



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Green Practices Adopted By Kfc Among Young Consumers In Coimbatore

Dr. S. Piradeep, Assistant Professor, School of Management, Sri Krishna College of Technology, Coimbatore

B. Varunitha, Final Year Student, School of Management, Sri Krishna College of Technology, Coimbatore

ABSTRACT

This study explores the awareness, perception, and influence of KFC's green practices among young consumers in Coimbatore, with a focus on assessing how these practices impact their brand perception and purchasing decisions. The research aims to analyze the influence of demographic factors such as age, gender, and education level on the awareness and acceptance of KFC's sustainability initiatives. A structured questionnaire was administered to 200 respondents aged 18-30, with data collected through stratified random sampling from urban and semi-urban locations. The study employed statistical tools, including Chi-square tests, regression analysis, and one-way ANOVA, to evaluate the relationships between demographic characteristics, communication strategies, and consumer behavior. The results indicate that there is no significant association between age, gender, or education level and the awareness or perception of KFC's green practices. However, the study reveals a strong positive correlation between KFC's communication of its green practices and the respondents' perceptions of the brand, with a significant impact on brand opinion. Additionally, education levels were found not to significantly influence purchasing decisions based on environmental practices. The findings suggest that KFC should focus on improving its communication strategies, particularly targeting younger consumers via social media platforms, and continue to enhance its sustainability practices. This research provides valuable insights into how KFC can strengthen its brand image and appeal to the eco-conscious youth demographic.

Keywords: KFC, Green Practices, Sustainability, Brand Perception, Young Consumers, Coimbatore, Demographic Factors, Communication Strategies, Purchasing Behavior, Environmental Practices.

1. INTRODUCTION

In recent years, there has been a growing global awareness surrounding environmental sustainability, prompting businesses, including fast-food chains like KFC, to adopt green practices such as reducing plastic usage, minimizing food waste, and sourcing ingredients responsibly. With young consumers becoming more environmentally conscious and prioritizing sustainability in their purchasing decisions, KFC's green initiatives may have a significant impact on brand perception and consumer behavior. This study aims to assess the awareness and acceptance of KFC's sustainability efforts among young consumers, particularly in Coimbatore. By evaluating how different socio-demographic groups perceive KFC's green practices, the research seeks to provide valuable insights into how the company can tailor its sustainability strategy to align with the values of this eco-conscious demographic. Given the increasing importance of environmental responsibility in consumer choices, understanding the effectiveness of KFC's green initiatives in the eyes of young consumers can help the company enhance its marketing, communication, and positioning strategies in a competitive market.

2. LITERATURE REVIEW

These studies collectively explore the impact of green practices and sustainability efforts in the restaurant industry, focusing on consumer perceptions and behavior. The research by Anni Rahimah and Eliana Sandy Yuliaji (2024) highlights the positive influence of green practices on KFC's perceived ecological image in Malang Town Square, finding that such practices significantly shape consumer attitudes and pro-environmental behavior. Similarly, Rehab Mohamed El Bordiny (2024) examines the role of green marketing strategies in fast-food restaurants in Egypt, showing that environmentally friendly practices like green products, locations, and promotions positively influence consumer perceptions of climate change, with demographic factors playing a moderating role. In another study, Pallavi Chaturvedi et al. (2024) demonstrate that sustainable practices, including food safety and sustainable sourcing, improve consumer satisfaction and revisit intentions, with customer willingness to pay serving as a key moderating factor. Together, these studies emphasize the importance of integrating sustainability into restaurant operations, showing how green initiatives can enhance consumer engagement, satisfaction, and loyalty, while highlighting the significance of demographic considerations and consumer investment in sustainability.

PROBLEM STATEMENT

The problem this study seeks to address is the gap in understanding young consumers' awareness and acceptance of KFC's green practices in Coimbatore. Despite the growing emphasis on sustainability, it remains unclear whether KFC's communication strategies are effectively reaching this demographic and conveying the company's environmental commitments. Additionally, there is limited knowledge about how these green initiatives influence the purchasing decisions of young consumers. This research aims to assess the impact of KFC's sustainability efforts on consumer behavior, providing insights to improve communication and align KFC's green practices with the values of its target audience.

GENERAL OBJECTIVE

- To analyze the influence of demographic factors (such as age, gender and education level) on the awareness and perception of KFC's green practices among youngsters in Coimbatore.

SPECIFIC OBJECTIVES

- To assess how KFC's green practices and their communication impact youngsters' perceptions of the brand.
- To examine the relationship between education levels and the influence of environmental practices on purchasing decisions among youngsters.

3. RESEARCH METHODOLOGY

Research Methodology

This study adopts a mixed-methods approach, combining qualitative and quantitative techniques to assess young consumers' awareness and acceptance of KFC's green practices in Coimbatore. A structured questionnaire will gather data on their attitudes, awareness, and purchasing behavior related to KFC's sustainability initiatives. Stratified random sampling ensures diverse representation across different demographic groups.

Research Design

The study employs a mixed-method design to effectively address the research questions. The methodology will combine surveys for quantitative data collection and analysis, ensuring valid and reliable results.

Methods of Data Collection

Quantitative data will be collected using a structured questionnaire, targeting young consumers (aged 18-30) in Coimbatore. The survey will include closed and Likert scale questions to assess knowledge, perceptions, and the impact of KFC's sustainability practices on purchasing decisions.

Sampling Technique

Stratified random sampling will be used to ensure a balanced representation of young consumers from different age groups, education levels, and KFC visit frequency, minimizing bias.

Sample Area and Sample Size

The study will focus on urban and semi-urban areas in Coimbatore, such as malls, educational institutions, and KFC outlets. The target sample size is 150-200 respondents to ensure reliable insights into their perceptions of KFC's green practices.

Reliability Test

The reliability of the questionnaire was tested using Cronbach's Alpha, with 200 valid responses included. Cronbach's Alpha value was 0.849, indicating high internal consistency and reliability of the instrument. With 22 items in the questionnaire, the score exceeds the acceptable threshold of 0.70, confirming that the data is

reliable for further analysis.

4. RESULTS

4.1 DEMOGRAPHIC VARIABLES

The data reveals that most respondents (63%) are below 20 years of age, followed by 23.5% in the 21-23 age group, 3.5% in the 24-26 group, and 10% in the 27-30 age range. This suggests that the sample is predominantly composed of younger individuals. In terms of education, most respondents (63%) have a high school education or lower, followed by 27% with postgraduate qualifications. Undergraduates make up 7%, and 3% hold a doctorate or higher, indicating a relatively less-educated sample. Regarding gender, 58% of respondents are male, while 42% are female, showing a slightly higher representation of males in the sample.

4.2 CHI-SQUARE TEST

Null Hypothesis (H_0):

There is no significant association between demographic factors (age, gender, and education level) and the awareness and perception of KFC's green practices among youngsters.

Alternative Hypothesis (H_1):

There is a significant association between demographic factors (age, gender, and education level) and the awareness and perception of KFC's green practices among youngsters

Chi-square Tests:

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.117 ^a	3	.549
Likelihood Ratio	2.140	3	.544
Linear-by-Linear Association	.159	1	.690
N of Valid Cases	200		

Interpretation:

The Chi-square test results show no significant association between the variables, with a p-value of 0.549 (greater than 0.05), supported by the Likelihood Ratio test (p-value of 0.544) and the Linear-by-Linear Association test (p-value of 0.690). Although one cell had an expected count below 5 (12.5%), it did not affect the results. Therefore, the null hypothesis is accepted, indicating no significant relationship between the variables.

4.3 REGRESSION ANALYSIS

Null Hypothesis (H_0):

There is no significant impact of KFC's green practices and its communication of these practices on the respondents' opinion of the brand.

Alternative Hypothesis (H_1):

There is a significant impact of KFC's green practices and its communication of these practices on the respondents' opinion of the brand.

Regression Table:

Coefficients				Standardized Coefficients	t	Sig.
Model		Unstandardized B	Std. Error	Beta		
1	(Constant)	.690	.082		8.391	.000
	8. Do you think KFC does enough to communicate its green practices to the public?	.522	.047	.624	11.232	.000

Interpretation:

The analysis reveals that KFC's communication of its green practices has a significant impact on brand opinion, with a strong positive relationship (Beta = 0.624). The unstandardized coefficient (B) of 0.522 indicates that for each unit an increase in communication perception, brand opinion rises by 0.522 units. The t-value of 11.232 and p-value of 0.000 confirm statistical significance. Therefore, the null hypothesis is rejected, indicating that KFC's green practices and their communication significantly affect brand perception.

4.4 ONE-WAY ANOVA

Null Hypothesis (H_0):

There is no relationship between education levels and the influence of environmental practices on purchasing decisions.

Alternative Hypothesis (H_1):

There is a relationship between education levels and the influence of environmental practices on purchasing decisions.

One – way ANOVA Table:

One-way ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.356	3	2.119	2.587	.054
Within Groups	160.519	196	.819		
Total	166.875	199			

Interpretation:

The one-way ANOVA results show an F-value of 2.587 and a p-value of 0.054, which is above the 0.05 significance level. This suggests no significant difference in the influence of environmental practices on purchasing decisions across different education levels. Therefore, we fail to reject the null hypothesis, indicating that education levels do not significantly affect how environmental practices influence purchasing decisions among youngsters.

5. FINDINGS

- **Demographics:** 63% of respondents are under 20, 23.5% are 21-23, 3.5% are 24-26, and 10% are 27-30. Most (63%) have a high school education, 27% hold postgraduate qualifications, and 58% are male, while 42% are female.
- **Chi-Square Test:** No significant link between age, gender, education, and awareness of KFC's green practices ($p = 0.549$).
- **Regression Analysis:** KFC's communication of green practices significantly influences brand perception (Beta = 0.624), explaining 38.9% of the variance.
- **ANOVA:** The regression model is statistically significant ($p = 0.000$), confirming the impact of communication on brand perception.

6. SUGGESTIONS

- Promote KFC's sustainability efforts (waste reduction, eco-friendly packaging, and sustainable sourcing) and use social media storytelling to build trust and engage eco-conscious influencers.
- Launch interactive campaigns to encourage customer participation and gather regular feedback to refine green practices.
- Encourage in-store eco-friendly behaviors with incentives and partner with environmental organizations to increase credibility.
- Introduce sustainable menu options, track progress on sustainability goals, and engage younger consumers through tailored green communication on social media platforms.

7. CONCLUSION:

In conclusion, KFC can enhance its brand image by focusing on its green practices and effectively communicating these efforts to consumers, especially younger ones under 20 who are more likely to engage with sustainability initiatives. The study highlights the importance of leveraging social media platforms like Instagram, TikTok, and YouTube to reach this eco-conscious demographic. By continuing to promote its sustainable practices, offering educational content, and launching interactive campaigns, KFC can build trust and loyalty. Expanding the menu with more plant-based or locally sourced options, acquiring green certifications, and reporting sustainability progress will further solidify KFC's position as an eco-friendly brand and strengthen its long-term relationship with consumers.

REFERENCES

- 1) Rahimah, A., & Yuliaji, E. S. (2024). The Impact of Green Practices on Perceived Ecological Image and Consumer Behavior: A Case Study of KFC Malang Town Square. *Journal of Environmental and Hospitality Management*, 12(3), 134-145.
- 2) El Bordiny, R. M. (2024). Green Marketing Strategies and Their Influence on Climate Change Perceptions Among Egyptian Consumers. *Journal of Sustainable Marketing*, 9(2), 202-217.
- 3) Chaturvedi, P., Kulshreshtha, K., Tripathi, V., & Agnihotri, D. (2024). Sustainable Practices and Consumer Satisfaction in Green Restaurants. *International Journal of Hospitality and Tourism Research*, 20(4), 312-326.
- 4) Financial articulacy accelerates economic growth related to GST transition
T. Shenbagavalli, S. Piradeep, B. Priyadharshini, S. Ramya and Y. Fathima
Published Online: April 2, 2024 pp 196-215
- 5) A Study on the Plausibility of Financial Distress Due to Covid 19: Evidence from Nifty Fifty Companies ,First Online: 02 November 2024 ,pp 1021–1032