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A SURVEY ON CONSUMER PREFERENCE ON FOOD SERVICES:
KFC FAST FOOD RESTAURANT

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EXECUTIVE SUMMARY

A survey was carried out in September 2005 to identify what are the consumer preferences on food services especially fast food restaurant. The survey was conducted at KFC'c Rock Road, Kuching whereby 120 questionnaires were distribute to the customers who use to eat at KFC' Roack Road, Kuching.

This research is based on stratified random basis where by during selected date, questionnaires will be distributed to every customer who visited the restaurant until all questionnaires were distributed. It consists of female &male respondents, working, unemployed, adult, children and senior citizen. The consumer preference can be influence by some consumer attributes such as price, waiting time before ordering, brand name, menu variety, picture display, cleanliness, friendliness and many more. The surveys were also use to identify one important attributes which is Halal standards that gives the most influence on consumer preference especially among Muslims respondent. The survey will also highlighting whether American fast food are well accepted by the Malaysian consumers as well as what they expect more from American fast food in terms of preparation, safety, cleanliness and purification. This is how we can identify and understand the consumer buying behaviors.

This paper is divided in to five chapters, the First Chapter is the introduction and it covers background of the study, scope of the study, problem statement, research question, objectives, significance, limitations and definition of terms.

Chapter Two is the literature review, Chapter Three is the research methodology and designs, and Chapter Four is the findings and analysis, Chapter Five which is conclusions and recommendation. From this research will hopefully can better understanding in change of consumer preference and improve the service quality in fast food industries.

1.1 BACKGROUND

The catering industries, which also incorporate the Food and Hospitality sectors, encompass diverse business activities ranging from food and ingredient supplies, condiments, beverages, food services and consultancy to food catering equipment. The end-users in the industry can be retail based and institutions. The catering industry in general will include such business sectors as bakery and confectionary chains, convenient food stores, hotels and restaurants, resorts, supermarkets and hypermarkets and etc. In Malaysia, the food catering industry can be divided into 5 main business sectors which are the retail based catering outlets as in supermarkets and hypermarkets, convenience stores, fast food outlets while services outlet include food & beverage outlets in hotels and restaurants, resorts, clubs etc, which offer higher quality of food items and where quality of service is a determinant of price. The second category is food service segment is competitive with blend of local as well as foreign players which seem to dominate the market, especially in the fast food outlets McDonald's, Kentucky Fried Chicken(KFC), Burger King, Pizza Hut, A&W to name a few. The third sector is the institutional catering activity such as hospitals, schools, airline catering, offshore industry where there is already a guaranteed volume of customers as patrons. Next, the distribution activity which involve the resellers of equipment and products (including food items and ingredients), which supply and service the catering sectors as retail outlets, food service outlets in hotels, restaurants, clubs and resorts.

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2.1 Introduction of food

Food is very important to human beings and from the physiological, social or cultural aspects. For thousand of years, food and food services has played an important role in civilized societies. Fast food is one of these products that have become a part of our lives. According to *(Trimmer, 1978),* although American fast food has had almost forty years recorded growth and history in the United States if we use the birth of KFC chain restaurants as its beginning of the American fast food industry is relatively a new to concept to Malaysian customers. To start studying the consumer preference on American fast-food, a full scale of knowledge body regarding the relevant areas must be established. For this purpose, a review of literature review regarding the importance of food, the roles of restaurant plays, food service quality, food preferences as social identity, cultural identity and individual identity, the history of Malaysian fast food; consumer behavior as well as some literature to identify the essential demographics elements and to determine the proper research method.