A Comparative Study of Customer Satisfaction and Consumption Behavior on Fast Food between Brand K and Brand M

Author : Araya Wanitchakornwiwat **Advisors** : Assistant Professor Dr. Kamonrat Suphawan and Dr. Wisunee Puggard
Department of Statistics, Faculty of Science, Chiang Mai University, Chiang Mai , 50200,Thailand
E-mail : araya_wanit@cmu.ac.th

Abstract

This study aimed to examine consumers' fast-food consumption behavior, compare the level of satisfaction toward Brand K and Brand M, and investigate personal factors affecting consumers' satisfaction levels. The data was collected in April to June 2025 using questionaire with n = 269 sample size. The variables of interest included satisfaction levels, gender, age group, region, and frequency of fast-food consumption. Descriptive statistics were used to describe the general characteristics of the sample. The Wilcoxon Signed Rank Test was used to compare satisfaction levels between the two brands. The Chi-Square Test was used to analyze the relationships between personal factors and satisfaction level. The results revealed no statistically significant difference in consumer satisfaction between Brand K and Brand M. In addition, gender, age group, and region were not statistically significant factors influencing the overall satisfaction level toward both brands.

Introduction

Modern lifestyles have become increasingly fast-paced, leading to a growing demand for convenient food options such as fast food. Brand K and Brand M are two major competitors in Thailand's fast-food market. Although their products are similar, differences in marketing strategies and service systems may influence consumer satisfaction. Therefore, this study aims to compare satisfaction levels and examine factors affecting consumer preferences.

Objective

1. To examine fast-food consumption behavior among consumers.
2. To compare the level of consumer satisfaction between Brand K and Brand M.
3. To investigate factors affecting consumer satisfaction on fast-food consumption.

Methodology



Evaluation Criteria

Wilcoxon Signed Ranks Test

$$Z = \frac{W - n(n+1)/4}{\sqrt{n(n+1)(2n+1)/24}}$$

Chi-square Test

$$\chi^2 = \sum_{i=1}^{r}\sum_{j=1}^{c}[(O_{ij} - E_{ij})^2 / E_{ij}]$$

$$df = (r-1)(c-1)$$

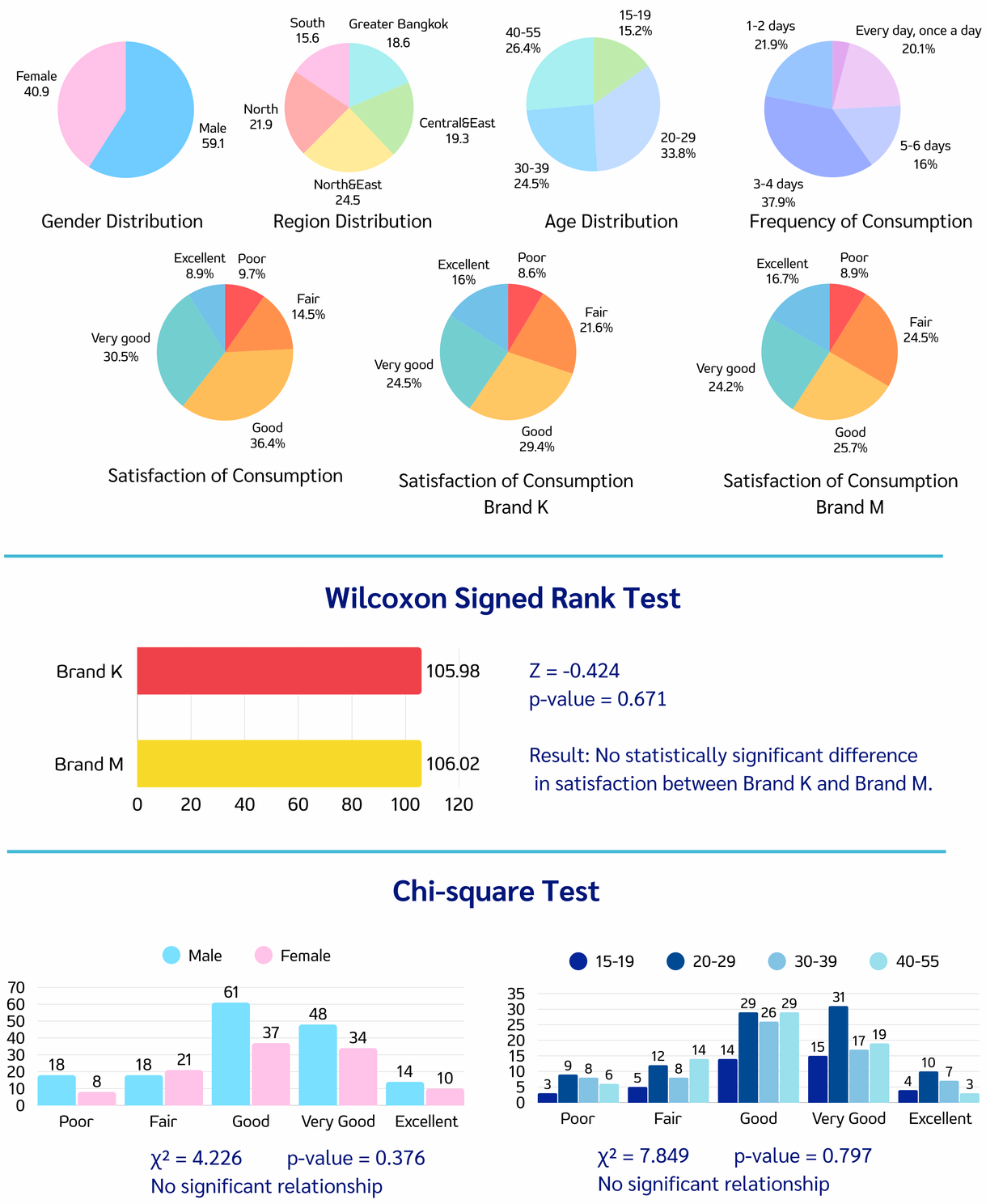
Descriptive Statistics (Frequency Distribution)
Significance Level ($\alpha = 0.05$)
Data Analysis using SPSS

Benefits

This study provides a better understanding of consumer satisfaction on fast-food consumption. The findings may be useful for fast-food businesses in evaluating customer satisfaction and improving service quality. In addition, the results can serve as useful information for future research related to consumer behavior and fast-food consumption.

Results

Respondent Characteristics and Consumption Behavior



Wilcoxon Signed Rank Test

Z = -0.424
p-value = 0.671

Result: No statistically significant difference in satisfaction between Brand K and Brand M.

Chi-square Test

$\chi^2 = 4.226$ p-value = 0.376
No significant relationship

$\chi^2 = 7.849$ p-value = 0.797
No significant relationship

$\chi^2 = 9.319$
p-value = 0.900
No significant relationship

Conclusion and Discussion

Most respondents were male (59.1%), aged 20–29 years, and commonly consumed fast food 3–4 days per week. Overall satisfaction was mainly at the Good and Very Good levels.The Wilcoxon Signed Rank Test showed no significant difference in customer satisfaction between Brand K and Brand M ($Z = -0.424$, $p = 0.671$). In addition, the Chi-square test indicated that gender, age, and region did not significantly influence overall satisfaction ($p > 0.05$). Therefore, consumer satisfaction levels on the two fast-food brands were similar.

References
[1] Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education Limited.
[2] Conover, W. J. (1999). Practical Nonparametric Statistics (3rd ed.). John Wiley & Sons.