



STUDY OF INSTORE AND DIGITAL ORDERING EXPERIENCES AMONG STUDENTS ENGAGEMENT WITH KFC IN COIMBATORE.

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Abstract - The present study titled Study of In-Store and Digital Ordering Experiences among Students Engagement with KFC in Coimbatore examines the preferences, satisfaction levels, and engagement patterns of students while ordering food through in-store and digital platforms. With the rapid growth of digital technology and online food delivery services, consumer behavior particularly among students has shifted significantly from traditional counter ordering to mobile applications and online platforms.

The study focuses on understanding factors such as convenience, waiting time, ease of payment, service quality, accuracy of orders, and overall satisfaction influencing students' choice between in-store and digital ordering methods. Primary data were collected from students in Coimbatore through a structured questionnaire, and statistical tools such as percentage analysis, Chi-square test, correlation were used to analyze the data.

The findings reveal that while digital ordering is preferred for its convenience and time-saving benefits, in-store ordering continues to attract students due to ambiance, social interaction, and immediate service experience. The study provides insights into student engagement behavior and offers suggestions to enhance customer satisfaction and improve service strategies for better engagement. Overall, the research highlights the importance of integrating both digital and in-store experiences to strengthen brand loyalty and customer retention among students in Coimbatore.

KEYWORDS: In-Store Ordering, Digital Ordering, Student Engagement, Customer Satisfaction, Fast Food Industry.

1.1 INTRODUCTION

In recent years, the fast-food industry in India has experienced significant growth, especially among students. Kentucky Fried Chicken (KFC), as one of the leading quick-service restaurant brands, has gained strong popularity due to its affordable pricing, convenient locations, and innovative ordering methods. Students form a major customer segment for KFC, as they frequently visit outlets for socializing, quick meals, and digital convenience.

Student engagement refers to the level of involvement, interaction, and satisfaction students experience while using a brand's services. In the case of KFC, engagement occurs through both physical store environments such as ambience, staff behavior, cleanliness, and service speed and digital ordering platforms, including mobile apps, self-ordering kiosks, and online delivery services.

Coimbatore, being a major educational and commercial hub with a large student population, provides an ideal setting to study student engagement with KFC. This study aims to analyze how students in Coimbatore interact with KFC through in-store experiences and digital ordering platforms, and how these experiences influence their satisfaction, preferences, and repeat visits. Understanding student



engagement can help KFC improve its marketing strategies, service quality, and overall customer experience.

1.2 OBJECTIVES OF THE STUDY

- To examine the level of student engagement with KFC in Coimbatore.
- To identify the factors influencing student satisfaction and repeat visits.
- To compare student preferences between in-store dining and digital ordering.
- To analyze students' satisfaction with in-store services at KFC.
- To study students' experience with digital ordering platforms of KFC.

1.3 STATEMENT OF THE PROBLEM

The fast-food industry has become highly competitive, with students emerging as a key customer segment due to their frequent usage and strong influence on brand popularity. KFC has introduced both attractive in-store environments and digital ordering platforms to enhance customer convenience and engagement. However, differences in student expectations, satisfaction levels, and preferences between in-store dining and digital ordering experiences may affect their overall engagement with the brand.

1.4 SCOPE OF THE STUDY

The scope of this study is limited to understanding student engagement with KFC in Coimbatore through both in-store and digital ordering experiences. The study focuses only on students who visit KFC outlets or use KFC's digital ordering platforms such as mobile applications, self-service kiosks, and online delivery services.

This study covers aspects such as in-store ambience, service quality, staff behavior, waiting time, cleanliness, and overall dining experience. It also examines digital ordering factors including ease of use, payment options, order accuracy, delivery speed, and customer satisfaction. The research is confined to selected KFC outlets in Coimbatore and does not include other fast-food brands.

1.5 RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze student engagement with KFC in Coimbatore through in-store and digital ordering experiences.

Primary Data Collection

Collected through a structured questionnaire administered to students to gather information on in-store experience, digital ordering usage, satisfaction, and engagement.

Secondary Data Collection

Secondary data is that which have been already collected from various like

- Books
- Journals
- Research articles
- Company websites
- Online sources related to student engagement and fast-food marketing.

AREA OF THE STUDY

The study covers Coimbatore city only.

SAMPLE SIZE

Sample size used for the study was 125 response from students.

SAMPLE METHOD

The method of sampling used is Convenience sampling for the research purpose.

TOOLS USED FOR ANALYSIS

The statistical tools used for analysis are as follow

- Simple percentage
- Chi-Square
- Correlation

1.6 RESEARCH GAP

Despite growing interest in customer engagement within the fast-food sector, limited research has focused specifically on student engagement with quick-service restaurants like KFC in the Indian context. Most existing studies have examined overall customer satisfaction or general digital ordering trends, but few have integrated both in-store experiences and digital ordering experiences to understand how they collectively shape engagement among students. Additionally, while digital platforms are increasingly used by fast-food brands, there is insufficient evidence on how differences in service quality, ease of use, and customer perceptions influence satisfaction and preferences among student consumers, especially in smaller urban centers like Coimbatore. This research aims to address these gaps by investigating the interplay between in-store and digital ordering experiences and the level of engagement among students at KFC outlets in Coimbatore.

1.7 LIMITATIONS OF THE STUDY

- The study is limited to students in Coimbatore only, so results cannot be generalized to other areas.
- Only KFC outlets are considered; other fast-food brands are not included.

SIMPLE PERCENTAGE ANALYSIS

1. REASON FOR CHOOSING KFC OVER OTHER BRANDS

KFC OVER OTHER BRANDS	NO. OF RESPONDENTS	PERCENTAGE%
TASTE	53	42.4
BRAND NAME	28	22.4
OFFERS	31	24.8
LOCATION CONVENIENCE	13	10.4
TOTAL	125	100

Source : Primary Data

INTERPRETATION

The table shows the reasons for preferring KFC over other brands. Taste is the dominant factor (53 respondents, 42.4%), followed by Offers (31 respondents, 24.8%) and Brand Name (28 respondents, 22.40%). Location Convenience is the least influential reason (13 respondents, 10.4%).

2. DIGITAL PLATFORM MOSTLY USED FOR ORDERING

DIGITAL PLATFORM	NO. OF RESPONDENTS	PERCENTAGE%
KFC APP	30	24
KFC WEBSITE	38	30.4
ZOMATO	28	22.4
SWIGGY	29	23.2
TOTAL	125	100

Source : Primary Data

INTERPRETATION

The table shows respondents preferred digital platform for ordering. The KFC Website is the most used (38 respondents, 30.4%), followed by the KFC App (30 respondents, 24%). Swiggy accounts for 29 respondents (23.2%), while Zomato has 28 respondents (22.4%). The

distribution is fairly balanced across platforms.

CHI SQUARE

AGE GROUP AND DIGITAL PAYMENT PROCESS

Null Hypothesis (H₀): There is no significant relationship between the age of the respondents and Digital Payment Process

Alternative Hypothesis (H₁): There is a significant relationship between the age of the respondents and Digital Payment Process

		Digital payment process is				Total
		Acceptable	Convenient	Problematic	Smooth	
Age Group		6	0	0	0	6
	18-20 years	0	14	24	4	59
	21-23 years	0	4	11	2	22
	Above 23 years	0	5	5	6	22
	Below 18 years	0	6	7	4	22
Total		6	29	47	16	131

Source : Primary data

The table value showing the Chi-Square analysis

Calculated Value	Table Value	Degree Of Freedom	Level Of Significance	Result
19.534	21.026	12	0.05	accepted

The calculated Chi-Square value ($\chi^2 = 19.534$) is greater than the table value ($\chi^2 = 21.026$) at 12 degrees of freedom and 0.05 level of significance. Since the calculated value exceeds the table value, the relationship is statistically significant. Hence, the null hypothesis is accepted.

CORRELATION

GENDER AND ACCURACY OF DIGITALLY PLACED ORDERS

	CORRELATION	SIGNIFICANCE (2-TAILED)
INTERPRETATION	-0.101	0.263

Source : Primary data

INTERPRETATION

The derived correlation result is -0.101 using Karl Pearson Correlation with a significance (2-tailed) value of 0.263. This indicates a very weak negative correlation between Gender and Accuracy of Digitally Placed Orders.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

1. The Majority of the respondents (50.4%) are male.
2. The most of respondents (47.20%) belong to the 18–20 years age group.
3. The majority of respondents (52%) are Undergraduate students.
4. Most of the respondents (32.8%) visit KFC occasionally.
5. Most of the respondents (40.8%) prefer visiting KFC in the evening.
6. Most of the respondents (37.6%) visit KFC mainly for social dining with friends.
7. Most of the respondents (42.4%) Taste is the primary driver for choosing KFC over other brands.
8. Most of the respondents (46.4%) perceive the ambience as Good, indicating overall satisfaction.
9. Most of the respondents (47.2%) perceive staff interaction as friendly
10. Most of the respondents (50.4%) perceive the cleanliness level as Clean, indicating general satisfaction with hygiene.
11. Most of the respondents (49.6%) find the in-store dining experience enjoyable, indicating a generally positive perception.
12. Most of the respondents (30.4%) prefer KFC website.
13. Most of the respondents (41.6%) find placing orders easy, indicating a smooth ordering process.
14. Most of the respondents (45.6%) perceive order accuracy as mostly accurate, indicating generally reliable service

15. Most of the respondents (37.6%) perceive the payment process as convenient.
16. Most of the respondents (45.6%) believe the process saves some time.
17. Most of the respondents (47.2%) prefer Taste.
18. Most of the respondents (36.8%) perceive offers and discounts as moderate.
19. Most of the respondents (45.6%) prefer mostly in-store ordering.
20. Most of the respondents (50.4%) are likely to revisit, indicating positive customer retention potential.
21. Majority respondents (52.8%) are satisfied, indicating a generally positive overall experience.
22. Most of the respondents (48.8%) perceive KFC as better than other brands.
23. Most of the respondents (44.8%) are uncertain (Maybe) about recommending.
24. Most of the respondents (41.6%) perceive the offering as good value for money.
25. Most of the respondents (46.4%) perceive KFC's service as slightly better than expected.

CHI SQUARE ANALYSIS

1. A significant relationship exists between gender and staff interaction.
2. A significant relationship exists between gender and cleanliness perception.
3. No significant relationship exists between gender and ease of placing digital orders.
4. No significant relationship exists between age group and digital payment process.
5. A significant relationship exists between age group and preferred ordering mode.

CORRELATION ANALYSIS

1. Gender and digital order accuracy show a very weak negative correlation.



2. Gender and time efficiency show a very weak positive correlation.

3. Gender and overall satisfaction show a weak positive correlation.

4. Age group and ease of digital ordering show a low positive correlation.

5. Age group and engagement factors show a low positive correlation.

SUGGESTIONS

KFC should focus on enhancing customer engagement by delivering consistent food quality and superior service standards. Strengthening staff friendliness and improving ambience can create more memorable dining experiences.

Improving digital platform performance can significantly enhance customer convenience. Faster order processing, accurate deliveries, and seamless payment systems will build stronger trust among users. A smooth digital experience can encourage more customers to shift toward online ordering.

Introducing attractive student-oriented combo offers and loyalty programs can boost visit frequency. Personalized discounts and promotional campaigns can make customers feel valued. This strategy can convert occasional visitors into regular customers.

Since taste is the primary factor influencing preference, continuous menu innovation should be prioritized. Launching limited-time flavors and special seasonal items can maintain excitement among young consumers. This will strengthen brand differentiation from competitors.

Encouraging customer feedback and promptly addressing complaints can improve overall satisfaction. Monitoring service quality and hygiene standards consistently will maintain a positive brand image. Proactive improvement efforts can increase customer confidence and recommendation rates.

KFC can enhance its brand image by organizing student-centric events and promotional campaigns within campuses. Engaging directly with the youth segment can strengthen emotional connections. This approach can improve brand visibility and attract new customers.

Improving value-for-money perception through affordable meal bundles can increase satisfaction levels. Clear communication of offers and pricing benefits can influence purchase decisions. This will help reduce uncertainty in recommendations.

Focusing on faster service during peak evening hours can enhance the overall dining experience. Efficient queue management and adequate staffing can reduce waiting time. A smoother experience will positively impact repeat visit intentions.

Strengthening social media engagement through interactive content and customer contests can boost brand advocacy. Encouraging user-generated content and online reviews can increase trust among potential customers. Active digital presence can significantly influence young consumers' preferences.

KFC can further improve customer loyalty by introducing a structured rewards or points-based membership program. Offering exclusive benefits to repeat customers can increase long-term engagement. This strategy can strengthen customer retention and enhance overall brand commitment.

CONCLUSION

The study examined students' in-store and digital ordering experiences with KFC. The findings reveal that respondents demonstrate moderate visit frequency, with most preferring evening visits and social dining with friends. Taste emerged as the most influential factor driving customer preference, engagement, and brand choice. Overall perceptions toward ambience, staff interaction, and cleanliness were largely positive, indicating satisfactory in-store experiences. Digital ordering was generally considered easy, convenient, and time-efficient, with most respondents perceiving order accuracy as reliable.

Statistical analysis showed that demographic factors such as gender and age group influence certain service perceptions and preferences, while correlation results indicated only weak relationships among variables. The majority of respondents expressed satisfaction with KFC's services and indicated a likelihood of repeat visits. However, many respondents remained uncertain about recommending KFC, suggesting scope for improvement in customer delight and loyalty-building initiatives.

In conclusion, KFC holds a favorable position among student consumers, driven primarily by taste and supported by satisfactory service experiences. Continued improvements in service quality, digital efficiency, and customer engagement



initiatives could further enhance satisfaction, loyalty, and positive word-of-mouth.

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