A study on customer satisfaction towards McDonalds with special reference to Bangalore city

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Abstract: *The study is focused on the people who already the customer of McDonalds. The sample involves 100 responses of customers from Bangalore city and the type of questionnaire used was structured mailed questionnaire. In this study, we have used t-test to analyze the hypothesis. McDonalds received a favorable view from the majority of customers. It is mostly due to their improved quality and taste of food. From the study, it is found that, as far as satisfaction with McDonald's products is concerned, there is no substantial difference between vegetarian and non-vegetarian respondents.*

Keywords: McDonalds, customer satisfaction, price, quality, taste of McDonalds products

1.1 Introduction

Consumers' lifestyle in India has massively aided the fast food industry to grow and advance over the past few years. Other factors, such as growing numbers of nuclear families, exposure to Western food and huge numbers of working women in the global media- Have had a massive impact on the fast food industry's eating out trend lines and growth.

McDonald's biggest convenience food chain in the world and the business most synonymous with the term "fast-food" didn't even exist until 1948, when the brand name McDonald's, a hot dog was opened in San Diego. The distributor of the industrial milkshake blender used by the original McDonald's, Ray Kroc, joined McDonald's owners in 1954 and started to expand the franchise.

Consumer satisfaction is basically how the consumer measures on-going results. Consumer satisfaction is a key factor in today's business environment, as the ability of a supplier to maintain a high level of customer satisfaction is vital for product segmentation and the maintenance of an excellent customer relationship.

1.2 Literature review

Shikha Bhagat (2016), their study aims at assessing the customer satisfaction level at Delhi (NCR Region) and also determining the variables in fast food industry affect the level of customer satisfaction. Authors have described that the important determinants for satisfaction in fast food industry in Delhi NCR are taste, cost, variety and employee services.

Aymar Raduzzi et al. (2019), their research was aimed at assessing the drivers of customer satisfaction and brand loyalty at McDonald's Maroc, as well as exploring the connection between the two. Authors have described their study examine the effects on the promoting blend on customer loyalty and brand reliability at McDonald's restaurants in Marocco. This study explains the price, the quality of food; the quality of service, the physical environment influences both customer satisfaction and brand loyalty. This study also indicates that an interdependent relationship is shared between satisfaction of consumer and brand loyalty.

Fransisca Anddreani, et al. (2012), their study aimed to gauge the impact of McDonald's brand image on consumer loyalty and their satisfaction as a mediating role. They used descriptive method and Partial Least Square approach to analyze the study. Authors have described that the variables such as brand favorability, brand power and brand individuality have a positively effect on consumer satisfaction. The study reveals that effect of McDonald's brand image on its loyalty to satisfaction as a facilitator is only 58.4 percent, while other variables affect the remaining 41.6 percent.

1.3 Objectives

- To assess the satisfaction level of McDonald's customers.
- To assess the relationship with McDonalds between demographic characteristics and customer satisfaction factors.

1.4 Hypothesis

Ho: There is no substantial difference between Vegetarian and Non-vegetarian respondents in terms of customer satisfaction factors for McDonalds.

H1: There is a substantial difference between Vegetarian and Non-vegetarian respondents in terms of customer satisfaction factors for McDonalds.

1.5 Research Methodology

The data is obtained from both primary and secondary sources. The study area is the entire Bangalore city. A sample size of 100 respondents has been set for collection of primary data. Data from the primary source was obtained by means of a questionnaire. And it is obtained from the customers of McDonalds. Secondary data was obtained from books, journals and various websites. The statistical method used for the analysis of this study is T-test.

1.6 Data Analysis and Interpretation

a. Gender:

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	45	45.0	45.0	45.0
Male	55	55.0	55.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that majority of the respondents are males which constitute 55%.

b. Educational Qualification:

	Frequency	Percent	Valid Percent	Cumulative Percent
Higher Secondary	10	10.0	10.0	10.0
Graduation	40	40.0	40.0	50.0
Post-graduation	30	30.0	30.0	80.0
Others	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that majority of the respondents are graduates which constitute 40% followed by post-graduates with 30% and others and higher secondary which are constituted by 20% and 10% respectively.

c. Occupation:

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	15	15.0	15.0	15.0
Business	45	45.0	45.0	60.0
Employee	29	29.0	29.0	89.0
Others	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that majority of the respondents selected for the study were business peoples which constitute 45% followed by employees with 29% and students and others which are constituted by 15% and 11% respectively.

d. Type of Food Consumption:

	Frequency	Percent	Valid Percent	Cumulative Percent
Vegetarian	88	88.0	88.0	88.0
Non-vegetarian	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that 88% of the respondents selected for the study were vegetarians and remaining 12% of respondents were consume non veg food items.

e. Frequency of visit:

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	4	4.0	4.0	4.0
Once in weeks	46	46.0	46.0	50.0
Once in 2 weeks	36	36.0	36.0	86.0
Rarely	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that 46% of the respondents visit McDonalds once in weeks followed by once in 2 weeks with 36% and followed by rarely and daily which are constituted by 14% and 4% respectively.

f. Accompanied person to the restaurant:

	Frequency	Percent	Valid Percent	Cumulative Percent
Alone	13	13.0	13.0	13.0
Family	10	10.0	10.0	23.0
Friend/s	64	64.0	64.0	87.0
Others	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: The study reveals that 64% of the respondents visit McDonalds with their friends followed by both alone and others with 13%% and followed by family which are constituted by 10% respectively.

g. Price of food:

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	0	0.0	0.0	00.0
Dissatisfied	12	12.0	12.0	12.0
Neutral	40	40.0	40.0	52.0
Satisfied	42	42.0	42.0	94.0
Highly Satisfied	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: From the table, it was found that 42% of respondents were satisfied with the price of food, 40% of respondents were neutral, 12% of respondents were dissatisfied and no respondents are highly dissatisfied with the price of the McDonalds products.

h. Quality of food:

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	0	0.0	0.0	00.0
Dissatisfied	12	12.0	12.0	12.0
Neutral	42	42.0	42.0	54.0
Satisfied	40	40.0	40.0	94.0
Highly Satisfied	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: From the table, it was found that 42% of respondents were neutral with the quality of food, 40% of respondents were satisfied, 12% of respondents were dissatisfied and no respondents are highly dissatisfied with the quality of the McDonalds products.

i. Taste of food:

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	2	2.0	2.0	02.0
Dissatisfied	8	8.0	8.0	10.0
Neutral	38	38.0	38.0	56.0
Satisfied	42	42.0	42.0	90.0
Highly Satisfied	10	10.0	10.0	100.0
Total	100	100.0	100.0	

Source: Primary data

Elucidation: From the table, it was found that 42% of respondents were satisfied with the taste of food, 38% of respondents were neutral, 10% of respondents were highly satisfied and 8% of respondents are dissatisfied and 2% of respondents were highly dissatisfied with the taste of the McDonalds products.

j. Overall Satisfaction with the type of intake of food towards McDonalds

Overall Satisfaction towards McDonalds	Type of food consumption		Total
	Vegetarian	**Non-vegetarian**	
Highly Dissatisfied	0	0	0
Dissatisfied	4	0	4
Neutral	26	0	26
Satisfied	31	12	43
Highly Satisfied	16	11	27
Total	77	23	100

Source: Primary data

1.7 Hypothesis testing:

Ho: There is no substantial difference between Vegetarian and Non-vegetarian respondents in terms of customer satisfaction factors for McDonalds.

H1: There is a substantial difference between Vegetarian and Non-vegetarian respondents in terms of customer satisfaction factors for McDonalds

Independent Sample T- test:

Type of food consumed	Mean	Std. Deviation	Std. Error Mean
Vegetarian	15.4000	13.44619	6.01332
Non-vegetarian	4.6000	6.30872	2.82135

Source: Primary data

Independent Sample T- test

Type of food consumed	t- value	Sig. (2 tailed)	Mean Difference
Vegetarian	1.140	0.461	13.5000
Non-vegetarian	1.224	0.461	13.5000
* Significance at the 0.05 level (2 tailed)			

Source: Primary data

Elucidation: This table depicts that, p value is 0.461 which is greater than level of significance i.e., 0.05, so that alternative hypothesis is rejected and null hypothesis is accepted at 5% level of significance. Hence, it is concluded that, as far as satisfaction with McDonald's products is concerned, there is no substantial difference between vegetarian and non-vegetarian respondents.

1.7 Findings:

- 46% of respondents visit McDonalds once in a week. And most of the respondents visit McDonalds with their friends.
- 42% of McDonald's customers are satisfied with the both cost and taste of the food.
- From the study it was found that, there is no huge contrast among vegetarian and non-vegetarian respondents regarding customer satisfaction factors towards McDonald's products.

1.8 Conclusion

On the basis of responses from the customers of McDonalds in this particular study, it can be inferred that relatively to other service providers; McDonalds received a favorable view from the majority of customers. It is mostly due to their improved quality and taste of food. McDonalds has been at the forefront of fast food restaurant and will always stay at the top if it develops further.

1.9 Reference

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