reliable.

### Data Analysis

**Table 1: Customer Priorities**

S.No	Option	Response	Percentage%
1	Price	28	33%
2	Hygiene	28	33%
3	Taste	18	21%
4	Quantity	11	13%
<b>Total</b>		<b>85</b>	<b>100%</b>

### Chart



**Fig 1: Response**

### Interpretation

The table highlights the major factors influencing customers in selecting street food vendors. Price (33%) and hygiene (33%) were equally rated as the most important considerations, showing that consumers balance affordability with safety when choosing street food. Taste (21%) emerged as the next significant factor, reflecting that quality and flavor still play a vital role but are secondary to price and hygiene. Quantity (13%) was considered the least important, suggesting that consumers are less focused on portion size compared to value for money and safety.

### Findings of the Study

- The scope of study in KFC can cover a wide range of areas, depending on the focus of the research or inquiry.
- Here are some key areas of study one might explore when analyzing or studying KFC as a business or brand
- KFC's global success can be attributed to its unique franchise business model.

### Suggestions and Recommendations

- Introduce More Affordable Options - Launch budget-friendly meal combos and family packs to make KFC more accessible to price-sensitive customers.
- vegetarian alternatives to cater to health-conscious customers.



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- Add Healthier Choices Expand the menu with grilled chicken, low-oil recipes, salads, and more
- Regularly collect customer feedback to identify areas of improvement and adapt strategies accordingly.

## Conclusion

According to the analysis, KFC is best fast-food restaurant in the world and they are growing rapidly because they have good strategy planning in competing business world. They introduce different menu so they can attract the customer and launching new fast-food product as a part of their strategy planning and also, they are using technology for their growth so KFC is looking forward for their business.

In order to solve the problem of high competition, the best solution is to expand into international market as explained in the above section. KFC may also want to differentiate its products and compete at non-price strategies, such as service and variety of menu. In this way, KFC escapes from potential price wars. On the other hand, KFC may want to reduce its cost so that it will survive in case of price wars. For the second problem related to the reduction in market share and efficiency, the root cause comes mainly from the PepsiCo's centralization strategy, which also leads to high turnover and low employee morale.

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