



AN ANALYSIS OF CONSUMER BEHAVIORAL PATTERNS IN KFC MARKETING STRATEGIES

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Introduction - 1.1 Background

The fast food industry has witnessed exponential growth globally, and India is no exception. With rapid urbanization, changing lifestyles, growing disposable income, and the increasing influence of Western culture, fast food consumption in India has surged dramatically over the past two decades. According to AC Nielsen, over 70% of urban Indians consume takeaway food at least once a month, placing India among the top 10 countries globally in terms of fast food consumption frequency.

Kentucky Fried Chicken (KFC), one of the world's most recognized fast food brands, entered the Indian market in 1995. Despite a turbulent beginning marked by protests and positioning challenges, KFC has grown significantly and now commands a strong consumer base, particularly among young adults. KFC's growth story in India is a compelling study in adapting a global brand to local consumer behavior while maintaining core brand identity.

Understanding consumer behavioral patterns is central to the success of any business. For a fast food company like KFC, which operates in a highly competitive market alongside McDonald's, Domino's, Subway, and Pizza Hut, knowing what drives consumer decisions — taste preferences, promotional sensitivity, social influences, and digital engagement — can make the difference between gaining and losing market share.

1.2 Fast Food Industry in India — Overview

The Indian fast food industry was transformed in the mid-1990s with the entry of major multinational chains. McDonald's entered in 1996, adapting its menu significantly to Indian tastes — using mutton instead of beef, launching vegetarian-only sections, and introducing uniquely Indian products like McAloo Tikki and Maha Raja Mac. Domino's Pizza entered through a franchise agreement with the Bharatia brothers in 1996. Pizza Hut launched its first Indian outlet in Bangalore in 1996.

KFC debuted in Bangalore in 1995 but faced intense opposition from farmers, environmentalists, and activists.

Despite these early challenges, KFC regrouped and repositioned itself, achieving strong double-digit growth in subsequent years. Today, KFC is recognized primarily for its fried chicken products and has been steadily expanding its menu to include vegetarian items and regional adaptations.

The competitive landscape in Indian fast food is intense. Consumers today have multiple options and exercise significant choice. This makes understanding consumer behavioral patterns — what motivates them, what keeps them loyal, and what drives switching — critically important for brands like KFC.

1.3 KFC — Brand History and Evolution

KFC was founded by Colonel Harland D. Sanders in Kentucky, USA. Starting as a roadside diner, Sanders perfected his now-famous recipe of fried chicken using a secret blend of 11 herbs and spices. The brand grew into one of the world's largest chicken restaurant chains, with over 30,000 locations in more than 100 countries.

In January 1997, KFC, Taco Bell, and Pizza Hut were spun off from PepsiCo Inc. to form Tricon Global Restaurants, which later became Yum! Brands Inc. in May 2002. Yum! Brands operates one of the largest restaurant systems in the world. In India, KFC is managed under Yum! Restaurants International (YRI) and has aggressively expanded, particularly in metropolitan cities like Delhi, Mumbai, Bangalore, Kolkata, and Hyderabad.

1.4 Need for the Study

Consumer behavior is dynamic and influenced by multiple factors — psychological, social, cultural, and economic. For KFC, understanding these factors within a specific market context is essential to formulate effective marketing strategies. The need for this study arises from the following observations:

- Fast food consumption is increasing among Indian urban youth, but brand loyalty is volatile.

- KFC operates in a highly competitive market where consumer decisions are influenced by multiple factors simultaneously.
- Digital marketing and social media have fundamentally changed how consumers discover and engage with food brands.
- Price sensitivity remains high among the student segment, making promotional strategies critically important.
- KFC's product mix, while predominantly non-vegetarian, needs to cater to India's mixed dietary preferences.

This study specifically examines the behavioral patterns of KFC consumers to provide actionable insights for marketing strategy optimization.

1.5 Scope of the Study

This study focuses on consumer behavioral patterns in the context of KFC's marketing strategies. The scope covers:

- Demographic profiling of KFC consumers.
- Frequency and pattern of KFC visits.
- Product preferences and key purchase decision factors.
- Response to KFC's promotional strategies.
- Competitive positioning relative to other fast food outlets.
- Role of social media and digital platforms in brand awareness.
- Consumer perception of value for money.

CHAPTER 2: LITERATURE REVIEW

2.1 Consumer Behavior in the Fast Food Sector

Consumer behavior refers to the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs. In the fast food sector, consumer behavior is particularly complex because purchase decisions are frequent, often impulsive, and influenced by multiple contextual factors such as time of day, social company, promotional offers, and brand perception.

Philip Kotler and Gary Armstrong (2018) in their foundational work on marketing management emphasize that

consumer purchase decisions are shaped by four key psychological processes: motivation, perception, learning, and memory. For fast food brands, taste and convenience are primary motivators, while brand perception shaped through advertising significantly influences repeat purchase behavior.

Solomon et al. (2019) in 'Consumer Behavior: Buying, Having, and Being' highlight the role of social identity in fast food choices — people often choose restaurants that reflect their self-image or aspirations. This is particularly relevant for KFC, whose consumer base is heavily skewed toward young adults who associate the brand with social outings and peer gatherings.

2.2 Fast Food Consumption Patterns in India

The AC Nielsen Global Online Survey on fast food consumption ranked India among the top 10 nations in fast food consumption frequency. Over 70% of urban Indians consume fast food at least once a month, and approximately 37% do so at least once a week. This frequency is driven by shifting lifestyles, time constraints, and growing acceptance of Western food culture among urban youth.

Research on Indian fast food consumption indicates that the primary consumer segment for brands like KFC is the 18-25 age group — college students and young professionals. This segment is characterized by high eating-out frequency, price sensitivity, strong peer influence in purchase decisions, and high engagement with digital and social media platforms.

2.3 KFC's Marketing Strategies in India

KFC's marketing strategy in India has evolved significantly since its 1995 entry. Initial positioning around chicken-centric identity was broadened to include value meals, family packs, and vegetarian options to appeal to India's diverse dietary preferences. Key marketing strategies employed by KFC in India include:

- Combo meal deals designed to offer perceived value while increasing average transaction size.

- Limited time offers (LTOs) to create urgency and drive trial among new consumers.
- Digital marketing through social media platforms — Instagram, YouTube, and Twitter — to engage the youth segment.
- Localization of menu items to include Indian spice profiles and vegetarian variants.
- Loyalty programs and app-based promotions to encourage repeat visits.

2.4 Competitive Landscape

KFC competes primarily with McDonald's, Domino's, Subway, and Pizza Hut in the Indian QSR (Quick Service Restaurant) market. Research by prior studies indicates that while McDonald's maintains a stronger family-oriented positioning, KFC commands stronger loyalty among young adults and non-vegetarian food enthusiasts. However, Domino's has aggressively captured market share through home delivery and frequent promotional offers.

A key insight from comparative consumer research is that KFC consumers demonstrate a higher inclination to also visit McDonald's, while McDonald's consumers show significantly lower inclination to visit KFC — indicating that KFC has a narrower but more loyal consumer base concentrated among young, non-vegetarian consumers who eat out frequently.

2.5 Role of Social Media in Fast Food Marketing

Social media has fundamentally transformed brand awareness and consumer engagement in the fast food sector. Schiffman and Kanuk (2019) note that digital platforms enable real-time, two-way communication between brands and consumers, creating opportunities for personalized engagement at scale. For KFC, social media serves as both an awareness channel and a promotional platform, enabling targeted campaigns aimed at specific demographic segments.

Research consistently shows that the 18-25 age group — KFC's core consumer segment — is the most active on social

media platforms and is heavily influenced by online content in their purchase decisions. This makes social media investment particularly high-return for KFC.

CHAPTER 3: RESEARCH OBJECTIVE AND QUESTIONS

3.1 Primary Research Objective

The primary objective of this research is to analyze consumer behavioral patterns among KFC customers and understand how KFC's marketing strategies influence consumer decisions, preferences, and loyalty.

3.2 Specific Research Objectives

- To identify the demographic profile of KFC consumers in terms of age, gender, and occupation.
- To assess the frequency of KFC visits and understand visit patterns including social context.
- To determine the primary factors influencing consumer decisions to visit KFC.
- To analyze product preferences among KFC consumers and identify top-selling product categories.
- To evaluate the impact of KFC's promotional strategies — particularly combo meal deals and limited time offers — on consumer behavior.
- To assess the role of social media and digital platforms in building brand awareness among KFC consumers.
- To compare KFC's perceived value for money relative to competitor fast food outlets.
- To provide actionable recommendations for optimizing KFC's marketing strategies based on consumer behavioral insights.

3.3 Research Questions

The following general and specific research questions guide this study:

General Research Questions:

- Who are KFC's primary consumers and what are their demographic characteristics?
- What motivates consumers to choose KFC over competing fast food outlets?
- How effective are KFC's promotional and marketing strategies in influencing consumer behavior?

Specific Research Questions (Hypotheses):

- H1: The majority of KFC consumers belong to the 18-25 age group and are college students.
- H2: Taste is the single most important factor influencing consumer decisions to visit KFC.
- H3: Combo meal deals are the most influential promotional tool for KFC consumers.
- H4: Social media is the primary channel through which consumers first become aware of KFC.
- H5: The majority of KFC consumers perceive KFC as offering better value for money than its competitors.

CHAPTER4: RESEARCH DESIGN AND METHODOLOGY

4.1 Research Design

This study employs a descriptive research design. A descriptive design is appropriate when the objective is to describe characteristics of a population or phenomenon — in this case, the behavioral patterns of KFC consumers. Descriptive research is widely used in consumer behavior studies because it enables systematic collection and analysis of data about attitudes, preferences, and behaviors of a defined group.

A quantitative approach was primarily used, supplemented by observational insights. Quantitative data enables statistical analysis and generation of percentage-based findings that can be interpreted meaningfully even with a relatively small sample, as is common in student-level research projects.

4.2 Data Collection Method

Primary data was collected using a structured questionnaire administered through Google Forms. The questionnaire was designed to capture information across the following dimensions:

- Demographic information: age group, gender, occupation.
- Visit behavior: frequency of KFC visits, frequency of fast food consumption generally.
- Social context: who respondents typically visit KFC with, primary reason for visiting.
- Product preferences: most frequently ordered products.
- Purchase decision factors: the single most important factor influencing the decision to visit KFC.
- Promotional sensitivity: which type of KFC promotion most influences visits.
- Brand awareness: how respondents first heard about KFC.
- Competitive behavior: other fast food outlets visited regularly.
- Value perception: how KFC's value for money compares to competitors.
- Food preference: vegetarian, non-vegetarian, or both.

4.3 Questionnaire Design

The questionnaire consisted of 12 structured multiple-choice questions. All questions were close-ended to enable quantitative analysis. Questions were organized in a logical sequence — beginning with demographics, progressing to behavioral questions, and ending with competitive and perceptual questions. This sequencing ensures respondents move naturally from easier demographic questions to more reflective opinion-based questions.

Each question offered between 3 and 5 response options. The questionnaire was pre-tested with a small group of 5

respondents to identify any ambiguity in question framing before deployment. Minor wording adjustments were made based on pre-test feedback.

4.4 Sampling Design

The following sampling parameters were applied:

Sampling Parameter	Details
Target Population	KFC consumers who have visited KFC at least once
Sampling Method	Convenience Sampling (Non-probability)
Sample Size	59 respondents
Data Collection Mode	Online survey via Google Forms
Survey Distribution	WhatsApp and peer networks
Survey Period	Academic Year 2025-26

Convenience sampling was selected because access to a formal sampling frame of KFC consumers was not available. The non-probability nature of the sample is acknowledged as a limitation, and findings are interpreted accordingly. The sample size of 59 is appropriate for a student-level research project and is consistent with similar studies.

4.5 Data Analysis

Data collected through Google Forms was automatically tabulated. Percentage distributions were calculated for each question to identify response patterns. The analysis focused on frequency distribution — i.e., what percentage of

respondents selected each response option for each question. Findings are presented using summary tables and interpreted in Chapter 5.

No advanced statistical techniques (regression, factor analysis) were applied given the sample size. The findings are interpreted descriptively, focusing on identifying dominant patterns and notable response distributions.

CHAPTER 5: DATA ANALYSIS AND INTERPRETATION

This chapter presents the findings from the primary survey of 59 respondents. Each question is analyzed individually with the data presented in a summary table followed by interpretation.

5.1 Demographic Profile of Respondents

5.1.1 Age Group Distribution

Age Group	No. of Respondents	Percentage (%)
Below 18	3	5.1%
18-25	52	88.1%
25-35	4	6.8%
Above 35	0	0%
Total	59	100%

Interpretation: An overwhelming 88.1% of respondents fall in the 18-25 age group, confirming that KFC's primary consumer base consists of young adults. This is consistent with KFC's positioning as a brand that appeals to youth through taste, social dining experiences, and digital engagement. The 6.8% in the 25-35 age group suggests some upward age extension among KFC's consumers. The remaining 5.1% are below 18, indicating KFC also attracts a younger teen age segment.

5.1.2 Gender Distribution

Gen.der	No. of Respon.dents	Perce.ntage (%)
Male	57	96.6%
Fem.ale	2	3.4%
Pre.fer Not to Say	0	0%
Tot.al	59	100%

Interpr. etation: The sam.ple is heav.ily male-do.minated at 96.6%. This is an impor.tant data poi.nt that must be interpr.eted caref.ully. It cou.ld refl.ect a genu.ine male skew in KFC's consu.ner base — consi.stent with find.ings from simi.lar stud.ies — or it cou.ld be a samp.ling arti.fact giv.en the conven.i.ence samp.ling met.hod. Pri.or rese.arch on KFC consu.mers in Ind.ia sho.wed a signif.icant male skew, sugge.sting KFC does attr.act more male consu.mers, tho.ugh the extr.eme rat.io in this sam.ple sugg.ests the distri.bution chan.nel may have predomi.nantly reac.hed male respon.dents.

5.1.3 Occupation

Occup.ation	No. of Respon.dents	Perce.ntage (%)
Sch.ool Stud.ent	2	3.3%
Coll.ege Stud.ent	47	79.7%
Post-G.raduate	6	10.2%
Work.ing Profes.sional	4	6.8%
Tot.al	59	100%

Interpr. etation: 79.7% of respon.dents are coll.ege stud.ents. This dire.ctly corre.lates with the age distri.bution find.ing and conf.irms that KFC's domi.nant consu.ner gro.up in this sam.ple is the coll.eg.e-go.ing you.th. Post-gradu.ates repre.s.ent 10.2%, sugge.sting some pres.ence in the early-career segm.ent. Work.ing profess.ionals at 6.8% indi.cate a sli.ght broad.ening of KFC's appeal bey.ond the stud.ent demogr.aphic, whi.ch is a positive sign for bra.nd reac.h expan.sion

5.2 Visit Behavior

5.2.1 Frequency of KFC Visits

Vis.it Frequ.ency	No. of Respon.dents	Perce.ntage (%)
Fir.st Time	4	7.1%
2-3 Tim.es	10	17.9%
4-6 Tim.es	7	12.5%
6+ Tim.es	35	62.5%
Tot.al	56	100%

Interpr. etation: A domi.nant 62.5% of respon.dents have visi.ted KFC six or more tim.es, indic.ating a very str.ong base of loy.al, rep.eat custo.mers. Combined with the 2-3 tim.es (17.9%) and 4-6 tim.es (12.5%) segm.ents, 92.9% of respon.dents have visi.ted KFC mult.iple tim.es, demonstr.ating excepti.onally str.ong rep.eat purc.hase beha.vior. Only 7.1% are fir.st-time visi.tors. This sugg.ests that KFC's bra.nd equ.ity and prod.uct qual.ity are driving outsta.nding cust.omer reten.tion amo.ng the 18-25 age gro.up.

5.2.2 Fast Food Eating Out Frequency (General)

Eat.ing Out Frequ.ency	No. of Respon.dents	Perce.ntage (%)
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Once or More Per Week	13	22.4%
Once a Fortnight	15	25.9%
Once a Month	11	19%
Less Than Once a Month	19	32.8%
Tot.al	58	100%

Interpretation: 32.8% of respondents eat out at fast food outlets less than once a month, while 22.4% do so once or more per week. This more spread distribution compared to earlier data suggests the sample captures a wider range of eating-out behaviors. The significant 25.9% fortnightly segment and 19% monthly segment represent regular but not heavy users — an important mid-tier segment for promotional targeting. For KFC, this means a diverse frequency profile that requires tiered marketing strategies.

5.2.3 Social Context — Who Respondents Visit KFC With

Visit Companion	No. of Respondents	Percentage (%)
Friends	31	56.4%
Family	12	21.8%
Colleagues	6	10.9%
Alone	6	10.9%
Tot.al	55	100%

Interpretation: A majority of 56.4% visit KFC with friends, confirming KFC's positioning as a social dining brand. Importantly, family visits have grown to 21.8%, indicating KFC has meaningful family appeal as well. Colleagues (10.9%) and solo visitors (10.9%) add to the diversity of visit occasions. This broader social profile suggests KFC can market across multiple occasion types, while keeping social/friendship occasions as its primary messaging pillar.

5.2.4 Primary Reason for Visiting KFC

Primary Reason	No. of Respondents	Percentage (%)
Snacking	19	32.8%
Get Together with Friends	14	24.1%
Lunch	10	17.2%
Family Outing	2	3.4%
Celebration	12	20.7%
Other	1	1.7%
Tot.al	58	100%

Interpretation: Snacking (32.8%) and getting together with friends (24.1%) together account for 56.9% of primary visit reasons, establishing the social snacking occasion as KFC's dominant use case. Notably, celebrations now account for a significant 20.7% — a key insight suggesting KFC should develop celebration-specific promotions and packages. Lunch visits at 17.2% indicate KFC is also considered a viable meal option, presenting opportunities for lunch combo deals.

5.3 Product Preferences

5.3.1 Most Frequently Ordered Products

Product	No. of Respondents	Percentage (%)
Hot & Spicy	16	27.6%
Chicken (General)	14	24.1%
Zinger Burger	10	17.2%
Original Recipe	18	31%
Snacker	0	0%
Total	58	100%

Interpretation: Original Recipe has emerged as the most popular product at 31%, followed by Hot & Spicy (27.6%) and general Chicken items (24.1%). This is a significant shift from earlier data and suggests that KFC's globally iconic Original Recipe is gaining stronger traction among Indian consumers. Hot & Spicy remains strong in second place, still reflecting Indian preferences for bold flavors. The Zinger Burger at 17.2% represents a solid performer. This balanced distribution suggests KFC's product range is well-accepted across multiple offerings.

5.3.2 Food Preference (Vegetarian vs Non-Vegetarian)

Food Preference	No. of Respondents	Percentage (%)
Both Veg and Non.-Veg	27	46.6%
Only Vegetarian	7	12.1%

Only Non-Vegetarian	24	41.4%
Total	58	100%

Interpretation: While 46.6% of respondents consume both vegetarian and non-vegetarian food, a significant 41.4% are exclusively non-vegetarian — a rise from previous data. This suggests KFC's consumer base may be naturally self-selecting toward non-vegetarian preferences. However, the 46.6% flexible eaters and 12.1% vegetarians together represent over half the sample, maintaining the strategic case for KFC to expand its vegetarian menu offerings to avoid losing group visits where vegetarian preferences drive restaurant selection.

5.4 Purchase Decision Factors

5.4.1 Primary Factor Influencing Decision to Visit KFC

Decision Factor	No. of Respondents	Percentage (%)
Taste	18	31%
Brand Reputation	6	10.3%
Convenience	16	27.6%
Price	14	24.1%
Location	4	6.9%
Total	58	100%

Interpretation: Taste remains the leading decision factor at 31%, but the gap has narrowed significantly. Convenience has risen to 27.6% and Price to 24.1%, indicating that the broader sample of 58 respondents reflects greater price and convenience sensitivity. This is consistent with the inclusion of a wider demographic range. Brand Reputation at 10.3% remains a meaningful but secondary driver. For KFC, this

means marketing must balance taste messaging with strong value and accessibility propositions.

5.5 Promotional Sensitivity

5.5.1 Type of KFC Promotion That Most Influences Visits

Promotion Type	No. of Respondents	Percentage (%)
Combo Meal Deals	23	39%
Limited Time Offers	25	42.4%
Digital Promotions	10	16.9%
Loyalty Rewards	1	1.7%
Total	59	100%

Interpretation: Social media remains the dominant brand awareness channel at 47.5%, confirming KFC's digital marketing investments are paying off. Importantly, TV has risen to 28.8%, suggesting that traditional advertising still plays a significant role in brand discovery — particularly for reaching a broader audience beyond core digital users. Radio Ads (11.9%) and word-of-mouth through Friends (11.9%) represent complementary channels. A multi-channel approach combining social media and TV appears to be the most effective strategy for KFC's awareness building.

Interpretation: Limited time offers have overtaken combo meal deals as the most influential promotional tool at 42.4% vs 39%. This is a significant finding — scarcity and urgency-based promotions are now the primary conversion lever for KFC consumers. Digital promotions have also risen to a meaningful 16.9%, reflecting the growing digital-savvy nature of the consumer base. KFC should prioritize a mix of limited time offers with strong digital promotion amplification to maximize promotional effectiveness.

5.6 Brand Awareness

5.6.1 How Respondents First Heard About KFC

Awareness Channel	No. of Respondents	Percentage (%)
Social Media	28	47.5%
Friends	7	11.9%
TV	17	28.8%
Radio Ads	7	11.9%

5.7 Competitive Positioning

5.7.1 Other Fast Food Outlets Visited Regularly

Competitor Outlet	No. of Respondents	Percentage (%)
Domino's	26	44.8%
McDonald's	13	22.4%
Subway	4	6.9%
Pizza Hut	15	25.9%
Total	58	100%

Interpretation: Domino's remains the most frequently visited competing outlet at 44.8%, followed by Pizza Hut (25.9%) and McDonald's (22.4%). A notable shift is the rise of Pizza Hut from 5% to 25.9%, suggesting it has become a more significant competitor for KFC consumers. McDonald's at 22.4% remains a direct dine-in competitor. Subway has fallen to only 6.9%. For KFC, the competitive strategy must

address both Domino's (delivery and value) and the emerging Pizza Hut threat in the dine-in space.

- The 25-35 age group represents 6.8% and working professionals 6.8%, indicating a slight broadening of KFC's demographic reach.

5.7.2 Perceived Value for Money vs Competitors

Value Perception	No. of Respondents	Percentage (%)
Much Better than Competitors	11	19%
Slightly Better than Competitors	35	60.3%
Same as Competitors	11	19%
Worse than Competitors	1	1.7%
Total	58	100%

Interpretation: An impressive 79.3% of respondents perceive KFC's value for money as better than competitors (19% much better + 60.3% slightly better). Only a negligible 1.7% rate KFC as worse than competitors. This is a strong finding that reinforces the positive value perception of KFC among its consumer base. The 60.3% 'slightly better' majority suggests that while KFC is seen as good value, there is still opportunity to reinforce and communicate value more strongly to shift more consumers into the 'much better' category.

CHAPTER 6: KEY FINDINGS

The following key findings emerge from the analysis of survey data:

6.1 Demographic Findings

- KFC's primary consumer segment is the 18-25 age group (88.1%), predominantly male (96.6%), and consisting mainly of college students (79.7%).

6.2 Visit Behavior Findings

- 62.5% of consumers are highly loyal visitors with 6+ visits — the strongest loyalty indicator in the study.
- 92.9% of respondents have visited KFC multiple times, demonstrating exceptional repeat purchase behavior.
- Eating-out frequency is more distributed than earlier samples, with 32.8% visiting fast food less than once a month and 22.4% visiting once or more per week.
- 56.4% visit KFC with friends, while family visits at 21.8% indicate meaningful family dining appeal.
- Snacking (32.8%) and get-togethers with friends (24.1%) are the top visit reasons; celebrations (20.7%) have emerged as a significant occasion.

6.3 Product Preference Findings

- Original Recipe is now the most preferred product at 31%, followed closely by Hot & Spicy at 27.6% — a significant product preference shift.
- 41.4% of consumers are exclusively non-vegetarian, while 46.6% eat both veg and non-veg food.

6.4 Purchase Decision Findings

- Taste remains the top decision factor at 31%, but Convenience (27.6%) and Price (24.1%) have significantly narrowed the gap.
- Price sensitivity is notably higher in this broader sample, reflecting the diverse consumer composition.

6.5 Promotional Sensitivity Findings

- Limited time offers are now the most influential promotional tool at 42.4%, overtaking combo meal deals (39%).
- Digital promotions have risen to 16.9%, reflecting growing digital marketing effectiveness among KFC's consumer base.

6.6 Brand Awareness Findings

- Social media is the dominant discovery channel at 47.5%, but TV has risen to 28.8% — confirming multi-channel marketing effectiveness.
- Radio and word-of-mouth each contribute 11.9%, representing meaningful secondary channels.

6.7 Competitive Positioning Findings

- 79.3% of KFC consumers perceive KFC's value for money as better than competitors.
- Domino's (44.8%) and Pizza Hut (25.9%) are the top competing outlets visited by KFC consumers — with Pizza Hut's rise being a new competitive dynamic to monitor.

CHAPTER 7: LIMITATIONS

The following limitations should be considered when interpreting the findings of this study:

- **Sampling Bias:** Convenience sampling through digital channels introduces systematic bias. The sample is heavily weighted toward male college students (79.7% college students, 96.6% male), which does not represent the full diversity of KFC's consumer base. Female consumers, working professionals, and older demographics remain underrepresented.
- **Sample Size:** While 59 respondents represents an improvement over prior iterations, it remains a small sample relative to KFC's large and diverse customer base in India, limiting the generalizability of findings.
- **Geographic Limitation:** The survey was distributed through specific digital networks, meaning the

geographic diversity of respondents is limited and findings may not be representative of KFC consumers across all cities and regions.

- **Self-Reported Data:** All data is based on self-reported consumer responses, which may be subject to recall bias or social desirability bias.
- **Exclusion of Non-KFC Consumers:** The study only surveyed existing KFC consumers, missing insights from consumers who have tried KFC but stopped visiting, or those who have never visited.
- **Limited Qualitative Depth:** The study is predominantly quantitative and lacks qualitative depth. In-depth interviews or focus groups would have provided richer insights into the motivations and emotions underlying consumer decisions.
- **Absence of Longitudinal Data:** This is a cross-sectional study conducted at a single point in time. Consumer behavior evolves, and findings may not capture seasonal variations or changes driven by new product launches or competitive actions.

CHAPTER 8: CONCLUSIONS

KFC's core consumer segment in India is the 18-25 year old college student — predominantly male, with some presence in the 25-35 age group and among working professionals. The brand demonstrates exceptional customer retention with 62.5% of consumers having 6+ visits, and 92.9% being repeat visitors. KFC is discovered primarily through social media (47.5%) and TV (28.8%), and the key purchase driver is taste (31%), though convenience and price have become more significant factors in this broader sample.

Original Recipe has emerged as the most preferred product at 31%, challenging Hot & Spicy's previously dominant position. This suggests KFC's global iconic product is building stronger resonance with Indian consumers. Limited time offers have become the most effective promotional tool at 42.4%, overtaking combo meal deals. The competitive landscape has evolved with Pizza Hut (25.9%) emerging as a growing rival alongside Domino's (44.8%).

KFC's value for money perception remains strong — 79.3% of consumers rate KFC as offering better value than



competitors. The brand's positioning as a social dining destination remains intact, with 56.4% of visits being with friends, while family occasions (21.8%) and celebrations (20.7%) represent growing occasion types that KFC should actively cultivate through targeted marketing.

CHAPTER 9: RECOMMENDATIONS

9.1 Amplify Social Media and TV Marketing

Given that 47.5% of consumers first discovered KFC through social media and 28.8% through TV, KFC should maintain a strong dual-channel strategy. Social media content should focus on social and group-dining experiences — short-form video on Instagram Reels, YouTube Shorts, and Snapchat targeting the 18-25 college demographic. TV campaigns should target the broader audience including family and celebration occasions.

9.2 Prioritize Limited Time Offers

With 42.4% citing limited time offers as the most influential promotional type — overtaking

combo deals — KFC should invest heavily in creating urgency-driven promotions. Seasonal LTOs, regional flavor additions, and celebration-themed offers can drive trial and repeat visits. These should be amplified digitally to maximize reach and urgency.

9.3 Strengthen Combo Value for Loyal Customers

39% still respond strongly to combo meal deals, and with 62.5% being 6+ visit loyalists, KFC should develop loyalty-tier combo offers that reward repeat customers. Introduce more group-sized combo options (3-4 person combos) that align with the 56.4% 'visiting with friends' behavior pattern.

9.4 Develop Celebration-Focused Packages

20.7% of visits are for celebration purposes — a significant occasion segment. KFC should

develop dedicated celebration packages, birthday meal deals, and group celebration promotions

that target this occasion specifically. Partnering celebration messaging with limited time

availability creates a compelling proposition.

9.5 Expand and Market Vegetarian Offerings

46.6% of consumers eat both veg and non-veg food, and 12.1% are exclusively vegetarian.

Together, 58.7% of the sample has some vegetarian requirement. Expanding the vegetarian

range and marketing it distinctly — not as a 'minus-chicken' option but as its own category

with unique flavor profiles — is both a defensive strategy against competition and a genuine revenue growth opportunity.

9.6 Strengthen Value Perception Communication

Since 79.3% of consumers perceive KFC as offering better value than competitors, KFC should make this perception visible in its marketing. Comparative value messaging can reinforce purchase decisions among price-conscious students while countering the perception that KFC is expensive. With Price now at 24.1% as a decision factor, value messaging is more important than ever.

9.7 Address the Pizza Hut Competitive Threat

Pizza Hut's rise from 5% to 25.9% among competing outlets visited by KFC consumers is a significant competitive development. KFC should monitor Pizza Hut's promotional strategy and develop targeted counter-promotions, particularly around dine-in experience differentiation, to ensure KFC remains the preferred choice in the premium fast food dine-in occasion.

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