

---

Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution



---

Academic Year 2018 – 19

---

**A**  
**Project Report**  
**On**  
**"A STUDY ON CONSUMER BUYING BEHAVIOR  
FOR KFC IN NAGPUR CITY"**

Submitted to  
**Rashtrasant Tukadoji Maharaj Nagpur University,**  
**Nagpur**

In partial fulfillment for the award of the degree of  
**Master of Business Administration**

Submitted by  
**NIKHIL PANDE**

Under the Guidance of  
**Dr. ARCHANA DADHE**

---

Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution



---

Academic Year 2018 – 19

---

**A**  
**Project Report**  
**On**  
**"A STUDY ON CONSUMER BUYING BEHAVIOR  
FOR KFC IN NAGPUR CITY"**

Submitted to  
**Rashtrasant Tukadoji Maharaj Nagpur University,**  
**Nagpur**

In partial fulfillment for the award of the degree of  
**Master of Business Administration**

Submitted by  
**NIKHIL PANDE**

Under the Guidance of  
**Dr. ARCHANA DADHE**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2018 – 19**

**CERTIFICATE**

This is to certify that "NIKHIL PANDE" has submitted the project report titled "A STUDY ON CONSUMER BUYING BEHAVIOR FOR KFC IN NAGPUR CITY", towards partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. ARCHANA DADHE**  
(Project Guide)

**Dr. ASHWINI PUROHIT**  
(Director)

Place: NAGPUR

Date: 23/03/2019

---

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



---

**Academic Year 2018 – 19**

---

**DECLARATION**

I here-by declare that the project titled "A STUDY ON CONSUMER BUYING BEHAVIOUR FOR KFC IN NAGPUR CITY, NAGPUR", has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me

**NIKHIL D. PANDE**

**Place:** NAGPUR

**Date:** 23/03/2019

---

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



---

**Academic Year 2018 – 19**

---

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N. Y. Khandait**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Guide **Dr. ARCHANA DADHE** for his guidance throughout the project and tender my sincere regards to Director, Dr. Ashwini Purohit for giving me suggestions and valuable encouragement which helped me in the completion of the project.

**Nikhil pande**

**Place:** NAGPUR

**Date:** 23/03/2019

## EXECUTIVE SUMMARY

The first chapter of the project deals with the introduction of consumer buying behavior, company profile of KFC, objective, scope and limitation of project. Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for their growth. There are many sub chapter such as company profile which tells about KFC in detail. Objective of project is another important part of project which includes various type of studies for the completion of project. 'KFC' is fast food chain outlets. My project throws light on study of consumer buying behavior of customer regarding KFC.

The second chapter discusses Literature Review forms another important chapter listed in the project in the research work. The literature review focuses on worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions

Research Methodology is third chapter listed in my project. It means the systematic way to attain the predefined objectives. Hence to fulfill these objectives, Research Methodology will appear in context with the research design, data collection, and sources of data and description of tools for data analysis. Research Design in which I have used Probability or random sampling design to give an equal chance to all the

## INDEX

Sr. No.	PARTICULARS	Page. No.
1.	<b>Introduction</b> ❖ Consumer buying behaviour ❖ About company profile : KFC ❖ Objective of study ❖ Scope of study ❖ Limitation of study	9
2.	<b>Review of Literature</b>	22
3.	<b>Research methodology</b> ❖ Hypothesis ❖ Research design ❖ Sources of data	28
4.	<b>Data collection</b>	34
5.	<b>Analysis and interpretation of data</b>	37
6.	<b>Suggestion and conclusion</b>	48
7.	<b>bibliography</b>	51

# **CHAPTER 1**

## **INTRODUCTION**

4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. **Cognitive Dissonance**, have you made the right decision. This can be reduced by warranties, after sale communication etc.

## Types of Consumer Buying Behavior

Types of consumer buying behavior are determined by:

- ❖ Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
- ❖ Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement. Types of risk:

- ❖ Personal risk
- ❖ Social risk
- ❖ Economic risk

The four type of consumer buying behavior are:

- ❖ Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.
- ❖ Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.
- ❖ Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend alot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.
- ❖ Impulse buying, no conscious planning.

The purchase of the same product does not always elicit the same Buying Behavior.

## Categories that Effect the Consumer Buying Decision Process

A consumer, making a purchase decision will be affected by the following three factors:

1. Personal

2. Psychological
3. Social

The marketer must be aware of these factors in order to develop an appropriate MM for its target market.

### 1. Personal

Unique to a particular person. Demographic Factors. Sex, Race, Age etc.  
Who in the family is responsible for the decision making.  
Young people purchase things for different reasons than older people.

### 2. Psychological factors

Psychological factors include:

- **Motives—**

A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal.

- ◆ Physiological
- ◆ Safety
- ◆ Love and Belonging
- ◆ Esteem
- ◆ Self Actualization

Need to determine what level of the hierarchy the consumers are at to determine what motivates their purchases.

- **Perception—**

What do you see?? Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. If we chose what info we pay attention to, organize it and interpret it. Information inputs are the sensations received through sight, taste, hearing, smell and touch.

- **Ability and Knowledge—**

Need to understand individuals capacity to learn. Learning, changes in a person's behavior caused by information and experience. Therefore to change consumers' behavior about your product, need to give them new information re: product...free sample etc.

- **Attitudes--**

Individual learns attitudes through experience and interaction with other people.

Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm's marketing strategy.

Attitudes and attitude change are influenced by consumers personality and lifestyle.

Consumers screen information that conflicts with their attitudes. Distort information to make it consistent and selectively retain information that reinforces our attitudes. IE brand loyalty.

There is a difference between attitude and intention to buy (ability to buy).

- **Personality--**

all the internal traits and behaviors that make a person unique, uniqueness arrives from a person's heredity and personal experience. Examples include:

Traits effect the way people behave. Marketers try to match the store image to the perceived image of their customers.

There is a weak association between personality and Buying Behavior, this may be due to unreliable measures. Nike ads. Consumers buy products that are consistent with their self concept.

- **Lifestyles--**

Recent US trends in lifestyles are a shift towards personal independence and individualism and a preference for a healthy, natural lifestyle.

## **Social Factors**

Consumer wants, learning, motives etc. are influenced by opinion leaders, person's family, reference groups, social class and culture.

- **Opinion leaders--**

Marketers try to attract opinion leaders...they actually use (pay) spokespeople to market their products.

- **Roles and Family Influences--**

Role...things you should do based on the expectations of you from your position within a group. People have many roles. Husband, father,



## ABOUT COMPANY

### PROFILE : KFC

## ABOUT KFC



The Fast Food phenomenon has finally come of age in India. According to the findings of the latest online survey from ACNielsen, over 70% of urban Indians consumes food from take-away restaurants once a month or more frequently. Of these 37% of adult Indian population do so at least once a week. This makes India one of the top 10 countries amongst the 28 surveyed, in terms of frequency of fast food consumption. The incidence of Fast Food consumption in urban India is accelerating much faster than most people anticipated. Changing lifestyles, an altered view towards out-of-home meals, a willingness to spend and, most importantly, the urban Indian acquiring a more 'global palette' have catalyzed its consumption. Yum's decade long affair with India went through some teething problems, most notably the ill-fated launch of KFC in 1995 in Bangalore. The launch got mired in a controversy, but the company has managed to put that behind and has been recording an impressive double digit growth since then, and today, over 1.7 lakh people walk into KFC outlets across the country every week.

KFC will be the mass brand with focus on tasty food. And to make this possible a better understanding of KFC consumers was required. Brands have personalities that can scream quality, great taste, real value or other attributes. Through

marketing and sales techniques, it is possible to improve and change consumers' perceptions of a brand. Knowing how consumers view your brand is critical to developing the brand through a more effective marketing and promotion strategies.

The study was undertaken to generate information on the lines of

- ◆ Who is buying my brand / category
- ◆ Who are the heavy category buyers
- ◆ Why do consumers choose my brand
- ◆ Do consumers understand what my brand stands for
- ◆ How do they spend money on eating- out?
- ◆ What motivates consumer to purchase
- ◆ What is my brand personality perceived as and how does it compare to the
  - ◆ competition
- ◆ What other categories interact with mine, and which are important
- ◆ What cross category opportunities are there
- ◆ How loyal are category buyers

## KFC HISTORY

"Chicken is our business, but innovation and customer satisfaction are our passions" Since the 1950's, KFC has grown at a remarkable pace from one small roadside restaurant, to an internationally renowned restaurant chain - the largest chain of chicken restaurants in the world.

It was at the age of 40 working as a service station operator in Kentucky that the Colonel Harland D Sanders began to serve food to hungry travelers from his own living quarters. Before long customers were turning up for food alone, so he moved across the street to a motel and 142-seater restaurant which he named "Sanders". It was during this time that the Colonel devised his recipe for fried chicken using a

secret blend of eleven Herbs and spices. His restaurant became so popular the state governor made Harland Saunders a Kentucky Colonel in honors of his fine contribution to state cuisine.

Using his last \$105 Social Security cheque he set up Kentucky Fried Chicken, his own chicken franchising business, travelling across the country from restaurant to restaurant cooking chicken for the owners and their employers. Following the owners' approval of his special KFC recipe, Colonel Sanders entered upon a handshake agreement, which provided him with a nickel for every chicken the restaurant sold.

In January 1997, PepsiCo, Inc. announced the spin-off of its quick service restaurants --KFC, Taco Bell and Pizza Hut -- into an independent restaurant company, Tricon Global Restaurants, Inc. In May 2002, the company announced it received shareholders' approval to change its corporation name to Yum! Brands, Inc. The company, which owns A&W -American Food Restaurants, KFC, Long John Silvers, Pizza Hut and Taco Bell restaurants, is the world's largest restaurant company in terms of system units with nearly 32,500 in more than 100 countries and territories.

KFC now offers great tasting meals and snacks in over 30,000 restaurants around the world. Every day over 6.5 million people make KFC part of their lives. Laid head to claw, KFC chickens consumed worldwide would stretch 458,065 kilometers and would circle the earth at the equator 11 times.

When India's first KFC (Kentucky Fried Chicken) opened in 1995, its arrival sparked immediate controversy, ranging from local government charges that the restaurant sold carcinogenic foods laced with harmful monosodium glutamate; to tens of thousands of farmers protesting against a suspected takeover of the locally based agricultural system.

But the company has managed to put that behind and has been recording an impressive double-digit growth since then, and today, over 1.7 lakh people walk into

the 12 KFC outlets across the country every week. The Delhi outlet saw over 10,000 storming into it in the first two days of opening

The other significant point is KFC's efforts too woo vegetarians in India, a first in the world. Combine the inclusion of vegetarian items and with the affordability platform, and its clear the company is ready to tweak its global positioning around tasty-chicken platform to woo Indian vegetarians.

The positioning, which is in the process of getting finalized, is not going to be chicken specific but for taste. This research is designed to confirm the feasibility of this fact and also find the key consumer's demographic, behavioral aspects and need states to fine tune the positioning strategy. This is just the beginning of the decade long plan for consolidating its position in here.

## OBJECTIVES OF THE STUDY/RESEARCH

- To study consumer purchase decision involvement and advertisement involvement in KFC.
- To study satisfying level of consumer.
- To study how company generate customer base or the business.
- To study marketing mix strategic o the company which can satisfy need of the customer.
- To study how company has created good image.

## SCOPE OF THE STUDY

- The study suggest company can make the product better as per customer suggestion.
- The researcher get the great exposurer of new people
- The study can help the company KFC to know that how many customer satisfied with them in actually on an average.
- The study is also helpful in finding out the respondent opinion towards attributes
- This study can helpful to the company for conducting any further research.

# **CHAPTER 2**

## **REVIEW OF**

### **LITERATURE**

## REVIEW OF LITERATURE

The topic of consumer behavior is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide (Lancaster et al, 2002). This chapter will introduce some other areas of research background of consumer behaviour addressing the works of researchers and marketers. Moreover, consumer decision making process, in particular, five stages of consumer decision making process will be discussed in detail.

### Introduction

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

One of such studies of consumer buying behaviour has been conducted by Acebron et al (2000). The aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Another study conducted by Variawa (2010) analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.

Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision

making process has been offered by Blackwell et al (2006). According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

In the next stage, consumer searches information related to desired product or service (Schiffman and Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009).

Once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives. Kotler and Keller (2005) consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Backhaus et al (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2002) which will be discussed further in detail in the next chapters.

Finally, post-purchase decision involves experience of the consumer about their

# **CHAPTER 3**

## **RESEARCH**

### **METHODOLOGY**

## RESEARCH METHODOLOGY

### INTRODUCTION

The purpose of this chapter is to present a review of the research methodology used in this study. The chapter sets to justify the appropriateness or relevance of the chosen methodology throughout the study in relation to the research objectives, while allowing readers to understand the reasoning and alternatives considered throughout the research. The research Philosophy, research approach, research strategy and design are discussed in this chapter. Besides, it will describe the ethical considerations necessary to complete this research.

Research methodology is a way to find out a result of a given problem on a specific matter or problem that is also referred as research problem. In methodology, researcher uses different criteria for solving/ searching the given research problem. Different sources use different type of method for solving the problem.

## HYPOTHESIS

Marketing is not a function of business, but a view of the entire business seen as the economic organ to provide goods and services. Everything that the business does in that respect is the market.

H0

Consumer buying behavior has no impact on sales of KFC

H1

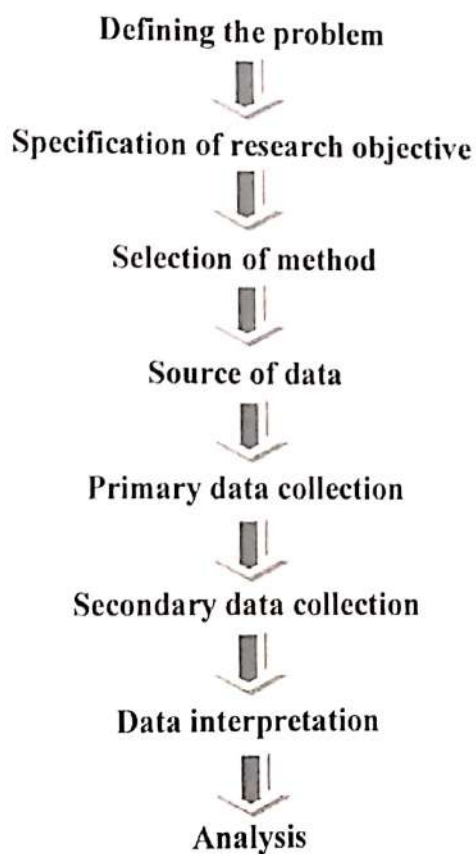
Only consumer having non vegetarian preference in food goes to KFC

Only consumer having fast food preference who visit KFC

## RESEARCH DESIGN

The research design used in my study “ descriptive research study design” the main purpose of descriptive research is describing the state of affairs as it exists at present the study is based on personal interview. The research design is the conceptual structure within which a research is conducted. The topic chosen is classified as descriptive research. Such research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

**Research process:** The process of research includes following steps,



**Sampling Design:** Sampling design involves universe of research, sampling unit,

sample size and sample design.

**Sampling Universe:** The survey was conducted on all type of customer who visit KFC

**Sample Size:** Practically it is impossible to reach out to each and every person; Hence, I have used the Convenience Sampling Method in which the sampling procedures are used to obtain responses of people, who are conveniently available. For this I have visited and interacted with about 100 persons.

- **Sample Design:** Probability or random sampling design has been used to give an equal chance to all the segments of fast food outlets.

**Plan for Data Collection:** Data is used as raw material in any process. It means data is base for the research hence to find proper data in organized form is very essential for successful research. Here collected data is of two types i.e. Primary Data and secondary Data.

- **Primary Data:** It is personally collected by people, observations etc. It means this is collected by direct contact. Out of 460 employees of Wockhardt Hospital, I have taken sample of 50 employees for primary data collection. In this project such data is collected by,

- **Interview Method:-**Interview is one of the most powerful tools and widely used for collecting information. The technique of **Personal Interview** is used; in which the questions are asked to informants personally and the information is collected.
- **Questionnaire Method:-**In such method, some questions are quoted and asked to informants. This is a useful method for collecting a wide range of information from frequent number of respondents.

- **Secondary Data:** Secondary data is known as Published Data. It is not feasible for individual researcher to collect all data by own self hence secondary data used for saving time that would otherwise be spent collecting data. In this study secondary data is collected from,

# **CHAPTER 4**

## **DATA COLLECTION**

## METHOD OF DATA COLLECTION

### Primary data

Following are the method of obtaining primary data

1. survey technique as approach
  - a. Mail survey
  - b. Personal interview
  - c. TELEPHONE survey
2. penal research
3. observation approach
4. Experimental research
5. Mostly I get helped from the google form where 100 customer fill a form of questioners .

### Secondary data

Sources of secondary data

1. Published survey of market
2. General library research source
3. All advertising media particularly newspaper , magazines, trade journals etc.
4. Trade association and other technical and professional groups.
5. Specialized marketing intelligence services such as advertising agency

### Sample size

**CHAPTER 5**  
**ANALYSIS AND**  
**INTERPRETATION OF DATA**

## DATA ANALYSIS AND INTERPRETATION

This section presents the empirical findings and data analysis from the primary research obtained through the survey questionnaire and the aim of this chapter is to explain the analysis done on the data obtained. This chapter intends to present the results without trying to draw conclusions. These findings are grouped and presented according to the three research objectives and the two research hypothesis. The analysis obtained from the quantitative research which was by self-administered questionnaires was completed by the respondents in this case, customers of Kentucky Fried Chicken (KFC) in Nagpur.

A sample of 100 customers of the restaurant participated in this research, where the respondents are presented with structured questions. The questionnaire is divided into four sections namely: the demographic section which comprises of questions based on gender, age, marital status and how often the customers eat in a fast food restaurant, the next section comprises general background questions about reasons for choice of restaurant, the next section is to know the perception of the customers towards an international QSR, with KFC as the case study and lastly, to determine possible factors influencing purchase from KFC.

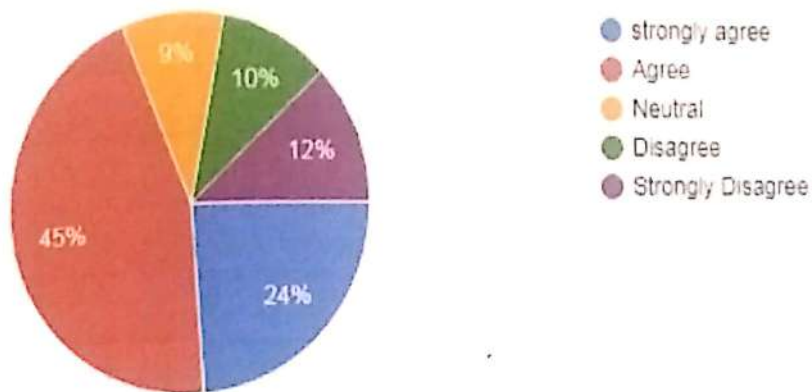
Finally, the empirical findings are examined further in relation to the research questions and research objectives, leading to the final conclusions of the study, and the acknowledgement of limitations and recommendations for future research.

### Data Analysis

The analysis of collected data in graphical form is as under and from that representation the analysis is given, Source: Questionnaire

### 1. Feel difficulties while placing an order directly?

Level of option	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	total
Response of customer	24	45	9	10	12	100

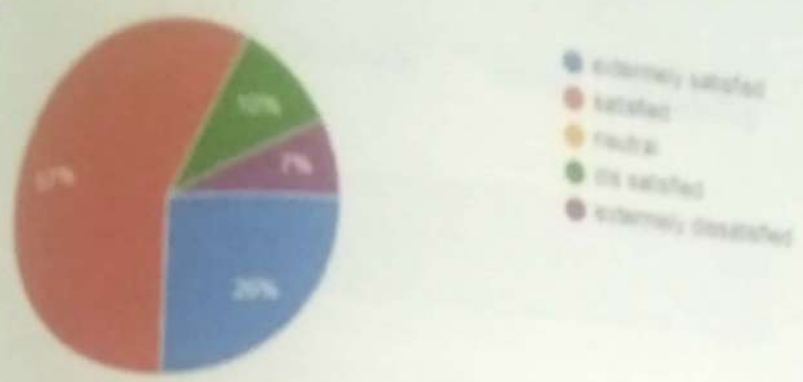


**Analysis:** with regards to the above opinion of people it is found that most of the people are not so very happy with the order placement services offered by KFC customer find it difficult to place order directly. 45% that they find it difficult while placing the order. This may be because they don't have enough knowledge about the telephonic services.

### 2. Rate KFC for keeping its promise?

Level of Satisfaction	Strongly satisfied	satisfied	neutral	Dissatisfied	Strongly Dissatisfied

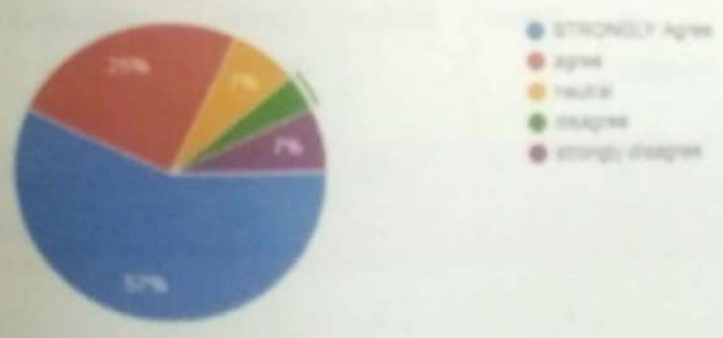
Responds of customer	26	57	0	10	7
----------------------	----	----	---	----	---



Analysis: the 57% people satisfied on this question because KFC is recognised brand in the world therefore it can't not make false claims and destroy the consumer faith on it the 7% consumer extremely dissatisfied because KFC does not keeping its promise.

3. I am satisfied with the services provided by KFC?

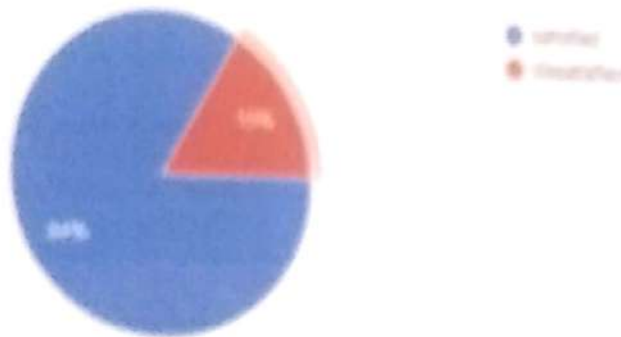
Level of Satisfaction	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
Responds of customer	57	25	7	4	7



analyse the customer of KFC are very happy and satisfied by the service offered by KFC  
 4. KFC always give value for money?

Level of Satisfaction	Satisfied	Dissatisfied
-----------------------	-----------	--------------

Responds of customer	52	14
----------------------	----	----



**Analysis:** another very important feature which makes KFC a successful venture in india is its value of money. It provides value to each penny a customer invest their money in it. KFC gives superb taste and even satisfied the appetite.

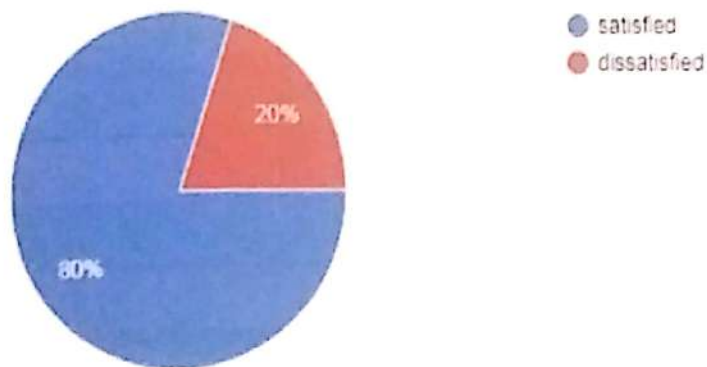
5. Rate KFC for quality of its food?

Level of Satisfaction	Strongly satisfied	satisfied	neutral	Dis satisfied	Strongly Dis satisfied
Responds of customer	32	53	3	0	12

**Analysis:** level of services, quality offered all this makes KFC first choice of the indian customer. It fulfills all the parameters which make it a best option for customer.

7. Rate the stuff at KFC on being courteous?

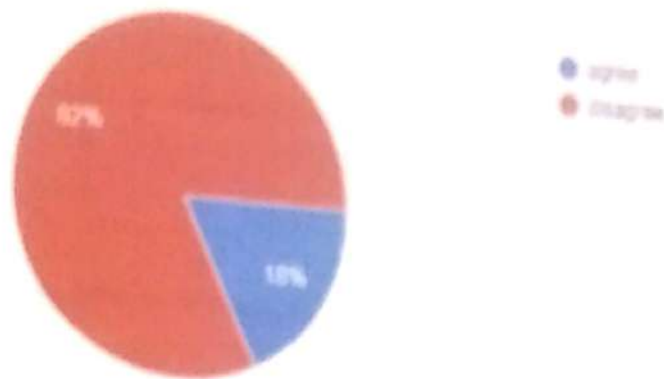
Level of Satisfaction	satisfied	dissatisfied
Responds of customer	80	20



**Analysis:** the quality of man power employed in KFC is also of very high and thus the customer are very satisfied with the stuff of the outlet .

8. KFC sometime serve bad quality of food?

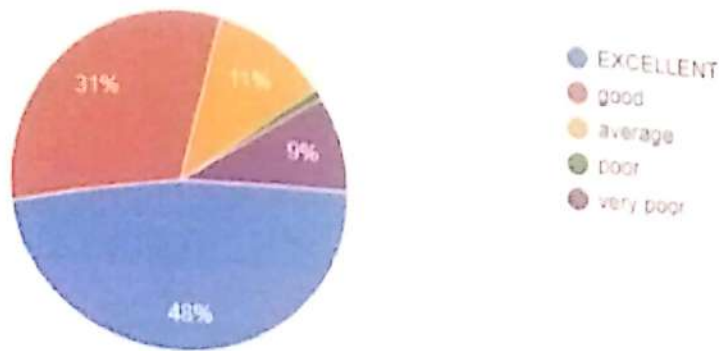
Level of Satisfaction	Agree	Disagree
Responds of customer	18	82



**Analysis:** studied above found that the quality of fried chicken offered by KFC are very satisfied. So very few customer are supporting this statement of bad quality of food.

9. What is the level of overall satisfaction you have with KFC?

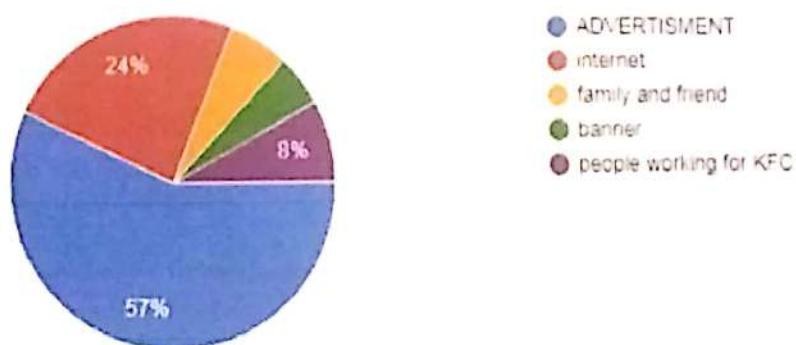
Level of Satisfaction	Excellent	Good	average	poor	Very poor
Responds of customer	48	31	11	1	9



**Analysis:** the overall study show that the customer are very much satisfied with the KFC and this lead into making KFC even better brand in nearby feature.

#### 10. How you get to know about KFC?

Level of Satisfaction	advertisement	internet	Family and friends	banner	People working in KFC
Responds of customer	57	24	6	5	8

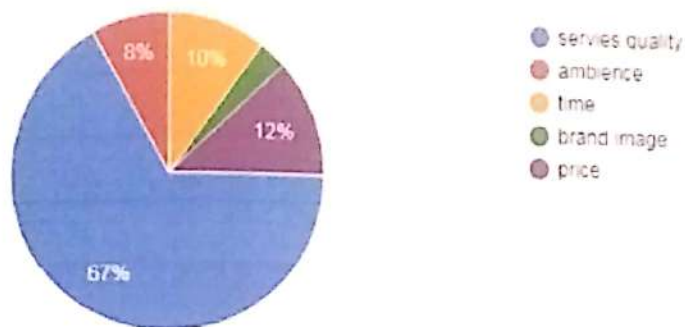


**Analysis:** KFC use television as a key tool for making people aware about their

product, deal and offer. Strong customer base is also help in spreading out the information to people i.e mouth publicity.

11. What is the most important factor you consider while choosing KFC?

Level of Satisfaction	Servies quality	ambience	time	Brand image	price
Responds of customer	67	8	10	3	12



**Analysis:** though all the aspect of KFC are good and satisfied but majority of customer will recommend KFC they promote their services followed by time, brad and price.

12.I would recommend KFC to other?

Level of Satisfaction	Agree	Disagree
Responds of customer	79	21

## CHAPTER 6

# SUGGESTION NAD CONCLUSION

## CONCLUSIONS

- KFC is providing its customer good quality of food product.
- Prices are little bit higher than that the other fried chicken outlets.
- KFC satisfied its customer by continuously introducing value for money offers.
- Customer are also satisfied with its promotional and advertising activity.
- Though not wide but its product line is quite impressive. Its included meal for both veg and non veg customer.
- KFC is also providing its customer comfortable ambience.
- KFC rated as very good by its customer in the term of taste and variety of food and promptness of delivery.
- Summarizing all points we conclude that KFC is growing fatly by satisfying its customers by providing quality and maintaining consistency and also has an impressive strategy of marketing the product .

## SUGGESTIONS

- KFC must include more item into it product line.
- To increase it sale it must use more promotional and advertising measure for increase in market share.
- The most important thing is that they should also sell less calories food.
- Maintain consistency in the taste and quality of product.
- Food item must be frozen nicely.
- They must started waiter servies rather than self servies.

## CHAPTER 7

# BIBLIOGRAPHY

## BIBLIOGRAPHY

### BOOKS :

- Marketing management by C.B. Gupta
- Consumer buying behavior, Donald R. lewhmann
- Kotler p “ marketing management”

### WEBSITE

- <https://www.kfc.co.com/>
- <https://www.google.co.in/>
- <http://www.wikipedia.com/>