COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS KFC AND MCDONALDS, CHENNAI

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ABSTRACT
The international market is flooded with various sectors and industries that involve products of daily as well as occasional use for the consumers. In today’s competitive world, Service Quality has become one of the most strategic tools for measuring customer satisfaction. The main objective of the study is to compare customer satisfaction level towards KFC and McDonalds, Chennai. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of KFC and McDonalds, located at Mogappair, Chennai. The samples (i.e. sample size 50) were selected among the customers of KFC and McDonalds, located at Chennai for this research. The major findings of the study are 22% of KFC customers and 18% of McDonalds customers are not opined either positively or negatively with respect to the quality of food. 18% of KFC customers and 12% of McDonald’s customers are not satisfied with price of the food. 24% of KFC customers and 18% of McDonalds customers are satisfied with taste of the food. Both the food giants have given each other immense competition in terms of customer satisfaction, service quality and promotional strategies.

KEY WORDS: Customer satisfaction, Fast food industry, Food and beverage services, Food retail chain, KFC, McDonald.

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