

IMPACT OF BRAND IMAGE AND CUSTOMER LOYALTY ON KENTUCKY FRIED CHICKEN (KFC)

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ABSTRACT

Now a days fast food is playing a vital role in the food habits of the people. The competition in the fast food industry is increasing day by day. Different Restaurants are using different strategies to attract people. The objective of this study is to find out the Brand Image and Customer Loyalty. For this we have collected data directly from the customers and considering it as primary data and the remaining is collected from various sources of internet. This research gives a huge offering in the Restaurant sector by providing an insight to enhance the brand image and customer loyalty. This study gives a theoretical and practical suggestions in the Restaurant sector.

KEY WORDS: Brand Image, Customer loyalty, Food Industry, Customer Satisfaction, Quality and Quantity, Service

INTRODUCTION

Brand Image: Brand plays a weighty role in the minds of the customers. It is the current perception about the brand in the view of the customers. It can be explained as a individual group of associations in the minds of the targeted customers. Brand Image is a collection of several ideas, thoughts, beliefs, impressions and expressions. It is nothing but an organization's disposition. Brand image should light up organization vision mission to all.

Customer loyalty: Customer Loyalty means it is a tendency that customers do repeated business with the company or brand. If one person is satisfied with a particular brand they can repeatedly purchase products of those brands even though prices are increased. Once they are satisfied with the quality and quantity of the products they only promotes our company's products or services. If they are satisfied they didn't even look for other brands. They didn't search for other suppliers they promote the brands to their friends and family. They can buy other launched launched by the company under the same brand. A loyal customer spend more time than a first time customer and also they shop frequently.

Brand Image and Customer Loyalty of KFC:

Brand Image and Customer Loyalty are very important for any organization. If a person is satisfied with the products of a particular brand. They can buy the products of those brands again and again. Then the satisfied customer becomes loyal to that particular brand and they can react positively and also they can give positive feedback to the others.

Kentucky Fried Chicken: KFC was founded by "Colonel Harland Sanders" in 24th September 1952. He is an entrepreneur who started selling fried chicken from his small restaurant in corbin. The first KFC franchise opened in 1952 at salt lake city. KFC popularized in the fast food industry. Branding himself colonel sanders he becomes a famous figure of American cultural history and his image remains widely used in KFC advertising.

KFC always takes care of their customers by giving them best food and dining experience in

the service restaurant business. KFC offers a variety of items with low fat, High minerals, High proteins and low calories it is the best solution for healthy life. Once they are satisfied with the quality, quantity, environment, prices of the food they become loyal the loyal customers visit again and again.

OBJECTIVES OF THE STUDY

- To know what kind of food items mostly preferred by the customers.
- To know about the customer satisfaction level based on various parameters.
- To find out the customers perception towards the quality, quantity, services, environment, prices, offers given by KFC.

LITERATURE REVIEW

1. Impact of Brand Image and Customer Loyalty with customer satisfaction as a mediator in Mcdonald's

In this article product is mainly associated with the favorability, strength and uniqueness of a brand. The favorability and uniqueness of a brand association on customer loyalty are negatively influenced and the strength of a brand association on customer loyalty is positively influenced and also there is a positive influence between the customer satisfaction and loyalty.

2. The Impact of Brand Image and Customer Loyalty: An empirical study on Automobile Sector

There is a direct relation between brand image, loyalty and commitment. If people are satisfied with a particular brand they become loyal to that brand. If these two are in the minds of the customer then they get committed towards these products. The brand image is a factor that positively affecting the customers commitment and loyalty. They need to concentrate on these factors for better sales.

3. Effect of Brand Image on customer satisfaction and loyalty intention and the role of customer satisfaction between brand image and loyalty

Effect of brand image and customer loyalty and satisfaction these components were analyzed by using the chi-square test and the null hypothesis is rejected in all the three. A multiple regression is used to test the relation between all the three. This study states that there is no positive relation between the customer satisfaction and loyalty in the absence of brand image

4. The effects of Brand Image on customer loyalty and satisfaction in retail super market chain UK

They observed that there is a strong positive correlation between the brand image and customer satisfaction. These two are directly proportional to each other on the other hand the success of brand image increases the dignity towards the product it helps in increasing satisfaction. similarly, brand image and loyalty are also in direct proportion.

5. Impact of Brand Image, satisfaction and loyalty (consumer of hygiene products)

By considering the hygienic products into account it tells there is a positive relation between brand image and loyalty hence it accept and there is a negative relation between brand image and loyalty it is rejected and it positively relates the customer satisfaction and loyalty it is accepted. so they need to take care in the promotional activities.

6. Brand image on customer loyalty and commitment in view of laptop buyers

The decisions that are taken from the laptop buyer's are mainly based on Association of brand, Awareness, Quality and trust these all are positively influencing on loyalty and commitment. awareness is having a unique difference with the commitment not with the loyalty. They need to improve brand trust and purchase options.

7. The Impact of Brand Image on Customer's Loyalty towards private label brands

This study tells that the satisfaction plays a major role in mediating the relationship between brand image and loyalty towards the private label brands. They need to aim on understanding and creating brand image for private label brands they will help in raising the loyalty among customers.

8. A study of corporate Brand Image and loyalty in Shoeindustry

Based on this research, customer value has a strong impact on satisfaction and loyalty. Satisfaction significantly effects the loyalty. Therefore, companies should have a positive brand image to customers, and they have to focus on those factors.

9. Impact of Brand Image, Trust and affect on consumer brand extensionattitude

Brand effect, Brand trust and brand image has a positive impact on brand loyalty and consumer brand extension attitude and loyalty plays a fundamental role in enhancing the consumer brand extension attitude. Loyalty mediates the relationship of brand effect and trust.

RESEARCH METHODOLOGY

Need of the Study: How people are thinking about the KFC in their minds and to know about the customers perception. What measures have to take in order to increase brand image and loyalty of the customers. To know about the customers perception towards the quality, quantity, services and offers provided by the KFC. To determine what factors are affecting the brand image and loyalty. To know on what factors the customers becoming loyal towards KFC.

Scope of the Study: This study helps to analyze each customer perception towards the brand image and customer loyalty on KFC. To analyze what factors are affecting the brand image and loyalty of the customers.

SOURCES OF THE DATA:

Primary Data: The data is collected through questionnaires and observation which are the basic methods. It consists of questions that are related to Services, Environment, Their Willingness, Quality, Price etc.

Sample Size: 208

Secondary Data: Secondary data has been gathered from many sources namely

- News Papers, Website, Magazines, Journals.
- Standard References and books
- Purpose of Secondary data was to increase accuracy conclusion and recommendations.

TOOLS OF DATA COLLECTION

During the study, primary data was collected through structured questionnaires. Secondary data was obtained from e-journal, library materials. The structured questionnaire enabled the researcher to get detailed information on the subject matter. The tools of data collection used in the project are questionnaire. There are basically two types of questionnaires.

Open – ended: Here the respondents can answer the questions in their own way.

Closed – ended: Here the choices of answers are given and the respondents have to choose from the choices, the answer closest to this

This enabled the respondents to answer the questions without difficulties. The questionnaire contained statements assuring the respondents of confidentiality and protection. It

further made clear that the information gathered was solely used for investigation. Thus, each respondent's response was treated in confidentiality and was not to be released to any other party whatever reason.

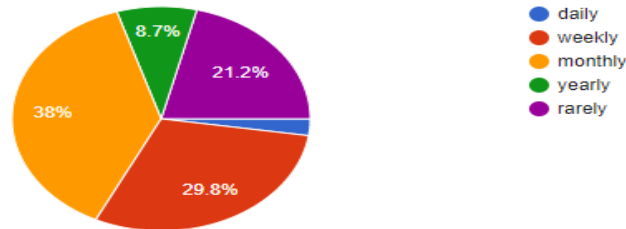
TECHNIQUES OF INTERPRETATION AND ANALYSIS

- Bar charts have been used for better understanding and presentation of data.
- The interpretation collected is calculated in the form of percentages to make interpretation easy.

INTERPRETATION AND ANALYSIS OF DATA

1. How frequently you visit KFC?

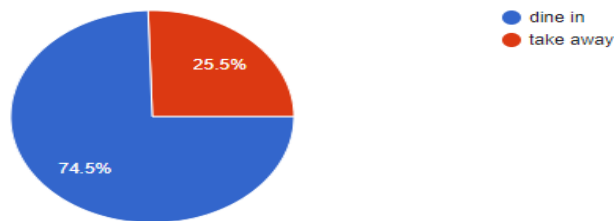
208 responses



- Out of 208 responses 62(29.8%) respondents like to visit weekly
- 79(38%) respondents like to visit monthly
- 18(8.7%) respondents like to visit yearly
- 44(21.2%) respondents like to visit rarely
- only few respondents would like to visit daily

2. How would you like to experience KFC food?

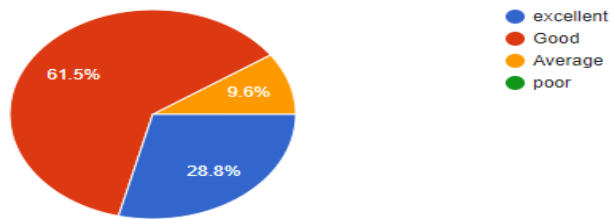
208 responses



- Out of 208 responses 155(74.5%) respondents like to experience KFC food there itself (Restaurants)
- 53(25.5%) respondents like to take away the food

3. How was the quality of food and Beverages?

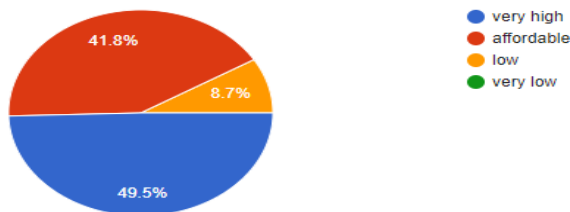
208 responses



- Out of 208 responses 60(28.8%) respondents feel that the quality is excellent
- 128(61.5%) respondents feel that the quality is good
- 20(9.6%) respondents feel that the quality is average
- No one feels that it is poor

4. What do you think about the prices?

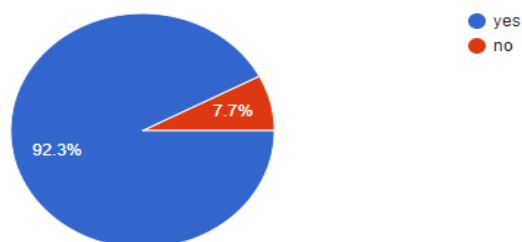
208 responses



- Out of 208 responses 103(49.5%) respondents feel that the prices are very high
- 87(41.8%) respondents feel that the prices are affordable
- 18(8.7%) respondents feel that the prices are low

5. Do you satisfy with the environment at KFC?

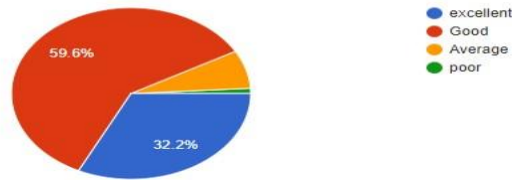
208 responses



- Out of 208 responses 192(92.3%) respondents are satisfied with the environment and the remaining 16(7.7%) respondents are dissatisfied with the environment

6. What do you think about the services provided atKFC?

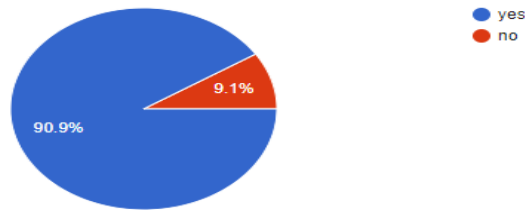
208 responses



- Out of 208 responses 124(59.6%) respondents feel that the services are good
- 67(32.2%) respondents feel that the services are excellent
- 15(7.2%) respondents feel that the services are average
- 2(1%) respondents feel that the services are poor

7. Would you like to visit again and again?

208 responses



- Out of 208 responses 189(90.9%) respondents would like to visit again and again and 19(9.1%) respondents don't want to visit again and again

ANALYSIS OF DATA

- Quality of the food – 61.5% Satisfied
- Prices of the food – 49.5% Dissatisfied
- Environment of the Store – 92.3% Satisfied
- Services provided by the store – 59.6% satisfied
- Customer Satisfaction – 90.9% satisfied

FINDINGS

1. It is found that the friends are major influencing factor for the purchase of food with 51% whereas 8.7% are influenced by internet. so they should keep more efforts on advertising on internet.

2. Each food item has its own customers where more number of customers are likely to eat non vegetarian.
3. It is observed that the more number of customers are like to experience KFC food to eat there itself (restaurant) when compared to take away.
4. Only few customers are feeling that the quality of food and beverages are excellent and the remaining are feeling that the quality is very good so they need to concentrate on quality to attract more number of customers.
5. It is found that the 49.5% of customers would like to eat starters and very few people are showing interest to eat rice bowls so they need to concentrate more in that area.
6. Only few customers are feeling that the services provided by the KFC are excellent if services and quality increases then only brand image increases.
7. It is observed that the most of the people are attracting towards wednesday offers but few people are attracting towards big treat weeks. so they need to concentrate in that.
8. 49.5% of the people are feeling that the prices are very high if the quality is good and prices are affordable then it is easy to gain customers attraction.

SUGGESTIONS

1. Company need to concentrate more on the promotional activities through social media to increase the awareness to attract the customers.
2. It is important to concentrate on the customers who remained neutral with the purchase of food because existing customers are more important to any company by giving some offer coupons.
3. The company should introduce more food items in vegetarian section in order to attract the vegetarian customers.
4. They need to maintain some good relations with the customers because they can promote our company's brand image with free of the cost. If our brand image increases then automatically customer loyalty increases.
5. There is a competition arising from its competitors so the company should concentrate on quality and in big treat weeks and also brand image at regular intervals of time in order to increase the customers satisfaction and to increase sale.
- 6.

CONCLUSION

It clearly states that the most of the customers are satisfied with the KFC food. There are many factors those are attracting the customers like different food items and for its crispy taste. Its major drawback is less varieties in vegetarian and only half of the customers are feeling that the quality of food and services are excellent. They need to introduce lucky draws and coupons for the customers those who are visiting again and again. we all know that brand image is very important for any company to increase their sale. Brand image and customer loyalty are directly proportional to each other. If brand image increases then automatically customers are becoming loyal towards the product or food so they need to increase their brand image if it increases then automatically customer loyalty increases.

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