

CONSUMER PERCEPTION ON JUNK FOOD SECTOR: ENTREPRENEURIAL IMPACTS OF INFORMAL FAST FOOD IN CHIDAMBARAM TOWN

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ABSTRACT

Entrepreneurship is the propensity of mind to take calculated risks with confidence to achieve a pre-determined business or industrial objective: In substance, it is the risk-taking ability of the individual, broadly coupled with correct decision-making. When one witnesses a relatively larger number of individuals and that too, ' generation after generation in a particular community, who engage themselves in the industrial or commercial pursuits and appear to take risks and show enterprise, it is acknowledged to be a commercial class. The commercial class is a myth just like that of the so-called martial race. There are neither, for all time, martial races nor commercial classes. Communities which in the course history once appeared to be martial in spirit have in later period emerged as mercantile societies. Those who were once concerned with and relished in trade, later in history seem to have taken to the profession of these words. The present study aims to find out the consumer perception on junk food sector: entrepreneurial impacts of informal fast food in Chidambaram town. Primary data for the study has been gathered through field survey which was conducted during January–February 2020. 216 sample consumers were selected random sampling method adopted in the present study for this investigation. Descriptive statistics, ANOVA and t-test analysis were applied. The findings and observations are the result and outcome of the interpretations made during the study of analysis thereby to frame implications for study.

Keywords: Consumer Perception, Fast Food, Retail Outlet, Junk Food and Entrepreneur

INTRODUCTION

Fast food is a very fast growing industry in world as well as in India especially in urban areas (small and large cities). Eating is a daily action and necessity for all human beings. Depending on individual's reason for eating at restaurants, individual's intention or instinct assesses a multifarious set of attributes ahead of choosing a restaurant. The importance of these restaurant attributes is ultimately evaluated in the customer's mind and leads to purchase decision. Some factors like age, company and even social divisions amplify these attributes as the customer makes dining decision. The restaurant industry has undoubtedly not been free from

either augmented competition or from increasing customer expectations regarding quality. In the highly competitive food industry, large chain operators have a propensity to gain competitive advantage in the course of cost leadership, through standardization and economies of scale, while smaller independent restaurants on the other hand endeavor to gain benefit through differentiation. Whether human live to eat or eat to live, food always plays a fundamental role in the lives of human being. The significance of foodstuff cannot be overstated from the physiological viewpoint; food gives us sustenance; while on the other hand from psychological point of view food is classified as a basic need. Food can also be characterized as a product used to describe self-actualization because individual can quarrel for food as it is of vital importance at individual and group level. Whether human live to eat or eat to live, food always plays a fundamental role in the lives of human being. The Significance of foodstuff cannot be overstated from the physiological viewpoint; food gives us sustenance; while on the other hand from psychological point of view food is classified as a basic need. Food can also be characterized as a product used to describe self-actualization because individual can quarrel for food as it is of vital importance at individual and group level.

The restaurant industry has become one of the most profitable industries in the world. International and local restaurant chains are satisfying the demand of customers in variety of range of products and services. The ready to eat segment (fast food) has given a new dimension to the industry so that fast food restaurants like pizza hut, KFC, are taking very good business in most of the part of world they are spreading their branches very successfully. Basically this is the era of globalization and due to advancement of media world is shrinking in terms of culture and habits so the fashions as well as eating patterns are also being opted among all over the world and this the reason for such a huge spread of restaurant industry in the world. Customer satisfaction is very important for every organization; either they are service sector or the privet sector. Customers are the actual agents or stakeholders for determining or best judging the success of any product or service the restaurant sector is one of the most important sectors of the world. Millions of people visit restaurant for their pleasure. Some go to restaurants for business meetings dinner, while some go for family celebration. People who go for family celebration often spend the most on restaurant, because they want to make their visit a memorable one. Fast food" this term was recognized in dictionary by Merriam -Webster in year 1951 mostly we need small capital requirements to start a fast-food restaurant; small individually-owned fast-food restaurants have become common throughout the world. Franchises are the part of restaurants chains which operations is to provide standardize food stuffs to the different locations for example pizza hut, KFC, McDonald, dunking Donets, and many others. For starting any fast food business the capital requirements are relatively low than any other business. That is the reason all over the world individually owned fast food restaurants are increasing. The term fast food is use for the food which can be prepared and served quickly than any other meal, minimum preparation time is considered for fast food, generally this term refers to food sale in restaurants

and stores with low time preparation and served to customers in form of packaged for take away/ takeout.

Today, it is quite evident to anyone that national communities which have developed world-wide industrial and consequent commercial interests are militarily powerful; nay, great industrial powers have today become super-military powers as well. An enterprise finds manifestation in different ways. The capacity to take risk independently and individually with a view to making profits and seizing an opportunity to make more earnings in the market-oriented economy is the dominant characteristic of modern entrepreneurship. An enterprise, ready for the pursuit of business and responsive to profit by way of producing and/or marketing goods and commodities to meet the expanding and diversifying actual and potential needs and demands of the customers is what constitutes the entrepreneurial stuff. But this category of enterprising citizens throws up a species of entrepreneurs who are mostly mercantile in outlook and performance. In countries like India, a new species of entrepreneurs is desirable because here the economic progress has to be brought about along with social justice. Entrepreneurship in India therefore, has to sub-serve the national objectives. The apparent conflict between social objectives and economic imperatives has to be resolved first by the individual entrepreneur in his own mind and initiate economic growth which includes industrial development as one of the instruments of attaining the social objectives. A high sense of social responsibility is thus an essential attribute of the emerging entrepreneurship in India. Vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu. Multinational fast food outlets initially faced protests and non-acceptance from Indian consumers. This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. In addition, fast food is perceived expensive besides being out-of-way meals in Indian culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Fast food from onion rings to double cheeseburgers, fast food is one of the world's fastest growing food types. Fast foods are quick, reasonably priced, and readily available alternatives to home cooked food. While convenient and economical for a busy lifestyle, fast foods are typically high in calories, fat, saturated fat, sugar, and salt. Many other definitions are proposed for fast foods in the literature.

The consumer's tastes and needs are dynamic, implying that every brand should constantly seek ways to offer freshness in order to remain relevant in the market place. 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 offer similar products or services. Therefore the way and manner their services are provided are critical to gaining competitive edge.. The restaurant diner seems to have added some scrutiny to his /her menu perusal and upped what she/he perceives as value. In other words, they have brought more emotion into the cherished but less frequent outside dining experience. In addition to the feel good experiences

they are also critical of food taste. The question then is what is the potential fast food restaurant guest looking for? What must fast food restaurant owner do to be able to project the right image as well as meet the needs of the customers? Because many of the fast food restaurants provide undifferentiated products, service quality becomes a discriminator between superior/ inferior product and service. Any service provider that seeks to enjoy competitive edge must respond to customer needs so as to promote satisfaction and gain customer loyalty in other words. You must respond to customer needs so as to promote satisfaction and gain customer loyalty. This research sought to assess the perception of consumers about service quality in selected fast food retail outlets.

REVIEW OF LITERATURE

Following reviews are collected for the research study. They are; Raja Irfan Sabir, et. al. (2014) carried out the study on, Customer Satisfaction in the Restaurant Industry; Examining the Model in Local Industry Perspective, with the objective is to construct comprehensive model of customer satisfaction in fast growing restaurant industry covering all the major dimensions of concept. They conducted the study in Pakistan among customers by adopting the convenience sampling technique with sample size 130 respondents. Further they applied Statistical tools Correlation and multiple regressions. They found that restaurant owners should focus more on these four factors of service quality, physical design, product quality and price if they think customer satisfaction as part of their marketing strategy yet among all these four variables they should take service quality as the most important tool of customer satisfaction.

Raghavendra A.N. & Nijaguna. G. (2015) carried out the study on supply chain management in hospitality industry: impact on service quality in McDonald's restaurants, Bangalore with the purpose to determine the impact of supply chain management on service quality in the hospitality sector with specific reference to McDonald's restaurants in Bangalore. They conducted the study in Bangalore among supply chain manager by adopting the convenience sampling technique with the sample size of 20 respondents. Further they applied statistical tools such as chi-square test. They found that McDonalds have to improve their facility in testing of packaging, delivery department and varieties of food offers.

Vidya. B, et.al. (2015) carried out the study on fast food consumption pattern and obesity among school going children in an urban field practice area: a cross sectional study with the purpose to study the fast food consumptions pattern and fast food preferences among the school going children and some of the determinants related to fast food consumption. They conducted the study in Bangalore among 200 students. Further they applied chi-square statistical tool. They 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.

Horus Emmanuel Nonzero and Yeboah Solomon Taiwan (2015) carried out the study on Consumer Perception and Preference of Fast Food: A Study of Tertiary Students in Ghana. The study explored the perception, preferences and factors contributing to the fast food among tertiary students, with random sampling techniques by considering 159 consumers from the two leading tertiary institution in cape coast., university of cape coast and cape coast polytechnic further they applied. Statistical tools Chi square descriptive Statistics. Findings from the study indicated that the growth of fast food is perceived to be as a result of urbanization, people working for long hours, growing interest in exotic meals, advertising, availability of commercial buildings and rise in income. Those who do not patronize fast food perceive them to be Unhealthy, expensive and too foreign. Those who patronize however perceive them to be convenient, time saving, delicious, Good for fun and change, and expose them to likable environments. To place an order for fast food, consumers prefer them in the form of both “take-away” and ‘eat in’ services. The most preferred menu happened to be the exotic ones (i.e. Pizza, burger, Rice etc). The findings proved to be more significant and revealing as they will help marketers to analyze the behavioral Characteristics of consumers’ with respect to the consumption of fast foods.

OBJECTIVES OF THE STUDY

1. To determine the factors in service quality dimensions applicable to fast-food outlets in study area of schoolgoers in schools.
2. To study the consumption pattern towards fast foods particularly with respect to the frequency of visits and choice of fast food outlets with entrepreneurial impact.

RESEARCH METHOD AND MATERIALS

The sampling location of this study Jamal Brothers, Chick Punch, Hotel Saratharam and Marry Brown fast food retail outlets were targeted. These four restaurants were selected randomly from Chidambaram. To conduct the sampling process. Beside that those respondents had been chosen are because of many students there are among 18 to 22 years old. Sample size defined as number of elements to be included in the study. Within the time and other resources constraints of this study, researchers have collected sample sizes of 216 respondents were use in this study.

Data collection methods are in integral part of research design. Data and information can be gathered through two main resources, which are primary and secondary data. It is believed that the best combination of information was obtained by combining both types of data. The primary data source is obtained from questionnaire and the secondary data sources are from books, journals, e-journals, databanks and the internet. A sampling frame is a representative of the essentials of target population. It contains lists of guidelines for determining target population. Sample frame is a broad list of elements from which the sample is drawn. For the purpose of the study fast food eaters of Chidambaram was used as sampling frame.

Research design choice reflects decisions about the priority been given to a range of dimensions of the research process. There are numerous choices to make when developing a research design, and many of these choices are quite closely related depending on the philosophical positions, and also awareness of this can at least ensure that different elements of a research design are consistent with each other. For the purpose of this research study, descriptive research design using structured questionnaires was adopted because it serves as a vital instrument for the researcher upon which statements can be deducted from respondents having a good understanding of perception of fast food restaurants and motivational buying factors.

DISCUSSION AND RESULTS

Table 1 Difference Between Age and Variables taken for the Study

Factors	Age and Mean Value				Anova	
	Less than 20 years	20-30	31-40	Above 40	F-value	P-value
Level of Perception of Tangibility	3.9167	3.7622	4.4302	3.6827	8.216	.000*
Level of Perception of Reliability	3.4167	3.6280	4.1337	3.7115	4.984	.002**
Level of Perception of Responsiveness	3.8958	3.6707	4.0872	3.7788	2.433	.066 NS
Level of Perception of Assurance	3.583	3.632	4.034	3.942	4.648	.005**
Level of Perception of Empathy	3.2292	3.7419	3.7791	3.8462	3.754	.012**
Level of Perception of Service Quality	2.2292	3.7846	3.6977	3.3269	22.307	.000*
Level of Expectation of Tangibility	4.3333	4.4451	4.1279	4.1538	4.277	.006**
Level of Expectation of Reliability	4.4792	4.3679	3.9942	4.3846	5.477	.001*
Level of Expectation of Responsiveness	4.7188	4.3882	4.2267	4.3077	5.498	.001*
Level of Expectation of Assurance	4.0313	4.2114	4.2209	4.5769	4.751	.003 NS
Level of Expectation of Empathy	4.1354	4.1138	4.1279	4.4423	1.689	.170 NS
Level of Expectation of Service Quality	3.9167	4.0041	3.9767	4.3077	1.179	.319 NS
Customer satisfaction	3.9792	4.1972	4.3023	3.4423	13.172	.000*
Loyalty	4.1917	3.8049	3.9907	3.6154	3.655	.013**

Source: Primary data * significance at 1 % level, ** significance at 5% level, NS- Not Significant

Table 1 gives respondents' opinion towards study variable based on age, respondents in the age group of less than 20 years and below category have a high mean score on respondents expectation, between 20 to 30 years have high mean score expectation of tangibility, between 31-40 have a high mean score on perception of tangibility, and above 40 years have a high mean score on expectation of assurance. From the result it is found that the age classification have variance on all the factors namely perception of tangibility, perception of reliability, perception of empathy, perception of service quality, expectation of tangibility, expectation of reliability, expectation of responsiveness, expectation of assurance, customer satisfaction expect perception of responsiveness, expectation of empathy and expectation of service quality. This implies that there is differentiation between service and age group. Hence fast food customer is varied based on age for majority of variables.

Table 2 Differences between Income and Variables Taken for the Study

Factors	Income and Mean value					Anova	
	Less than 25,000	25,001 to 40,000	40,001 to 55,000	Above 55,000	No Income	F-value	P-value
Level of Perception of Tangibility	4.0811	4.2500	4.4643	3.9100	3.6199	6.786	.000*
Level of Perception of Reliability	4.0338	4.1888	4.5357	3.7900	3.2806	16.358	.000*
Level of Perception of Responsiveness	4.0473	3.9184	4.5000	3.8000	3.5791	3.591	.007**
Level of Perception of Assurance	4.006	3.959	4.857	3.830	3.430	13.208	.000*
Level of Perception of Empathy	3.9257	3.8980	4.8571	3.7500	3.4311	10.134	.000*
Level of Perception of Service Quality	3.6216	4.0306	4.4286	3.7200	3.1531	9.747	.000*
Level of Expectation of Tangibility	4.0946	4.1378	4.5714	4.5000	4.4643	5.347	.000*
Level of Expectation of Reliability	3.8581	4.0663	4.7143	4.6200	4.4849	15.173	.000*
Level of Expectation of Responsiveness	4.0473	4.3520	4.7143	4.5600	4.4566	6.950	.000*
Level of Expectation of Assurance	4.2905	4.0765	4.7143	4.6700	4.1531	7.727	.000*
Level of Expectation of Empathy	3.8851	4.2653	4.8571	4.2500	4.1352	3.868	.005**
Level of Expectation of Service Quality	3.8784	4.0408	4.1429	4.4200	3.9643	1.842	.122 NS
Customer satisfaction	3.9865	4.2500	4.3214	4.1300	4.0510	1.274	.281 NS
Loyalty	3.9351	3.9796	2.8857	3.4800	3.9429	6.503	.000*

Source: Primary data * significance at 1 % level, ** significance at 5% level, NS- Not Significant

Table 2 depicts respondents' opinion towards study variable based on income, respondents in the, income group of less than 25,000 and below category have a high mean score on expectation of assurance and low mean score on perception of service quality, between 25,001 to 40,000 have high score on expectation of responsiveness, and have a low score perception of empathy, and 40,001-55,000 respondents give importance to expectation of empathy, and have low score on loyalty, above 55,000 income group respondents gives importance to expectation of assurance, low score on perception on loyalty. It is found that the age classification have variance on majority of the factors, this implies that there is differentiation between service and income, so it is concluded that The respondents having no income giving high importance to expectation of reliability and giving low importance to perception service quality. Fast food customer is varied based on income.

Table 3 Difference Between Gender and Variables taken for the Study

Factors	Gender and Mean Value		t-test	
	Male	Female	t-value	P-value
Level of Perception of Tangibility	4.0430	3.6989	3.028	.003**
Level of Perception of Reliability	3.9883	3.3182	6.035	.000*
Level of Perception of Responsiveness	3.9355	3.5824	2.875	.004**
Level of Perception of Assurance	3.481	3.690	.989	.770**
Level of Perception of Empathy	3.7910	3.5795	2.009	.046**
Level of Perception of Service Quality	3.6914	3.3182	2.756	.006**
Level of Expectation of Tangibility	4.2441	4.4659	-2.784	.006**
Level of Expectation of Reliability	4.1953	4.4716	3.418	.001*
Level of Expectation of Responsiveness	4.2832	4.5284	-3.628	.000*
Level of Expectation of Assurance	4.1328	4.3892	-3.444	.001*
Level of Expectation of Empathy	4.1016	4.2415	-1.467	.144 NS
Level of Expectation of Service Quality	3.9648	4.1136	-1.275	.204 NS
Customer satisfaction	4.1035	4.1023	.014	.989 NS
Loyalty	3.7906	3.9659	-1.796	.074 NS

Source: Primary data * significance at 1 % level, ** significance at 5% level,

NS- Not Significant

Table 3 represents the customer opinion towards service quality based on gender. From mean value of both male and female respondents, it is observed that, male and female respondents are given more importance to expectation of responsiveness and, tangibility. Male respondents are giving least importance to perception of service quality and female respondents giving least importance to perception of reliability and expectation of tangibility. To know difference between male and female respondent's independent t test were applied. From the results it is observed that majority of respondents varies across variables taken for the study. Hence it is concluded that fast food customer are varied across gender.

Table 4 Difference Between Marital Status and Variables taken for the Study

Factors	Marital status and Mean Value		t-test	
	Married	Unmarried	t-value	P-value
Level of Perception of Tangibility	3.7063	4.1778	-4.2443	.000*
Level of Perception of Reliability	3.5298	3.9750	-3.846	.000*
Level of Perception of Responsiveness	3.5972	4.0639	-3.869	.000*
Level of Perception of Assurance	3.531	4.041	-5.377	.000**
Level of Perception of Empathy	3.5714	3.8917	-3.091	.002**
Level of Perception of Service Quality	3.3810	3.7611	-2.819	.005*
Level of Expectation of Tangibility	4.5218	4.0722	6.014	.000*
Level of Expectation of Reliability	4.4702	4.0806	4.975	.000 NS
Level of Expectation of Responsiveness	4.4048	4.3528	.750	.454 NS
Level of Expectation of Assurance	4.2361	4.2389	-.036	.971 NS
Level of Expectation of Empathy	4.1429	4.1806	-.395	.693 NS
Level of Expectation of Service Quality	3.9921	4.0722	-.687	.493 NS
Customer satisfaction	4.1627	4.0194	1.589	.114 NS
Loyalty	3.8603	3.8644	-.042	.966 NS

Source: Primary data * significance at 1 % level, ** significance at 5% level, NS- Not Significant

Table 4 shows the customer opinion towards service quality based on marital status. From mean value of both married and unmarried respondents it is observed that Married respondents are giving importance to expectation of tangibility, and unmarried respondents are giving importance to expectation of responsiveness. Both married and unmarried respondents are giving least importance to perception of service quality. To know the difference between two categories independent t test was applied. From the results it is observed that there is difference between married and unmarried respondents for perception of tangibility, perception of reliability, perception of responsiveness, perception of assurance, perception of empathy, perception of service quality, level of expectation of tangibility, level of expectation of reliability, and no difference observed for level of expectation of responsiveness, level of expectation of assurance, level of expectation of empathy, level of expectation of service quality, customer satisfaction and loyalty.

Table 5 Difference between Frequency of visit and Variables taken for the Study

Factors	Frequency of Visit and Mean Value				Anova	
	Weekly	Fortnightly	Monthly	Yearly	F-value	p-value
Level of Perception of Tangibility	3.9946	3.500	3.8193	3.9833	1.527	.208 NS
Level of Perception of Reliability	3.5645	3.8750	3.9127	3.5833	2.795	.041**
Level of Perception of Responsiveness	3.8710	3.7500	3.8313	3.4500	1.754	.157 NS
Level of Perception of Assurance	3.669	3.125	3.915	3.708	4.478	.000*
Level of Perception of Empathy	3.7097	3.3750	3.6988	3.8167	.833	.477 NS
Level of Perception of Service Quality	3.5484	3.7500	3.5361	3.4500	.231	.874 NS
Level of Expectation of Tangibility	4.3575	4.0000	4.4699	4.0000	6.344	.000*
Level of Expectation of Reliability	4.2151	4.0000	4.5512	4.0252	9.344	.000*
Level of Expectation of Responsiveness	4.4543	4.1250	4.4970	3.9333	12.772	.000*
Level of Expectation of Assurance	4.0376	4.0000	4.4488	4.3500	10386	.000*
Level of Expectation of Empathy	4.1344	4.0000	4.2982	3.9000	2.817	.040**
Level of Expectation of Service Quality	4.0806	4.4000	4.1867	3.4167	6.871	.000*
Customer satisfaction	4.2742	3.7500	4.0663	3.7917	5.785	.001*
Loyalty	3.9161	3.6000	3.9036	3.6667	1.504	.215 NS

Source: Primary data * significance at 1 % level, ** significance at 5% level,
NS- Not Significant

Table 5 explain respondents' opinion towards study variables based on frequency of visit, respondents in the weekly category have a high mean score on expectation of responsiveness, have a low mean score on perception of reliability. In fortnightly category have a high mean score on expectation of service quality and have a low mean score on perception of empathy. Respondents on monthly category have high mean score on expectation of reliability, and have a low mean score on perception of service quality. Respondents in yearly category have a high mean score on expectation of assurance and have a low mean score on expectation of service

quality. From the above table it is found that the frequency of visit classification have variance on all the factors, this implies that there is differentiation between variables taken and frequency of visit. ANOVA analysis result indicates that the t-value differs significantly for all the factors expect perception of tangibility, responsiveness empathy, service quality and loyalty.

Table 6 Differences between Occupation and Variables Taken for the Study

Factors	Occupation and Mean Value						Anova	
	Public Employee	Private Employee	Own Business	Un employed	Home Maker	Student	F-value	P-value
Level of Perception of Tangibility	4.1214	4.2576	3.7059	3.3611	4.2500	3.5781	7.508	.000*
Level of Perception of Reliability	3.9857	4.1326	4.0441	3.3611	2.8611	3.3188	12.169	.000*
Level of Perception of Responsiveness	3.9571	4.0265	3.7647	3.7500	4.5000	3.4563	4.862	.000*
Level of Perception of Assurance	3.807	4.170	3.753	3.277	4.583	3.525	18.061	.000*
Level of Perception of Empathy	3.9214	3.9659	3.8235	3.2778	4.2500	3.3563	8.122	.000*
Level of Perception of Service Quality	3.6286	3.9697	3.9118	3.0000	3.8333	3.0938	8.066	.000*
Level of Expectation of Tangibility	3.9929	4.2386	4.618	3.8889	4.1111	4.5688	9.158	.000
Level of Expectation of Reliability	4.1286	4.0379	4.6765	4.0000	4.3611	4.5594	9.499	.000*
Level of Expectation of Responsiveness	4.1786	4.4508	4.1176	4.3333	4.4167	4.4750	3.058	.011**
Level of Expectation of Assurance	4.4429	4.1818	4.5147	4.0000	4.1111	4.1750	2.706	.022**
Level of Expectation of Empathy	4.2500	4.2311	3.8235	4.1111	3.4722	4.2125	3.097	.010**
Level of Expectation of Service Quality	4.3286	3.8864	4.2941	4.0000	4.0556	3.9500	1.769	.120 NS
Customer satisfaction	3.7429	4.2803	4.4559	3.6111	4.0556	4.1000	5.635	.000*
Loyalty	3.5829	3.9303	3.7059	3.3933	4.2000	3.9150	1.934	.090 NS

Source: Primary data * significance at 1 % level, ** significance at 5% level, NS- Not Significant

Table 6 reveals respondents' opinion towards study variable based on occupation, respondents in the occupation group of public employee have a high mean score on, expectation of assurance, and have a low score on loyalty, private employee have a high mean score on expectation of responsiveness, and have a low score on loyalty. Own business, respondents, have a high score, expectation of reliability, and have a low score on loyalty. Unemployed have a high score, on expectation of responsiveness, and have a low score on perception of empathy and home maker have a high score on perception of responsiveness, and have a low score on

perception of reliability. Student respondents have a high score on expectation of tangibility, and have a low score on, perception of service quality, from the result, it is found the occupation classification have variance on all the factors, this implies that the there is difference between service quality factors and occupation of respondents.

Table 7 Differences between Education and Variables Taken for the Study

Factors	Education and Mean Value				Anova	
	School	Under Graduate	Post Graduate	Professional Degree	F-value	p-value
Level of Perception of Tangibility	4.5278	3.8152	3.8088	4.1806	3.827	.011**
Level of Perception of Reliability	3.8333	3.6558	3.5858	4.1667	4.389	.005**
Level of Perception of Responsiveness	4.2222	3.9746	3.6225	3.8125	2.908	.036
Level of Perception of Assurance	4.722	3.797	3.504	4.076	13.694	.000*
Level of Perception of Empathy	3.9722	3.8188	3.4240	4.2153	12.520	.000*
Level of Perception of Service Quality	3.5556	3.3913	3.4608	4.0417	3.954	.009**
Level of Expectation of Tangibility	4.2500	4.1739	4.4314	4.3889	2.915	.035 NS
Level of Expectation of Reliability	3.9444	4.2391	4.3382	4.4444	2.159	.094 NS
Level of Expectation of Responsiveness	4.0000	4.4275	4.3333	4.5347	3.477	.017 NS
Level of Expectation of Assurance	4.1111	4.0362	4.2770	4.5417	7.719	.000*
Level of Expectation of Empathy	4.0278	3.9601	4.1299	4.6528	9.147	.000*
Level of Expectation of Service Quality	3.7778	3.8768	4.1275	4.0833	1.537	.206 NS
Customer satisfaction	3.9167	3.9674	4.2083	4.1111	2.140	.096 NS
Loyalty	4.4222	3.7188	3.9902	3.6333	5.507	.001*

Source: Primary data * significance at 1 % level, ** significance at 5% level,
NS- Not Significance

Table 7 shows respondents' opinion towards study variable based on education, respondents having education of school category have a high mean score on, perception of tangibility, and have a low mean score on perception of service quality. Respondents in UG category have a high mean score on expectation of responsiveness, and have a low mean score on perception of reliability. PG category respondents have a high mean score on expectation of tangibility, and have a low mean score on perception of empathy. Professional degree respondents have a high mean score on, perception of empathy and have a low mean score on loyalty. From the result it is found the education classification has variance on all the factors. This implies that there is no differentiation between factors taken and education. ANOVA result indicate that the corresponded p-value are significant for the majority of factors expect Expectation of reliability, expectation of empathy and customer satisfaction .Hence the fast food customers varies across variables taken for the study and education qualification.

POLICY MEASURES AND CONCLUSION

Employees of fast food retail outlets should be trained to handle the customer's complaint effectively and should also be able to understand the unsaid need of the customer. The restaurants managers need to pay attention on service quality attribute that educe customer satisfaction as well as disheartens customers to make a revisit. Employees of fast food retail outlets should have sufficient knowledge about dishes recipe ingredients etc. and Fast food retail outlets should try to give personalized service to customer. Managers must regard their satisfaction surveys not simply as a mechanism to learn what extent their stores are satisfying consumer needs and expectations, instead consumer satisfaction monitoring should be viewed as a timely managerial tool that can help to increase store sales.

Customer attaches great importance to the quality of food, cleanliness, consistency, and the general attitude of the staff. The average fast food consumer patronizes a restaurant once a week for lunch or dinner. Fast food retail outlet consumers eat out for the change and not because of their nutritional superiority over homemade meals. Therefore, by evaluating a fast food retail outlets will enables a manager to understand the market trends so as to develop effective marketing and operational strategies; Price of the products is low on customer's scale of values. Improving the nutritional value of fast food retail outlets can attract more customers to fast food and help in developing a trust that fast food can be a clear alternative to homemade meals. More over the research also can render information on how the industry can capture, segment, communicate with consumers and meet consumer's desire based on the demographic profiles. It just like between consumers and restaurateurs. For consumers, the benefits that might be received are the satisfactory value of dining out, variety of foods that meet the expectations and also going through a dandy experience from each visiting.

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