Abstract

The present study was undertaken to examine the perception of consumers towards branded fast food restaurants in Kerala. The study brought out the perception of consumers regarding the drivers that influence the choice of fast food restaurants along with the prominent antecedents and descendants of customer satisfaction in respect of fast food restaurants. The prominent drivers for choosing a fast food restaurant are promotional measures, quality of food at reasonable price, convenience, brand image, environment and staff service. With regard to the antecedents of customer satisfaction such as Food quality, Service quality, Brand image and Perceived value, the evidence suggests that the foremost antecedent of customer satisfaction is service quality followed by perceived value and brand image. 80% variance in customer satisfaction is explained by service quality, perceived value and brand image. Regarding the descendants of Customer Satisfaction such as Customer Loyalty, the rate of usage of fast food restaurant, Body Mass Index (BMI) and incidence of Health Problems, the evidence suggests they are also directly or indirectly influenced by customer satisfaction. 7 percent rate of usage of fast food restaurant is explained by customer satisfaction. 8 percent variance in BMI is explained by rate of usage of fast food restaurant. 25 percent variance in the incidence of health Problems is explained by BMI and rate of usage of fast food restaurant. The findings, therefore, supports the popular perception that fast food use are more likely to result in high BMI and higher incidence of health issues.

Key words: Branded fast food restaurants, Drivers, customer satisfaction, customer loyalty,BMI