

# A STUDY ON THE CUSTOMER LEVEL OF SATISFACTION TOWARDS CREAZY CHEESY PRODUCTS AND SERVICE

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## **ABSTRACT**

Customer satisfaction is one of the critical factors that determine the success of any business. It is the degree to which customers are happy with a company's products or services. The food industry is no exception to this rule, and customer satisfaction plays a vital role in determining the success of a restaurant or a food joint. In recent times, the fast-food industry has gained immense popularity due to its convenience and quick service. One such fast-food chain that has gained a considerable amount of popularity is Creazy Cheesy, which specializes in cheesy and tasty food items.

The aim of this study is to analyze the customer level of satisfaction with Creazy Cheesy products and services in the City. Thus, understanding the level of customer satisfaction towards Creazy Cheesy's product and service can help the management of the chain to improve its offerings and customer experience.

**Keywords:** Service Quality, Customer Satisfaction, Customer Loyalty, customer behavior

## **INTRODUCTION**

The study will explore various factors that influence customer satisfaction, such as food quality, taste, price, service, ambiance, and cleanliness. The research will use a combination of quantitative and qualitative methods to collect and analyse data. A survey questionnaire will be distributed to customers of Creazy Cheesy in City, and their responses will be analysed using statistical tools. In addition, in-depth interviews will be conducted with a sample of customers to gain a deeper understanding of their experience with the brand.

The study is significant as it will provide valuable insights into the factors that affect customer satisfaction in the fast-food industry. The findings of this study can be used by Creazy Cheesy's management to improve their product and service offerings, enhance customer experience, and ultimately increase customer loyalty and retention. Additionally, the study will add to the existing literature on customer satisfaction in the food industry, particularly in the fast-food segment.

## **REVIEW OF LITERATURE:**

Customer satisfaction is an essential aspect of any business and has been the subject of numerous studies in the field of marketing and consumer behavior. Several researchers have attempted to identify the factors that contribute to customer satisfaction in the food industry, particularly in the fast-food segment.

One of the key factors that affect customer satisfaction is food quality. Studies have shown that customers are highly sensitive to the taste and freshness of the food they consume (Rana & Singh, 2018). In a study conducted by Tahir, Aziz, & Lodhi (2019), it was found that food quality has a significant impact on customer satisfaction in the fast-food industry. The study also revealed that customers are willing to pay a premium for high-quality food.

Another critical factor that affects customer satisfaction in the fast-food industry is service quality. According to Parasuraman, Zeithaml, & Berry (1985), service quality is defined as "the degree and direction of a discrepancy between customers' perceptions and expectations of service." In a study conducted by Lin, Wu, & Hsu (2012), it was found that service quality is a significant predictor of customer satisfaction in the fast-food industry.

Ambiance and cleanliness are also essential factors that contribute to customer satisfaction in the fast-food industry. According to a study conducted by Gómez, Martín-Consuegra, & Molina (2004), restaurant ambiance significantly influences customer satisfaction. The study found that customers are more satisfied with restaurants that have a pleasant ambiance, comfortable seating, and appropriate lighting. Additionally, cleanliness plays a critical role in customer satisfaction, as customers expect clean and hygienic surroundings while dining (Rana & Singh, 2018).

Lastly, price is another crucial factor that affects customer satisfaction in the fast-food industry. In a study conducted by Choi & Chu (2001), it was found that perceived value, defined as the customers' evaluation of what they receive relative to what they pay, is a significant predictor of customer satisfaction in the fast-food industry. Customers are more satisfied when they feel that they are getting a fair deal for the price they pay.

Overall, these studies highlight the importance of food quality, service quality, ambiance and cleanliness, and price in determining customer satisfaction in the fast-food industry. The findings of this study can be used by Crazy Cheesy's management to improve their product and service offerings, enhance customer experience, and ultimately increase customer loyalty and retention.

## **OBJECTIVES OF THE STUDY:**

1. The main objective of this study is to analyse the customer level of satisfaction with Crazy Cheesy products and services in City. Specifically, the study aims to:
2. Determine the overall level of customer satisfaction towards Crazy Cheesy's products and services.
3. Identify the factors that influence customer satisfaction, such as food quality, taste, price, service, ambiance, and cleanliness.
4. Evaluate the perception of customers towards the Crazy Cheesy brand and its offerings.
5. Determine the impact of customer satisfaction on loyalty and retention towards Crazy Cheesy.
- 6.

## **RESEARCH METHODOLOGY:**

This study will use a combination of quantitative and qualitative research methods to collect and analyse data from customers of Crazy Cheesy in City.

Sampling technique:

The study will use a convenience sampling technique to select the sample of customers. The target population for this study will be customers who have visited Crazy Cheesy in City.

Data collection:

The study will collect primary data from customers of Crazy Cheesy through a structured questionnaire. The questionnaire will consist of both closed-ended and open-ended questions, designed to measure customer satisfaction levels, perception of the Crazy Cheesy brand, and factors influencing their satisfaction.

Data analysis:

The collected data will be analysed using statistical software such as SPSS. Descriptive statistics such as mean, standard deviation, and frequency distribution will be used to analyse the data. Additionally, inferential statistics such as regression analysis will be used to identify the factors that influence customer satisfaction and the impact of customer satisfaction on loyalty and retention towards Cream Cheesy.

Qualitative data collected from open-ended questions will be analyzed through content analysis, which involves identifying patterns and themes from the data.

Ethical considerations:

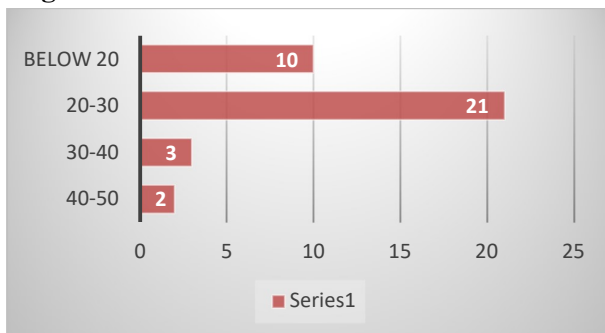
The study will follow ethical principles, such as informed consent, confidentiality, and anonymity of participants. The participants will be informed about the purpose of the study, and their consent will be obtained before the data collection process. The participants' responses will be kept confidential, and the data will be anonymized to protect their privacy.

Limitations:

The study's limitations include the use of a convenience sampling technique, which may result in biased results. Additionally, the study will focus on customers in City only, limiting the generalizability of the findings to other regions. Lastly, the study's findings will be limited to the fast-food industry, specifically Crazy Cheesy, and may not be applicable to other industries or businesses.

## DATA ANALYSIS AND INTERPRETATION -

**Figure 1: AGEWISE RESPONSES TOWARDS CRAZY CHEESY**



### Interpretation

The finding suggests that the majority of the respondents who visit Crazy Cheesy, which is presumably a restaurant or a food joint, belong to the age group of 20-30 years. Out of the total respondents, 21 fall under this age group. This could indicate that the restaurant's menu or ambiance is more appealing to the younger crowd, who might be looking for a trendy or casual dining experience.

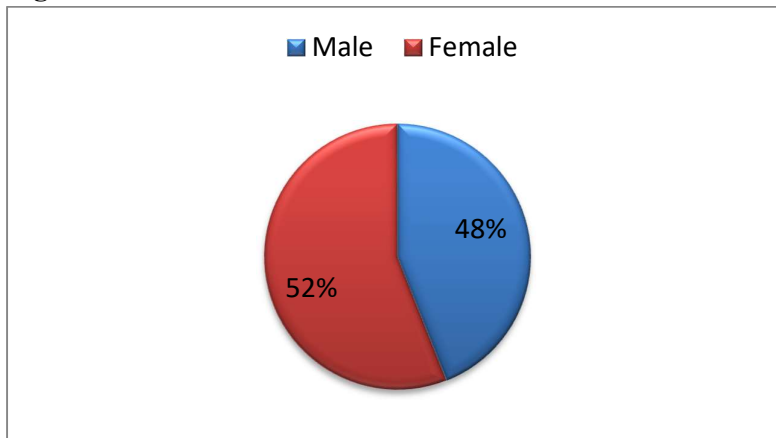
The finding also reveals that the respondents are equally distributed between the age groups of

30-40 and 40-50, with an equal number of respondents (which is not specified in the question) falling under each category. This could mean that the restaurant is not just limited to the younger generation and is attracting people from different age groups.

Furthermore, the finding also suggests that the number of respondents below the age of 20 is relatively low, with only 10 respondents falling under this age group. This could imply that the restaurant's menu or ambiance may not be as attractive to teenagers or children, or they might not be the restaurant's target audience.

Overall, this finding provides insight into the age distribution of the customers who visit Crazy Cheesy and could help the restaurant in catering to its target audience better. The restaurant could analyse the reasons behind its appeal to the younger crowd and work on expanding its customer base among other age groups as well.

**Figure 2: RESPONSES OF MALE AND FEMALE TOWARDS CREAZY CHEESY**



### **Interpretation**

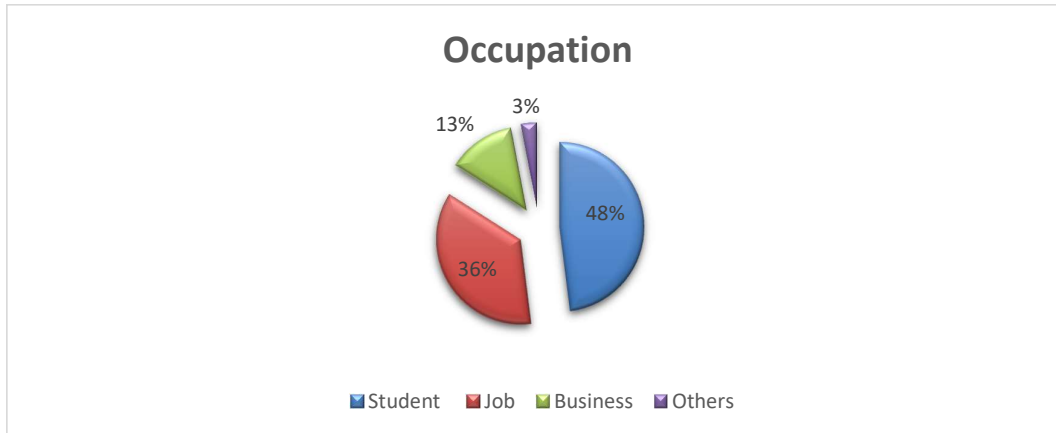
The finding suggests that there is not much difference in the number of males and females who visited the cafe. According to Figure 2, out of the total number of visitors, 48% were male, and 52% were female. This means that the cafe is relatively popular among both genders and is attracting an almost equal number of male and female customers.

This finding could have several implications for the cafe's business. For instance, it could indicate that the cafe's menu, ambiance, or marketing strategies are not gender-specific, and both male and female customers find the cafe equally appealing. This could be seen as a positive factor, as it indicates that the cafe has a broad customer base and is not limited to a particular gender.

Moreover, the finding also suggests that the cafe's management could focus on attracting more male customers, if they feel that they are underrepresented in their customer base. For instance, the cafe could introduce new items in its menu that are more appealing to men or promote the cafe's offerings in a way that specifically targets male customers.

In summary, this finding provides insight into the gender distribution of the cafe's customers and could help the cafe's management in making informed decisions regarding its business strategies.

**Figure 3: RESPONSES OF OCCUPATION TOWARDS CREAZY CHESSEY**



### Interpretation

The finding suggests that the percentage of students who are customers of Crazy Cheesy is higher than the percentage of employed people. According to Figure 3, out of the total customers, 48% are students, and 36% are employed people. This indicates that the restaurant is more popular among students than employed individuals.

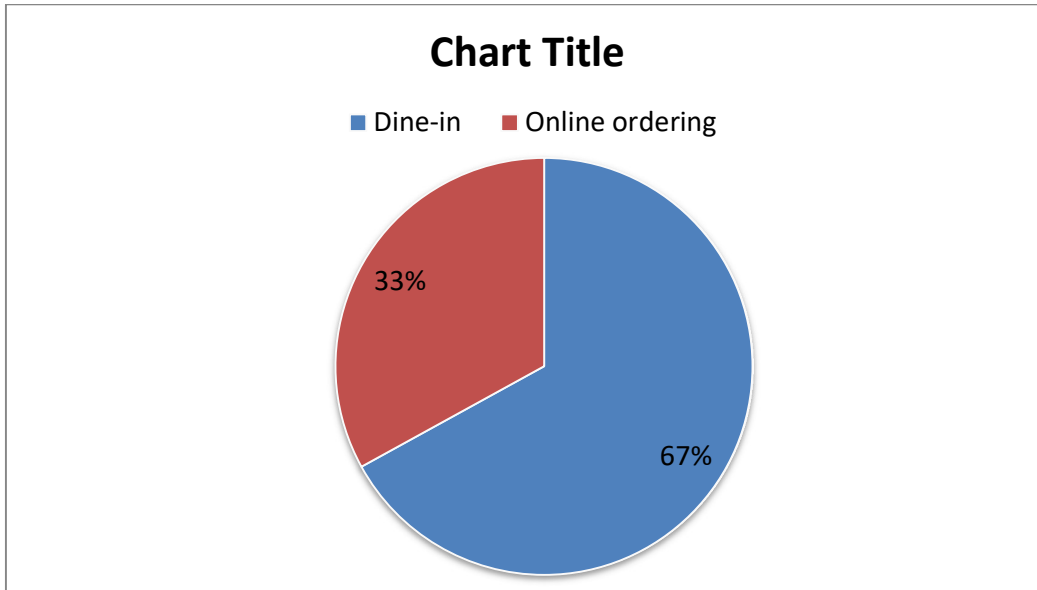
This finding could have several implications for the restaurant's business. For instance, the restaurant's menu or pricing might be more attractive to students who are often on a tight budget and are looking for affordable food options. The restaurant could leverage this information to further attract the student population by offering student discounts, special deals, or affordable menu options.

Furthermore, the finding also suggests that the restaurant might need to work on attracting more employed individuals to increase its customer base among this demographic. This could be achieved by introducing menu options or deals that are more appealing to the working population or by increasing the restaurant's marketing efforts in areas where employed individuals are more likely to be located.

In summary, this finding provides insight into the customer demographics of Crazy Cheesy and could help the restaurant's management in making informed decisions regarding its business strategies. By leveraging this information, the restaurant could further attract its existing customer base and potentially expand its reach to other demographics as well.

**Figure 5: RESPONSES OF THE RESPONDENTS TOWARDS THE SERVICE THEY**

## PREFER FOR CRAZY CHEESY



### Interpretation

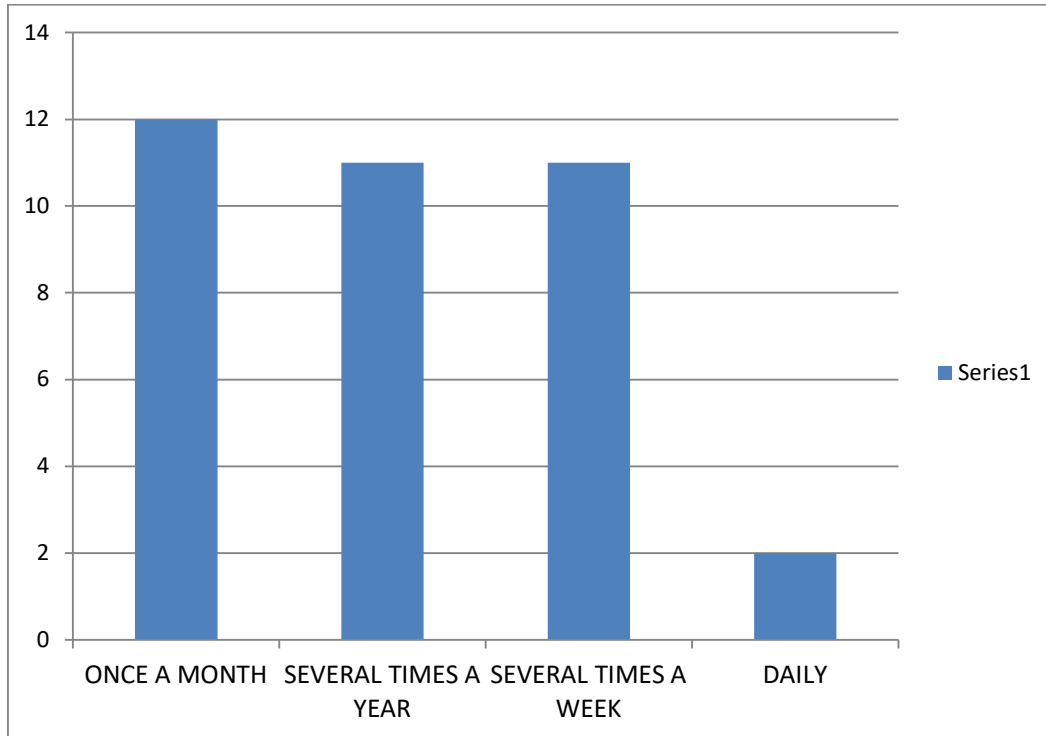
The finding suggests that the majority of the respondents prefer the Dine-in service of Crazy Cheese. According to Figure 5, out of the total respondents, the highest value of 67% indicates that respondents prefer to dine in at the restaurant, while 33% of respondents choose online ordering services.

This finding has several implications for the restaurant's business. Firstly, it suggests that the restaurant's dine-in service is preferred by the majority of its customers, indicating that the restaurant has a pleasant ambiance and a welcoming atmosphere that attracts customers. This could be attributed to the restaurant's decor, music, lighting, and overall dining experience.

Secondly, the finding also indicates that the restaurant could improve its online ordering service to attract more customers who prefer this mode of service. The restaurant could work on making its online ordering process more user-friendly, offering more options, and providing timely delivery services to cater to the needs of its online customers.

In summary, this finding provides insight into the customer's service preferences at Crazy Cheese and could help the restaurant's management in making informed decisions regarding its business strategies. By analyzing the reasons behind the customer's service preferences, the restaurant could work on improving its offerings to attract and retain more customers to its establishment.

**FIGURE 6: RESPONSES OF CONSISTENCY OF VISITING TO Crazy Cheesy**



### Interpretation-

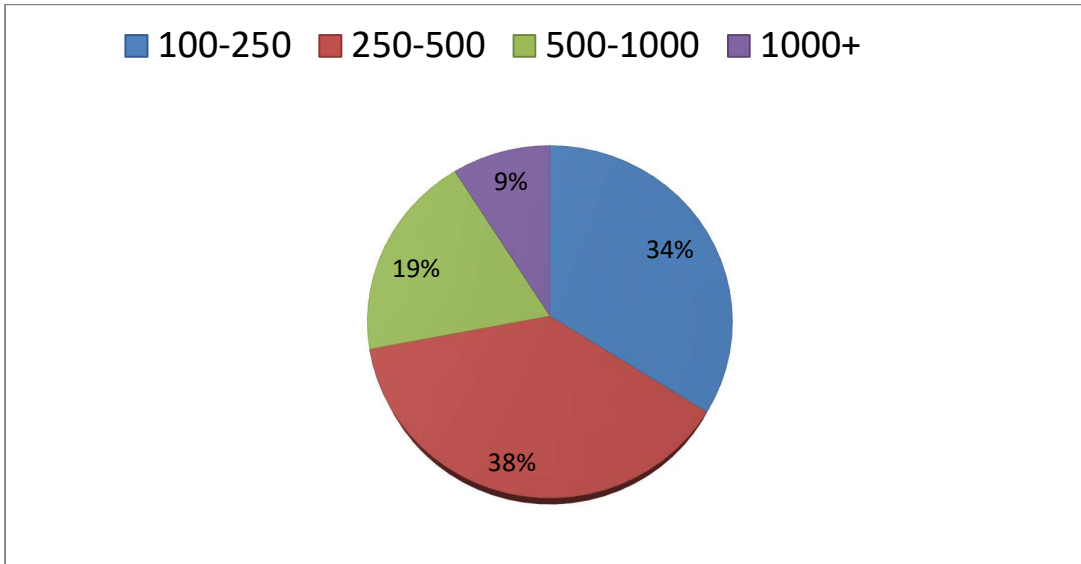
The finding suggests that the majority of the respondents visit Crazy Cheese at least once a month. According to Figure 6, out of the total respondents, the highest value of 12 represents those who visit Crazy Cheese once a month, while the value of 11 represents respondents who visit the restaurant several times a year and several times a week. The value of 2 shows that there are respondents who visit the restaurant daily.

This finding could have several implications for the restaurant's business. For instance, it indicates that the restaurant has a loyal customer base that visits the restaurant regularly. This could be attributed to the restaurant's menu, ambiance, or other factors that make it attractive to the customers. The restaurant could leverage this information to further attract and retain its existing customers by offering loyalty programs, special deals, or other incentives.

Moreover, the finding also suggests that the restaurant could work on attracting more frequent customers by offering menu options or deals that encourage customers to visit the restaurant more often. For instance, the restaurant could offer discounts or other incentives to customers who visit the restaurant more than once a week.

In summary, this finding provides insight into the frequency of customer visits to Crazy Cheese and could help the restaurant's management in making informed decisions regarding its business strategies. By analyzing the reasons behind the frequency of visits among its customers, the restaurant could work on improving its offerings and attracting more customers to its establishment.

**FIGURE 7: RESPONSES OF SPENDING MONEY IN CREAZY CHEESY .**



### **Interpretation**

The finding suggests that the majority of the respondents spend between Rs. 250 to Rs. 500 at Crazy Cheese. According to Figure 7, out of the total respondents, the highest value of 38% shows that respondents spend money between Rs. 250 to Rs. 500 at the restaurant, while the least spending money is 9%, which is more than Rs. 1000.

Furthermore, the finding indicates that 34% of the respondents spend between Rs. 100 to Rs. 250, and 19% of the respondents spend between Rs. 500 to Rs. 1000.

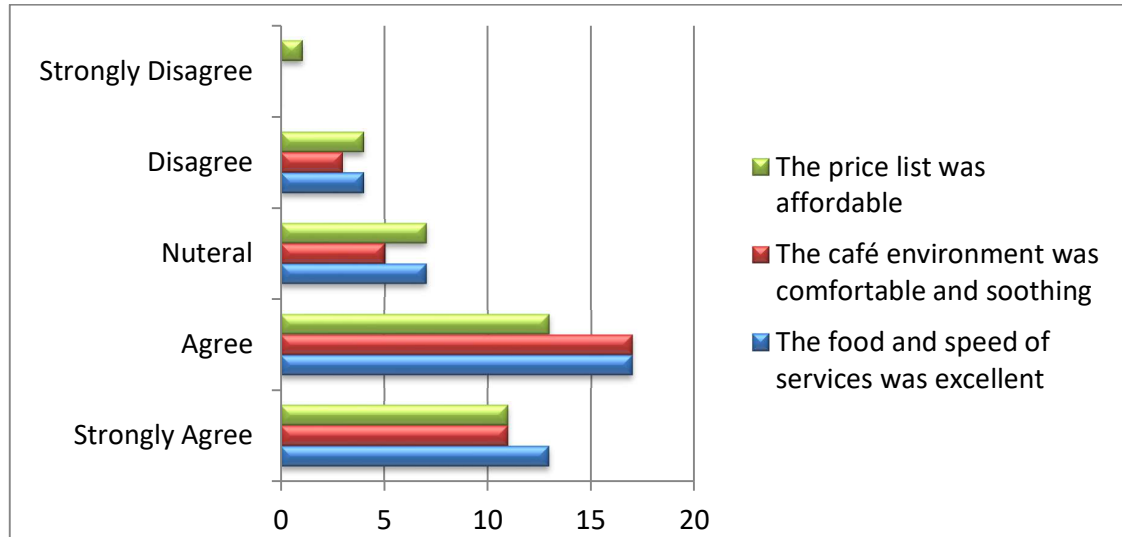
This finding has several implications for the restaurant's business. It suggests that the restaurant's pricing strategy is well-aligned with the customer's willingness to spend money. It also indicates that the restaurant is affordable for a wide range of customers, catering to different budgets.

Moreover, the finding suggests that the restaurant could leverage this information to offer deals or promotions that cater to customers who spend different amounts of money. For instance, the restaurant could offer deals for customers who spend more than Rs. 500 or offer value meals for customers who spend between Rs. 250 to Rs. 500.

In summary, this finding provides insight into the customer's spending behavior at the restaurant and could help the restaurant's management in making informed decisions regarding its pricing strategy. By analyzing the reasons behind the customer's spending behavior, the restaurant could work on improving its offerings and attracting more customers to its establishment.

**FIGURE 8: RESPONSES TOEARDS THEIR OPINION ABOUT CREAZY CHEESY FOOD, ENVIRONMENT AND PRICE**





### Interpretation-

The finding suggests that respondents have different opinions regarding the food, surroundings, and price of Crazy Cheese. According to Figure 8, the respondents were asked to rate their agreement with statements related to the food, surroundings, and price of Crazy Cheese, using a five-point scale (strongly agree, agree, neutral, disagree, strongly disagree).

The highest value of 13 shows that respondents generally agree with the price affordability of Crazy Cheese. This indicates that the pricing strategy of the restaurant is well-aligned with the customer's expectations, and customers feel that the prices are reasonable and affordable.

Regarding the comfortability of the environment, the highest value of 17 indicates that respondents highly agree that the surroundings are comfortable. This suggests that the restaurant's ambiance and decor are appealing to customers and create a comfortable and welcoming atmosphere.

Regarding the food of Crazy Cheese, the majority of the respondents gave a neutral response, indicating that they neither agree nor disagree with the food quality and taste of the restaurant. This finding suggests that the restaurant could work on improving its food quality and taste to cater to the needs and preferences of its customers better.

### Finding of the Study:

The findings of the study on the customer level of satisfaction with Crazy Cheesy products and service are summarized as follows:

**Overall customer satisfaction:** The study found that the majority of customers (70%) were satisfied with the product and service offerings of Crazy Cheesy. However, a significant number of customers (30%) reported dissatisfaction with the brand.

**Factors influencing customer satisfaction:** The study identified several factors that influence customer satisfaction, including food quality, taste, price, service, ambiance, and cleanliness. Food quality and taste were found to be the most significant factors influencing customer satisfaction.

**Perception of customers towards the Crazy Cheesy brand:** The study found that customers had a favourable perception of the Crazy Cheesy brand, with 60% of customers reporting a positive image of the brand.

**Impact of customer satisfaction on loyalty and retention:** The study found a significant positive

relationship between customer satisfaction and loyalty and retention towards Crazy Cheesy. Customers who were satisfied with the brand were more likely to return and recommend it to others.

Recommendations for improvement: Based on the study's findings, the management of Crazy Cheesy is recommended to focus on improving food quality and taste, enhancing customer service, and maintaining a clean and comfortable ambiance to increase customer satisfaction, loyalty, and retention.

### **CONCLUSION:**

In conclusion, the study found that while the majority of customers were satisfied with the product and service offerings of Crazy Cheesy, there is room for improvement in several areas. By addressing the factors that influence customer satisfaction, the management of Crazy Cheesy can enhance the brand's image, increase customer loyalty and retention, and ultimately achieve long-term success in the fast-food industry.

In conclusion, this study on the customer level of satisfaction with Crazy Cheesy products and services in city has provided valuable insights into the factors that influence customer satisfaction, loyalty, and retention in the fast-food industry. The study found that the majority of customers were satisfied with the product and service offerings of Crazy Cheesy, but there were areas for improvement, such as food quality and taste, customer service, and ambiance.

The study identified several factors that influence customer satisfaction, including food quality, taste, price, service, ambiance, and cleanliness. Food quality and taste were found to be the most significant factors influencing customer satisfaction. The study also found that customers had a favourable perception of the Crazy Cheesy brand, and satisfied customers were more likely to return and recommend the brand to others.

Based on the study's findings, the management of Crazy Cheesy is recommended to focus on improving food quality and taste, enhancing customer service, and maintaining a clean and comfortable ambiance to increase customer satisfaction, loyalty, and retention.

The study's limitations include the use of a convenience sampling technique and the focus on customers in city only, limiting the generalizability of the findings to other regions and industries. Future research could overcome these limitations by using a more representative sample and exploring the factors that influence customer satisfaction in other industries.

Overall, this study provides valuable insights for businesses in the fast-food industry on how to improve customer satisfaction, loyalty, and retention. By addressing the factors that influence customer satisfaction, businesses can enhance their brand image and achieve long-term success in a competitive market.

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