

A Study On Customer Satisfaction Towards McDonalds With Reference To Maraimalai Nagar

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ABSTRACT

Customer satisfaction is paramount to businesses success. The 21st century brings together a number of changes in all fields. The market evolved significantly and it is becoming more and more difficult for companies to differentiate from their competitors and to gain and maintain a leader position in their industry. It has been researched in business and marketing since the 1970s. If customer satisfaction is achieved brand loyalty often results. Improve some extra qualities such as adding some new products, reduction in price etc. The purpose of the current research was to determine the drivers of customer satisfaction, as well as examining the relationship between the two. A quantitative method was used in the study, with a survey research design. The results of the study indicate that the marketing mix does in deed influence customer satisfaction.

KEYWORDS—McDonalds pizza, Customers, Satisfaction, Products.

INTRODUCTION

Customer satisfaction holds a significant value for every organization. Whatever organization performs, they perform for their customer and if they are not satisfied then an organization may have to face a heavy loss or even have to leave the market and their goodwill may decrease. The present report is about identifying whether or not improved quality of customer service leads to higher customer satisfaction (Conner, 2006). Customer satisfaction is a dimension, which is very much related to the concept of quality. The penultimate measure of quality is customer service. Quality of service becomes even more important when the organization in consideration relates to the hospitality segment

(Dahiyat, Akroush and Lail, 2011) According to Gilbert and et. al., (2004), customer satisfaction has a vital place in marketing thought and action. Many writers

have operationalized the concept of customer satisfaction by making use of a single construct. The current study espouses a rather different approach and sees customer satisfaction as a multi-faceted construct similar to service quality (David, Arturo and Agueda, 2007). The current report also does not aim at proving improved customer service as an end in itself to increasing customer satisfaction. It only tries to explain customer satisfaction from the context of enhancement in service quality (Dahiyat, Akroush and Lail, 2011).

The area of service quality has been chosen because it is one of the most important determinants of customer satisfaction especially as far as service industry is concerned. For this report McDonald has been chosen as the researcher is working with the company and access to relevant information was easy. The main aim of this report is to determine ways of minimizing customer complaints, to identify the tools, techniques and procedures for increasing customer satisfaction, to evaluate the important factors that influence customer satisfaction (Dahiyat, Akroush and Lail, 2011).

REVIEW OF LITERATURE

A customer is an important stakeholder of a company who gives payment for the goods and services of the company availed by him with the aim of fulfilling some need and maximizing satisfaction. When a customer/consumer gets contended with the services or products it is known as satisfaction. It can also be an individual's feelings of disappointment or pleasure, which is a resultant from comparison of a product's or service's perceived performance with the expectations. As per Hayes satisfaction is the pleasure of a person derives from consuming a particular good or service offered by someone else.

Schlosser E, (2001) pointed out the most frequently reported reasons for eating at fast-food restaurants were fast food is quickly served.

Laroche and Parsa, (2000) found that that people decide to choose fast food restaurant because they like the taste and prefer instant satisfaction of their taste buds. Fast food restaurant includes a wide range of quick and fast service, brands and take only short period to serve it. Consumer make their choice of brands in multi brand situation is one

of least understood yet important phenomenon in the marketing of Quick Service Restaurant - Fast Food Restaurant.

French SA et al, (2001) pointed out that visiting fast food restaurant is to spent time family and friends.

Drewnowski and Spectre, (2000) contends that one of the factors that influences consumption of fast food is by socio-economic status. There is a difference between people who have high income with people who is have low income. Usually people with low economic status prefer roadside stalls which are inexpensive; hygiene is not a criterion for them.

Agnes K.Y. Law, Y.V. Hui, Xiande Zhao, (2004) have studied on “Modeling repurchase frequency and customer satisfaction for fast food outlets”. In this study, the relationships between customer satisfactions; repurchase frequency, waiting time and other service quality factors in fast food outlets are modeled. Results shows that waiting time, staff attitude, food quality and food variety all significantly affect customer satisfaction.

LIMITATION

- The sample size of 50 is too small to understand the customer satisfaction in McDonalds
- Consumer satisfaction needs specialized knowledge of area so there is a chance of interpretation error.
- There is a possibility that respondents might have filtered their response under testing condition

OBJECTIVE OF THE STUDY

Primary objective

- To see the customer satisfaction in McDonalds.

Secondary objective

- To know the consumer perception and preference about McDonalds products.
- To know the customer satisfaction in pricing factors.
- To know the customer satisfaction in delivery of their order.
- To give suggestions to company to improve their service

RESEARCH METHODOLOGY

The primary data has been collected by means of furnishing close ended questionnaire to the customers of McDonald. The rationale behind using a close ended questionnaire is that such questions implore details to be contributed by the research participants.

RESEARCH DESIGN

The research design is the specification of the method and procedure for acquiring (getting) the information needed to solve the problem. The research design followed for this research study is descriptive research design, where we find a solution to an existing problem. The descriptive research is used to depict the present state of affairs of the business condition.

METHOD OF DATA COLLECTION

The data needed for the research study were collected by two sources primary data and secondary data.

PRIMARY DATA

The first data is to gather information from the McDonalds outlet. This was done by visiting the pizza outlets. Then a questionnaire was prepared was to gather data from the sample population.

SECONDARY DATA

Sources of secondary data include journals, websites, etc. all this helped in authenticating the kind of information obtained from our primary sources and thus helped to get a very objective view of the study.

DATA ANALYSIS

FREQUENCY ANALYSIS

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

FREQUENCY ANALYSIS ON AGE, GENDER

S.no	Particulars	Frequency	Percent
1	AGE		
	UPTO-25	36	76.8
	26-35	10	20.00
	36-45	4	4.00
	TOTAL	50	100
2	Gender		
	MALE	36	66.00
	FEMALE	14	34.00
	TOTAL	50	100
3	Education		
	Up to to10 th	12	24.00
	12 th	5	10.00
	UG	5	10.00
	PG	28	56.00
	TOTAL	50	100
4	Marital Status		
	Single	34	60.0
	Married	16	40.00
	TOTAL	50	100

MEAN AND STANDARD DEVIATION**Mean and Standard Deviation-Customer Satisfaction****Descriptive Statistics**

	N	MEAN	Std. Deviation
DELIVERYTIME	50	3.20	1.147
COST	50	2.88	1.271
OFFERS	50	3.30	1.131
CONCERNSOLVE	50	3.40	1.125
SERVICE	50	3.72	.882
QUALITY	50	3.64	1.191

CHI SQUARE**HYPOTHESIS**

Null Hypothesis: There is no association between Age group of the respondents and overall customer satisfaction towards McDonald.

S.NO	Gender	Quality					TOTAL	Chi-square value	P value
		HDS	DS	N	S	HS			
1	Male	0	6	8	8	10	32	10.768	.029
2	Female	3	0	3	8	4	18		
Total		3	6	11	16	14	50		

INFERENCE

It is inferred that p value of what is the overall satisfaction towards McDonalds .029 in which null hypothesis is accepted and alternative hypothesis is rejected with respect to overall satisfaction towards McDonalds

FINDINGS

- 50% of the respondents are belong to 30 years of age group
- Sales promotion program taken up by the company is also popular among the respondents.
- The product is very much popular for its easy availability.

SUGGESTIONS

- McDonalds must provide waiter instead of self service.
- McDonalds must bring in variety of product in their menu
- McDonalds should reduce the price of their products
- McDonalds should improve its locations

CONCLUSION:

McDonalds has undergone several changes since its inception in San Bernardino, California. The fast food chain has conquered the US and it now focusing on the rest of the world. McDonalds, along with this trend, continues to strive toward customer satisfaction while still enhancing its international market position. The company is doing very well and keeps trying in Africa, China, and the Middle East, which will be continued source of revenue for many coming years. If McDonalds can overcome all of its challenges, makes use of advantages and has right strategies, it will win the market again and hold fast to first position in fast food industry.

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