



A STUDY ON CONSUMERS' SATISFACTION ON MCDONALD'S IN COIMBATORE CITY

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ABSTRACT

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. Customer satisfaction is a marketing tool and a definite value added benefit. It is often perceived by customers as important as the primary product offers organization your service. The purpose of this study is to understand the factors influencing consumer satisfaction towards MCDONALD'S. Primary, secondary data and sample techniques is used for the study, sample size – 120 respondents, these are the research methodologies that are been used.

- ✓ *Simple percentage analysis.*
- ✓ *Ranking analysis.*
- ✓ *Likert analysis.*

These are the statistical tools. Majority (54.2%) are Male and the quality of McDonald's ranks 1, these are the findings if the analysis. This study was conducted in Coimbatore city, McDonald's offer quality food which influence the consumer to choose it.

KEY WORDS: *Mc Donald's, Fast food, Satisfaction, Customer.*

INTRODUCTION

Customer satisfaction a term frequently used in marketing is a measure of how products and service supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers whose reported experience with a firm its products or its services (rating) exceeds specified satisfaction goals.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary

depending on other option the consumer may have and other products against which the consumer can compare the organization products.

Customer satisfaction is a marketing tool and a definite value added benefit. It is often perceived by customers as important as the primary product offers organization your service. Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation.



STATEMENT OF THE PROBLEM

In order to maintain brand loyalty from the loyal customer and attract new potential customer and attract new potential customer, McDonald's need to study the level of customer satisfaction for the food and service it provide. When consumer thinks about the convenience and price of an eating place has an important role in determining the growth of fast food. Also to compete the competitors in the market and to satisfy the emerging needs of the consumer.

SCOPE OF THE STUDY

The study has been undertaken to know the customer satisfaction of Mc Donald's in Coimbatore city. This would help Mc Donald's to know the level of satisfaction and expectations of their customers, the impacts of different features of their service and the ways to improve their service which would increase both sales and reputation.

OBJECTIVES OF THE STUDY

The objective of the study can be laid down as follows

- To examine the factors influence to purchase of McDonald's..
- To understand the needs of the customer of McDonald's
- To identify the overall satisfaction among the customers in McDonald's.

RESEARCH METHODOLOGY

DATA COLLECTION

Both primary and secondary data were used.

PRIMARY DATA

Primary data is the data that is collected for the first time by the researcher. The primary data are collected with specific set of objective to assess the current status of any variable studied. The primary data were collected using structure questionnaire in Google form.

SECONDARY DATA

Source 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.

RESEARCH DESIGN

AREA OF THE STUDY

The study is conducted only in Coimbatore city.

SAMPLE SIZE

For the study sample size of 120 respondents.

SAMPLE METHOD

The McDonald's in Coimbatore city from among all the McDonald's outlet 120 respondents are choosen as samples on convenience basis.

TOOLS FOR ANALYSIS

- ✓ Simple percentage analysis.
- ✓ Ranking analysis.
- ✓ Likert analysis.

LIMITATIONS OF THE STUDY

- The study is limited to the information given by only 120 respondents in Coimbatore city.
- It is possible that the information provided by the respondents may be incorrect.

REVIEW OF LITERATURE

Ali Kara, et.al (1995) The overall goal of the study is to determine whether the same fast food restaurants are received similarly differently across the two countries and whether they are positioning can be improved careful and selective promotion. It also reveals that the major trend in the USA and Canada and in most of the industrial world is that more people are eating meals outside their home.

Bahaudin G. Mujtaba(2007) This study reveals about the McDonald's system providing employment and growth opportunities to a vast number of minority groups in the United States and people around the globe. Their commitment to opportunity also includes support for their employee's education. For example, McDonald's Hong Kong offers employees free continuing education courses in business.As a result of McDonald's efforts, today Hispanics represent 29.3 percent of its workforce and 18 percent of its restaurant managers.

Jing Han(2008) The study is about how McDonald's applies the strategies and how their strategies interact with their business structure and the external environment. It also reveals about achieving their objectives, the McDonald's strategy should be attract more new customers, encourage existing customers to visit McDonald's more often, build brand loyalty and, ultimately, create enduring profitable growth for the company.



DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretations for the same. The data have been analyzed using the following statistical tools.

- 4.1 Simple percentage analysis
- 4.2 Likert scale analysis
- 4.3 Rank analysis

FORMULA

$$\text{PERCENTAGE} = \frac{\text{Number of Respondents}}{\text{Total number of respondents}} \times 100$$

SIMPLE PERCENTAGE ANALYSIS

The Percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of the respondents failing under each category.

Table No: 1

Table showing GENDER of the respondents

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	MALE	65	54.2
2	FEMALE	55	45.8
TOTAL		120	100

(Source: Primary Data)

INTERPRETATION

It is revealed that 54.2% of the respondents are Male and the 45.8% of the respondents are Female. **Majority 54.2% of the respondents are Male.**

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement. Ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science, in likert's methods a person's attitude is measured by combining (adding pr averaging) their responses all items.

FORMULA:

$$\text{LIKERT SCALE} = \frac{\sum(FX)}{\text{NUMBER OF RESPONDENTS}}$$

$$F = \text{NO.OF RESPONDENTS}$$

$$X = \text{LIKERT SCALE VALUE}$$

$$(FX) = \text{TOTAL SCORE}$$

MID VALUE:

Mid-Value indicates the middle most value of the likert scale.



Table No: 2
Table showing Agree and Disagree HOME DELIVERY of respondents

S.NO	FACTORS	NO. OF THE RESPONDENTS(F)	LIKERT SCALE VALUE(X)	TOTAL(FX)
1	Strongly Agree	37	5	185
2	Agree	50	4	200
3	Neutral	24	3	72
4	Disagree	5	2	10
5	Strongly Disagree	4	1	4
TOTAL		120		471

(Source: Primary Data)

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(FX)}{\text{total no. of respondents}} \\ &= \frac{471}{120} \\ &= 3.925 \end{aligned}$$

INTERPRETATION: Likert scale value is 3.925 greater than the middle value(3), so the consumers are agree in the home delivery.

RANK ANALYSIS

A Rank analysis is any of several satisfies that measure an ordinal association. The relationship

between ranking of different ordinal variables or different ranking of the same variable, where a “ranking” is the assignment of the label “first”, “second”, “third”, etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

TABLE NO: 3
TABLE SHOWS MOST INFLUENCE DECISION TO EAT MCDONALD'S (RANKING ANALYSIS)

S.NO	FACTORS	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1	Quality	36(5)	26(4)	23(3)	31(2)	4(1)	419	1
2	Taste	23(5)	35(4)	25(3)	31(2)	6(1)	398	3
3	Price	17(5)	34(4)	43(3)	23(2)	3(1)	399	2
4	Easy delivery	13(5)	36(4)	31(3)	34(2)	6(1)	376	5
5	Service	15(5)	43(4)	25(3)	24(2)	13(1)	383	4

(Source: Primary data)

INTERPRETATION

The table 4.3.1 shows that the out of 120 respondents, Quality is in the rank1, Price is in the rank 2, Taste is in the rank 3, Service is in rank 4 and Easy delivery is in the rank 5.

INFERENCE: It resulted that Quality is in rank 1 and it influences the respondents to take decision to eat at McDonald's.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 54.2% of the respondents are Male.
- Majority 79.2% of the respondents are 18-27years.

- Majority 81.7% of the respondents are Unmarried.
- Majority 56.7% of the respondents are Graduate in Degree.
- Majority 40.8% of the respondents Occupation is Others.
- Majority 33.3% of the respondents are earning Below Rs.10,000.
- Majority 37.5% of the respondents are Advertisement.
- Majority 54.2% of the respondents prefer Chicken Strips.
- Majority 34.2% of the respondents use Occasionally.



- Majority 36.7% of the respondents are Rs. 501-1000.
- Majority 56.7% of the respondents are Very good.

- ❖ McDonald's should consider in making more varieties of food in addition to satisfy the consumer.
- ❖ Many more combos can be introduced for the customers who don't have patience.

LIKERT SCALE ANALYSIS

- ❖ Likert scale value is 3.925 greater than the middle value(3), so the consumers are agree in the home delivery.
- ❖ Likert scale value is 3.642 greater than the middle value(3), so the consumers are agree in the delivery time .
- ❖ Likert scale value is 3.692 greater than the middle value(3), so the children are agree in the McDonald'.
- ❖ Likert scale value is 3.775 greater than the middle value(3), so the consumers are Agree in the easy to place order.
- ❖ Likert scale value is 3.65 greater than the middle value(3), so the consumers are Argee in the expectations level.
- ❖ Likert scale value is 2.99 greater than the middle value(2), so the consumers are Agreed in the price.
- ❖ Likert scale value is 2.78 greater than the middle value(2), so the consumers are Agreed in the taste.
- ❖ Likert scale value is 2.82 greater than the middle value(2), so the consumers are Agreed in the flavour.
- ❖ Likert scale value is 2.7 greater than the middle value(2), so the consumers are Agreed in the the colour.
- ❖ Likert scale value is 2.9 greater than the middle value(2), so the consumers are Agreed in the delivery.

RANK ANALYSIS

- It resulted that quality of McDonald's is in the rank 1 and it influences the respondents to take decision to eat at McDonald's.

SUGGESTIONS

- ❖ The consumers suggests that the improvement must be made on service and delivery.
- ❖ The study suggested by the consumers is that the price may be little bit reduced without compromising the quality of the product.
- ❖ Improvement can be made in serving the food faster and the customer must be cared at once he enter the restaurant without any delay.

CONCLUSION

McDonald's mainly concentrates on the taste, quality, location and price. These are the major determinants of satisfaction level of it's customers. It has been concluded from the study that the quality of McDonald's secures the top position among all other satisfaction determinants. The restaurant should be automated and whatever be the change in menu or type of foods, they must be careful in providing their customers healthy and nutritional food. Improved concentration on delivery process and satisfaction of consumer expectation would increase the sales rate. The study also reveals that the highly recommended product in McDonald's by the consumer is McChicken. In McDonald's, as taste is the foremost consideration of food products the satisfaction level of McDonald's is good. But to be satisfactory, it must rectify the defects of its service.

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