

Quality Control Practices and Its Impact on Non-Financial Returns to the Organizations involved in Fast Food Industry in Sri Lanka

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Abstract

Fast Food Industry is an upcoming industry in Sri Lanka where the people more likely to visit with different types of desires. The industry also specifies with the desires of the customers in order to remain competitively in the industry. Therefore this study focused on the desired features by the customers on fast food industry on behalf of quality of the products and their opinions toward the organization. The objective of the study is to identify the practice to gain customer loyalty towards their products. The dependent variable is non-financial returns to the organization that measured with the opinion of the customers selected by a field survey with reference to similarity, consistency, taste, goodwill, reputation, customer base and affordability. Similarly the level of use of quality control practices in respective organizations will be collected by managerial employees in particular organizations' outlets as for the independent variable. The sample will be selected from fast food consumers by convenient sampling technique. Questionnaire method and unstructured interviews will be used to collect data and will use descriptive statistics, chi-square test, and correlations to analyze data. This study expects that the level of customer loyalty may be decided with the level of use of quality control methods which can make consistent customers to the product.

Key Words : *Quality Control Practices, Non-financial returns, Fast foods Industry, Customer loyalty*

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