

# A Study on Consumer Perception Towards Fast Food Retail Outlet in Perambalur District

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**Abstract - Customer perception is a marketing concept that tells us what customers think about a brand or a company or their offers. They can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a client has. For this study, 216 respondents taken up by convenience sampling at Perambalur district. Consumer perception factors namely tangibility, reliability, responsiveness, assurance, empathy, service quality have any relationship with consumer satisfaction is the focus of the study. Based on the findings, there is an positive influence of tangibility and service quality with consumer satisfaction and also empathy negative influence with consumer satisfaction. The researcher concluded that 30.1% of respondents visit the fast food retails outlet for food quality and consumer perception based on tangibility and service quality towards consumer satisfaction.**

**Key words: Consumer Perception, Consumer Satisfaction, Fast Food**

## I. INTRODUCTION

The food diversity in India is an implicit characteristic of the diversified culture of India that consists of different regions and states within the tradition, the Indians like to have homemade meals, a concept supported both religiously and individually. However, due to the increased awareness and influence of Western culture, here there is a slight change in the patterns of food consumption among urban indigenous families. He started eating out and then accepted a variety of delicacies from around the world. Fast food is one that gained acceptance from India's palate after the multinational fast-food players adopted the basic food requirements of India, meaning the multinational fast-food establishments initially faced protests and the non-acceptance of Indian consumers. This was due to the primary perception that these fast-food players only serve chicken and not vegetarian meals.

Today, the fast food industry is adapting to the needs of Indian food. Fast food is a fast growing industry both in the world and in India, especially in urban areas (large and small cities). Eating is a daily action and a necessity for all human beings, depending on the reason of the individual to eat in restaurants, the intention or instinct of the individuals evaluates a series of multiple attributes that a boss chooses in a restaurant. The importance of these attributes of the restaurant is ultimately evaluated in the mind of the customer and leads to the purchase decision. Undoubtedly, the restaurant industry has not been exempt from increased competition or from customers' growing expectations regarding quality. Whether humans live to eat or eat to live, food always plays a fundamental role in the

lives of human beings. From the physiological point of view, food is classified as a basic necessity.

The segment ready to eat (fast food) has given a new dimension to the industry, so fast food restaurants like Pizza Hut, KFC are taking very good business in most of the world in which they were expanding their branches with big success. The perception of the client is very important for all organizations; Either they are from the service sector or from the private sector. Clients are agents or real stakeholders to determine or better judge the success of any product or service, the restaurant sector is one of the most important sectors in the world. Millions of people visit the restaurant for pleasure, people who come to the family celebration often spend more in the restaurant because they want their visit to be memorable.

### *Statement of the problem:*

The restaurant industry is no longer divided into clear cut segments since in the services offered do sometimes overlap. Many of the fast food restaurants offers similar products or services. Therefore the way and manner their services are provided are critical to gaining competitive edge.

### *Objectives of the study:*

- To study the consumption pattern towards fast foods particularly with respect to the frequency of visits and choice of fast food outlets.
- To know the relationship of consumer perception with consumer satisfaction.

### *Limitation of the study:*

1. The youngsters only focused on this study.
2. The Research result only applicable for this sample area.
3. Respondents' information are based on their own perception.

## II. REVIEW OF LITERATURE

Maui Ling Dyane(2004) carried out the study on student satisfaction with the service quality of cafeteria: a structural approach. The empirical result provided strong support for the hypothesis that student's satisfaction with the university cafeteria is very much influenced by food quality than staff performance, price fairness and degree of ambiance.

Anita Goyal and N.P.Sing(2007) found that the food habits of youngsters are influenced by many factors such as environment at home, educational environment, availability and accessibility to fast food providers, and social environment in their surroundings.

Salami and Ajobo, R.T(2012) found that customers patronize fast food for the change and not because of nutritional value and fast food is not yet perceived as a clear alternative to homemade cooking.

Deivanai, P.(2013) suggested that the pizza manufactures should increase the vegetables and energetic content mixes considering the health point of view. The respondents' suggestions about the domino's pizza centre will be located in more places.

Vidya, B. et. al(2015) found that taste and time factors, watching television while consuming junk foods, advertisements regarding junk foods over the televisions, and the parents themselves getting these junk foods are some of the factors related to junk food consumption.

## III. METHODOLOGY

### Hypothesis of the study:

The study based on null hypothesis.

H<sub>0</sub>: There is no relationship between consumer perception and consumer satisfaction.

### Area of study:

The area of the study conducted in Perambalur District of Tamil Nadu, India. Perambalur district covers 5 taluks namely Veppur, Veppanthattai, Kunnam, Perambalur, Alathur

### Period of Study:

This study covers a period of three months from December to February 2019.

### Sample size:

Fast food outlets users like school goings, college going, and office employees / workers were the respondents of

this study. Care will be taken to ensure that personal belonging to youngster categories will be included in the study.

### Sampling Technique

The method of sampling that adopted will be convenience sampling since the population is quite large. Based on this, 250 questionnaires will be distributed. 216 questionnaires received in quality manner for research.

## IV. FINDINGS

**Table no.1 Distributions of respondents the reason to visit**

Reason to visit	Frequency	Percent
Food quality	65	30.1
Price	17	7.9
Service quality	13	6
Environment	39	18.1
Location	19	8.8
Interior Decoration	5	2.3
Children play area	10	4.6
Ample parking	5	2.3
Change & fun	43	19.9
Total	216	100

Source: Primary data

**Table no. 2 Regression analysis**

R	R square	Adjusted R square	Std. error of the estimate	F – Value	P – Value
.767	.589	.565	.433	24.25	.000

a. Predictors: (Constant), Tangibility, Reliability, Responsiveness, Assurance, Empathy, Service Quality

**Table no. 3 Coefficients**

Items	Un standardized coefficients		Standardized coefficients Beta	t- Value	Sig
	B	Std. Error			
Tangibility	.385	.054	.492	7.128	.000**
Reliability	-.013	.053	-.017	-.240	.511
Responsiveness	-.065	.059	-.090	-1.108	.269
Assurance	.021	.017	.085	1.284	.201
Empathy	-.336	.071	-.392	-4.758	.000**
Service Quality	.289	.042	.437	6.828	.000**

a. Dependent Variable: Consumer Satisfaction \*\* significant at the 0.01 level

### Analysis and Discussion of the results:

From table no.1 it can be deduced that the reason for visiting the fast food retail outlet of sale is the quality of the food. For any food industry, the quality of the food will play an important role. It can be deduced from our study that 30.1% of the respondents preferred the quality of the food. Followed by changes and fun, atmosphere, location,

price, quality of service, playground for children, interior decoration, ample parking, respectively. Respondents who preferred the quality of food used to go for the change and fun by tasting a variety of foods at the fast food restaurant.

As shown in the table no. 2, the value of  $R^2 = 0.589$  and the significant P value at the level of 1% and the independent variable that was taken for the study are factors of perception, namely, tangibility, reliability, responsiveness, safety, empathy, quality from service. From the value of the square R, it follows that the independent variable explains the variance of 58.9% explained by the dependent variable. The value of F was significant for levels of 0.001. Table 3 shows that there is an influence of tangibility and quality of service at a positive level of 1%. Empathy is a negative influence at the 1% level.

## V. FINDINGS AND CONCLUSION

Consumer perception factors namely tangibility, reliability, responsiveness, assurance, empathy, service quality have any relationship with consumer satisfaction is the focus of the study. Based on the table no.3 shows there is an positive influence of tangibility and service quality with consumer satisfaction and also empathy negative influence with consumer satisfaction. The researcher concluded that 30.1% of respondents visit the fast food retails outlet for food quality and consumer perception based on tangibility and service quality towards consumer satisfaction.

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