



A STUDY ON CUSTOMER SATIFICATION TOWARDS SUBWAY PRODUCTS IN MADURAI DISTRICT

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ABSTRACT:

This study aims to assess consumer satisfaction with subway products, specifically focusing on Madurai district. Subway, a prominent international fast-food chain, has revolutionized the concept of fast-casual dining with its innovative approach to custom-made sandwiches, wraps, and salads. By offering a wide selection of bread, meats, vegetables, cheeses, sauces, and seasonings, Subway empowers customers to create personalized meals that align with their tastes and dietary needs. The brand’s commitment to providing healthier alternatives, such as whole-grain bread, lean meats, and fresh vegetables, sets it apart from traditional fast-food chains. Subway’s menu also accommodates diverse dietary preferences, including vegetarian, vegan, and gluten-free options, reflecting growing consumer demand for plant-based and allergy-friendly foods. In addition to its iconic sub sandwiches, Subway has expanded its offerings to include breakfast items, snacks, and beverages. This diversity and flexibility have made Subway a go-to choice for individuals seeking a quick, customizable, and balanced meal.

KEYWORDS:

CUSTOMER SATISFACTION, SUBWAY PRODUCTS, FAST FOOD, BRAND LOYALTY, PRICING.

1.1 INTRODUCTION

This study aims to understand customer' preferences and satisfaction with subway products, focusing on their impact on satisfaction and loyalty Customer satisfaction is a crucial factor in determining the success of any business, especially in the highly competitive food and beverage industry. Subway, a globally recognized fast-food chain, has established a significant presence in India, including the Madurai district. With its emphasis on fresh ingredients, customizable menu options, and a health-conscious approach, Subway has attracted a diverse customer base. Understanding customer satisfaction levels and identifying key factors that influence consumer preferences are essential for sustaining growth and improving service quality.

Subway is a globally recognized fast-food restaurant chain that specializes in customizable submarine sandwiches, wraps, salads, and breakfast options. Founded in 1965 by Fred DeLuca and Dr. Peter Buck in Bridgeport, Connecticut, Subway has grown into one of the largest fast-food chains in the world, with thousands of locations across various countries. Known for its "Eat Fresh" slogan, Subway focuses on offering fresh, high-quality ingredients, with a wide range of breads, meats, cheeses, vegetables,

and seasonings that allow customers to tailor their meals to suit their tastes and dietary preferences. Subway stands out for its emphasis on health-conscious choices, offering a variety of options that cater to different dietary needs, such as low-fat, vegetarian, and gluten-free items. The brand’s commitment to customization and fresh ingredients has made it a popular choice for people seeking a quick, healthy, and personalized meal. With its convenient service, affordable prices, and a wide range of menu items, Subway continues to be a dominant force in the fast-casual dining industry. subway marketing team to enhance customer experience, strengthen brand loyalty, and identify opportunities for market growth in Madurai.

1.2 IMPORTANCE OF THE STUDY:

Understanding customer preferences in terms of Subway’s menu items, nutritional choices, and customization options can provide valuable insights into consumer behavior. This can help Subway improve its offerings to meet the demands of a growing and diverse customer base. Given the increasing trend toward healthier eating habits, studying how Subway caters to health-conscious consumers (offering low-calorie, vegetarian, or gluten-free options) can shed light on the role fast food chains play in

promoting healthier lifestyles. This is important for shaping future menu decisions and health-focused marketing strategies. Studying Subway's growth strategy, such as its franchise model, marketing tactics, and global expansion, can help identify factors that contribute to its success. The research may provide useful insights into how small businesses can scale and compete in the fast-food industry. Subway has had a significant impact on the fast-food industry by offering a healthier alternative to traditional fast food. Understanding how Subway has positioned itself in the market can influence how other companies approach their own product offerings and marketing strategies. A study of Subway's global presence can reveal how it adapts to different cultures, tastes, and preferences. This information is valuable for understanding the intersection between food culture, global marketing, and the way businesses adapt to local demands.

1.3 STATEMENT OF THE PROBLEM:

Customer satisfaction plays a crucial role in determining the success and sustainability of any food service brand, including international fast-food chains like Subway. In recent years, Subway has expanded its presence in India, including cities like Madurai, offering a range of customizable sandwiches, salads, and other products. However, with increasing competition from both global and local fast-food brands, it is essential to assess how well Subway meets customer expectations in terms of product quality, taste, pricing, service efficiency, hygiene, and overall dining experience. This study aims to identify the strengths and weaknesses of Subway's products in Madurai District, analyze customer preferences and expectations, and suggest possible improvements to enhance customer satisfaction and brand loyalty. Consumer Preferences How do Madurai consumers perceive and engage with Subway's menu offerings? What factors influence their decision to choose Subway over other local food options?

Cultural Adaptation To what extent has Subway adapted its products and services to meet the cultural and regional food preferences in Madurai, especially in terms of flavor profiles and ingredients? Health and Sustainability Trends Are Subway's health-conscious and sustainable food offerings appealing to the health-conscious population in Madurai? Market Penetration and Competition What challenges does Subway face in a market dominated by local food outlets and strong competition from other fast-food chains?

1.4 OBJECTIVES OF THE STUDY:

- To evaluate overall customer satisfaction with Subway's products and services in Madurai district.
- To analyze customer preferences regarding menu choices, taste, freshness, and portion sizes.
- To examine the key factors influencing customer satisfaction, such as food quality, service efficiency, pricing, hygiene, and ambiance.

- To measure customers pricing and its effect on their purchasing decision at subway outlets

1.5 METHODOLOGY

1.5.1 PRIMARY DATA:

The primary data has been collected directly from the customer of Madurai district through a well designed questionnaire.

1.5.2 SECONDARY DATA:

The secondary data were collected from records of journals, periodicals, research articles, magazines, reports, newspapers, encyclopedia and websites.

1.6 RESEARCH DESIGN:

The research work was conducted in Madurai district through structured questionnaire and collected from 80 respondents. The result of the study will help to know about the satisfaction level of customer through subway Products. The research is covered by using convenient sampling method.

1.7 DATA ANALYSIS AND INTERPRETATION:

TABLE-1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl.No	Age	Variable	No of respondents	Percentage
1.	Gender	Male	48	60
		Female	32	40
2.	Group	10 - 20	26	33
		20 - 30	42	53
		30 - 40	6	8
		40 & above	6	8
3.	Educational Qualification	SSLC	2	3
		HSC	8	10
		UG	52	65
		PG	12	15
		Others	6	8

Source: *Primary data:*

It could be seen from the above table that out of 80 respondents, 60 percentage of the respondents were males and 40 percentage of them were females. It could be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they are further divided according to their age, in this 33 percentage of the respondents came under the age group of 10 to 20 years, 53 per centage of the respondents were in the age group of 20 to 30, 8 percentage of the respondents were in age group of 30 to 40, 8 percentage of respondents were in the age group of 40 & above. It could be concluded that the majority of the respondents were lying in the age group of 20 - 30 years. Based on their education, 65 percentage of the respondents were under

graduates.

TABLE-2

FACTOR INFLUENCED TO BUY SUBWAY PRODUCTS

Sl.No	Variables	No of Respondents	Percentage
1.	Quality	35	44
2.	Price	15	19
3.	Quantity	10	12
4.	Performance	20	25
	Total	80	100

Source: *Primary data*

Out of 80 respondents, 44 percentage of the respondents were choosing Quality products.

TABLE-3

REASONS FOR CHOOSING SUBWAY PRODUCTS

Sl. NO:	Variables	No of Respondents	Percentage
1.	Easy availability	20	25
2.	Better Quality	26	33
3.	Brand name	15	19
4.	Suitable to health	12	15
5.	Others	7	9
	Total	80	100

Source: *Primary data*

Out of 80 respondents 33 percentage of the respondents were choose the reason of Easy availability, 25 percentage of respondents were choose Better quality, 19 percentage of respondents were choose the reason of Brand name, 15 percentage respondents were choose suitable to health and remaining 9 percentage of respondents were choose other reason.

1.8 FINDINGS:

- ◆ Majority of the respondents were maleS.
- ◆ Most of the respondents are lying under the age group of 20 to 30 years.
- ◆ Majority of the respondents are under graduate level.
- ◆ 44 percentage of respondents said quality is a factor for decision to purchaae subway product.
- ◆ Majority of the respondents choose the reason of Easy availability,

1.9 SUGGESTIONS:

- ★ Target Marketing: Focus marketing efforts on male consumers aged 20-30, as they are the dominant demographic.
- ★ Highlight Quality: Emphasize the superior quality of subway products in all advertising and promotional products.
- ★ Ensure Availability: Maintain and improve product availability to reinforce the perception of easy access.
- ★ Product Development: Continue to innovate and enhance product quality to meet the expectations of the core customer base.

1.10 CONCLUSION:

The study on Subway in Madurai highlights several key factors influencing the brand's success and areas for improvement in the region. Subway's global reputation for offering customizable, healthier fast-food options resonates well with certain segments of the population, especially those who prioritize fresh ingredients and a personalized dining experience. However, the preferences of Madurai residents, with their strong attachment to traditional South Indian cuisine, present challenges for Subway in fully integrating into the local market. Localization of menu items, including the incorporation of regional flavors and ingredients, is essential for Subway to connect more deeply with Madurai's diverse food culture. Introducing more vegetarian and vegan options, and focusing on health-conscious offerings, can further align with local dietary preferences. Additionally, competitive pricing strategies and value-based promotions are important to appeal to the price-sensitive consumer base in Madurai. Subway's marketing strategies would benefit from a more localized approach, leveraging local culture and food preferences in advertising campaigns. Sponsorships and community engagement can also help to increase the brand's visibility and build a loyal customer base. In conclusion, Subway's potential in Madurai lies in its ability to balance its global identity with local tastes and expectations. By adapting its menu, pricing, and marketing to better align with the cultural and dietary needs of Madurai residents, Subway can strengthen its presence in the city and grow its customer base while maintaining its focus on health and sustainability. These efforts would ultimately position Subway as a more relevant and preferred option in the fast-food market in Madurai.

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