



The Study on Consumer Satisfaction in ‘Fast Food Service’ with Special Reference to Mcdonalds in Coimbatore

Sukumar A^a, Gokul C^b

^a Assistant Professor & Head of the Department, Sri Krishna Adithya College of Arts and Science, Coimbatore-641042, India

^b Student, Sri Krishna Adithya College of Arts and Science, Coimbatore-641042, India

ABSTRACT

The study is focused on the people who already the customer of McDonalds. The sample involves 100 responses of customers from Coimbatore city and the type of questionnaire used was structured mailed Questionnaire. In this study, we have used t-test to analyse the hypothesis. McDonalds received a favourable 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 nonvegetarian respondents. India's fast-food market is expected to grow due to changing consumer preferences and the largest Youth population on earth. India's population stands at 1.2 billion, but it has only a little over 2,700 Chain fast food outlets, leaving most people unreached, according to Euro monitor International. And Demographic trends mean it could become the next megamarket for international fast-food players. Fast food has yet to broadly expand beyond the largest cities. McDonald's believes that job happiness and motivation are some of the biggest Influences on consumer satisfaction. The study is organized by collecting the Data from consumers through a self administered questionnaire survey and was distributed to 100 respondents. The results show that for overall Satisfaction, most respondents slightly Agree that McDonald's has given great Services to satisfy their customer Needs.

Keywords: Mcdonalds, Customer needs.

1. Introduction

The project title A Study on Consumer Satisfaction in “Fast-Food Service” with special Reference to McDonalds in Coimbatore is the analysis of the Consumer Satisfaction level of fast food industry. This project involved the service level provided by McDonalds and Other fast-food to its customers. The survey was conducted so as to analyze the service Quality prevailing in the current industry and the improvement that can be made upon it. Market research study had been conducted in order to bring out the picture of customer Satisfaction and service quality that exists in this industry. The differences in customer Satisfaction and service quality that exists in the market.

1.1 Objectives of the study

- To study the problems faced by the customers in various verities of product.
- To analyse the consumer satisfaction of McDonald's.
- To study the expectation of consumer in McDonald's of Coimbatore.
- To identify the overall satisfaction among the customers in McDonald's in Coimbatore city.

1.2 Statement of 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 provides. 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.

1.3 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. With the help of this project, we can come to know the psychology of consumers staying in the urban areas of Coimbatore City.

- The study also gives a wide scope for analysis regarding the consumers need, consumption habits and purchase behavior.
- The study provides the facts and figures and also reliable information regarding the satisfaction level of the consumers.

The study also helps to obtain suggestions regarding improvement in product and service.

1.4 Limitations of the study

- Cannot find out the accurate results of consumer satisfaction in McDonald's.
- The respondent of this study belongs to Coimbatore city.
- Limitation of convenience sampling method is applied to this study.
- The time period of the study was limited
- Cannot be find out the consumer satisfaction in outside of Coimbatore.

2. Review of Literature

1) Kurian and Muzumdar (2017), Lenin Kumar, (2017)—The study on consumer satisfaction in fast food service with special Reference to MCDONALD'S in Coimbatore. consumer satisfaction has most likely been an important key to success since the first forms of trading and economic exchange existed. In modern theory and practice, customer satisfaction is viewed as one of the most important drivers of organizational success and a key component of marketing.

2) Aymar Raduzzi et al. (2019)-The study on consumer satisfaction in 'fast food service with special reference to MCDONALD'S in Coimbatore city. This was aimed at assessing the drivers of customer satisfaction and Brand loyalty at McDonald's Marco, 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 Coimbatore city. This study explains the price, the quality of food; the quality of Service, the physical environment influences both customer satisfaction and brand loyalty.

3) Raduzzi and Massey-(2019) - -The study on consumer satisfaction in fast food service with special reference to MCDONALD'S in Coimbatore city. The satisfaction of customers in all segments of industry, including aviation, hospitality and tourism, food and food services, has been a matter of significant concern since the latter portion of the 20th century.

4) African Journal of Marketing Management (2019) - The study on consumer satisfaction in fast food service with special reference to McDonald's. Customer satisfaction is paramount to businesses success. It has been researched in business and marketing since the 1970s. If customer satisfaction is achieved brand loyalty often results. Because of that, brand loyalty has also been heavily researched in the last few decades. The purpose of the current research was to determine the drivers of customer satisfaction and brand loyalty, as well as examining the relationship between the two. Our investigation examined the effects on the marketing mix (the 7 Ps, including price, promotion, place, etc. ...

5) Meyer (2020) - -The study on consumer satisfaction in fast food service with special reference to MCDONALD'S in Coimbatore city. We can see Advertisements through television, newspapers, and social media including YouTube, Instagram, Facebook, Twitter, and others. These advertisements can attract the attention of more people and make a business become better. The Pictures of McDonald's also will be posted on social media by teenagers. Besides That, McDonald's also offers many choices for customers to choose from. It makes Customers easier and more convenient. The menu of McDonald's includes Chicken, Mc Nuggets, Happy Meals, French fries, and others. Customers prefer to buy McDonald's because it is fast and cheap. Customers can buy the foods by Drive-thru, delivery, pick up or dine in. Customers prefer to use drive-thru because It is easiest compared with others. Sometimes, people will get discount coupons and spend the next time. This is also an effective way for McDonald's to attract more customers to purchase their food and promote it to others. McDonald's also can do promotions using social media to get more customers.

6) Advances in Global Economics and Business Journal 1 (2020)-The study on consumer satisfaction in fast food service with special reference to M cDonald's .The purpose of this research is to examine the elements that affect the behaviour of consumer in the fast-food industry (McDonald's). It also aims to investigate how McDonald's responds to alter environment and consumer behaviour. The effective recommendation will give after carried out the research. This is relevant to research on such topic as obesity and other health associated problems that currently facing have attracted public attention. As a global fast-food company, McDonald's has a strong vision of being the best fast-service dining experience in the world fast-food industry. Being the best means offering superior value of product and service in good quantity and quality so that every consumer satisfied with McDonald's. McDonald's believe that job satisfaction and motivation are one of the contributing factors to consumer behaviour of McDonald's. A quantitative approach was adopted and self-administered questionnaire survey was distributed to collect data from the consumer.

7) Fontinelle (2021)—the study on consumer satisfaction in fast food service with special Reference to MCDONALD'S in Coimbatore city. He states that McDonald's was the international Fast-food restaurant. As Britannica (n.d.) confirms that Chicago was the company Headquarters of McDonald's.

McDonald's was a popular fast food and known by everyone (123helpme, n.d.). Customers can find McDonald's everywhere. McDonald's employs more than 2 million employees because they have many Departments in each restaurant including crew members, cooks, cashiers, and shift Managers. McDonald's was best known for its burgers, French fries, nuggets, and many types of foods. Most people will know their menu and choose to purchase it because it is convenient for the customers. Customers can buy easily and have many choices. There are four types that people can use to buy McDonald's include Dine-in, delivery, pick-up, and drivethru. Drive-thru is the most used by people.

8) International Journal of Tourism and Hospitality in Asia Pacific (2022)-The study on consumer satisfaction on fast food service with special reference to McDonald's. The purpose of this study is to review the satisfaction of consumers in McDonald's (the foodservice industry) that leads to loyalty to the brand. It also reviews how McDonald's reacts to changes in the environment and consumer behavior. McDonald's has a strong ambition of providing the best fast service eating experience in the global fast-food market as a world fast-food enterprise. Being the best implies providing exceptional value in both quantity and quality of the product and services, ensuring that every customer is delighted with the brand. In addition, McDonald's believes that job happiness and motivation are some of the biggest influences on consumer satisfaction. The study is organized by collecting the data from consumers through a self-administered questionnaire survey and was distributed to 100 respondents. The results show that for overall satisfaction, most respondents slightly agree that McDonald's has given great services to satisfy their customer needs.

9) International Journal of Tourism and Hospitality in Asia Pacific in Malaysia (IJTHAP) 5 (2), 128-143, (2022)-The study on consumer satisfaction in fast food service with special reference to McDonald's. The purpose of this research was to find out the consumers' satisfaction towards McDonald's during the Covid-19 Pandemic in Malaysia based on their 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.

10) International Journal of Tourism and Hospitality in Asia Pacific (IJTHAP) 5 (2), 128-143, (2022)-The study on consumer satisfaction in fast food service with special reference to McDonald's. McDonald's is the world's well-known fast-food corporation. Consequently, Delivery as a food delivery service has been commonly used and popular in most countries. The objective of this study research is to investigate and analyze the impact of the COVID-19 pandemic on consumer satisfaction towards McDonald's food delivery. To better understand the findings of the research, an online survey has been carried out to collect the data needed. This survey involved 112 Malaysian and Indonesian respondents and the data were analyzed by the SPSS software. The findings show that perceived usefulness and perceived price are the most significant factors in enhancing customer satisfaction with Delivery apps and websites. Conversely, the perceived ease of use and perceived trust had no significant impact on customer satisfaction.

3. Research Methodology

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted why a particular technique of analysis for the study.

3.1. Data Collection

Primary Data: Primary data was the data that was collected for the First time by the researcher. The primary data were 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.

3.2. Area of Study

The area of the study refers to Coimbatore city.

3.3. Method of Sampling

Simple Random Sampling method was taken in this study.

3.4. Sample size

The study covered a sample size of 151 respondents belong to the study area, who were Consuming fast-food.

3.4. Data Sources

Primary data was collected for the purpose of the study.

3.5. Tools and Techniques

1) PERCENTAGE ANALYSIS

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100% which facilitate relative comparison.

FORMULA:

$$\text{PERCENTAGE} = \frac{\text{NO OF RESPONDANTS}}{\text{TOTAL NO. OF RESPONDENTS}} \times 100$$

2) WEIGHTED AVERAGE SCORE METHOD

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

Table 4.1 this table describes the gender of the respondents

GENDER	NO.OF RESPONDENT'S	PERCENTAGE
Male	126	83.44
Female	25	16.55
TOTAL	151	100

Source: Primary Data

INTERPRETATION:

The above table shows that 83.44 % of the responds are Male and 16.55 % of the responds are Female.

4.1.1 - Chart showing Gender of the respondents

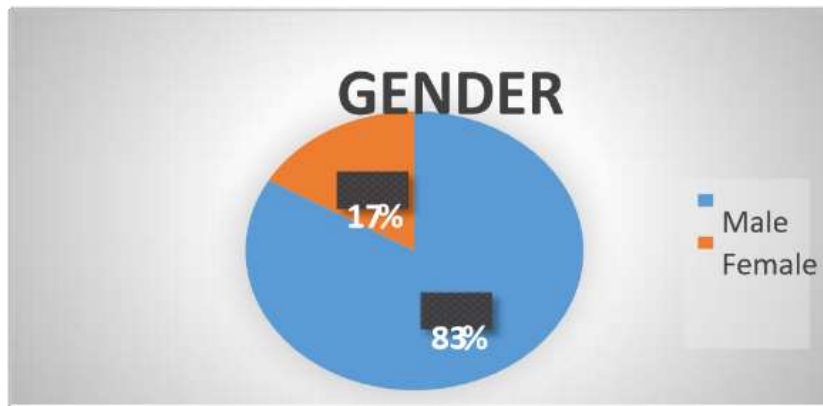


Table 4.1.2 this table describes the age of the respondents.

AGE	NO.OF RESPONDENTS	PERCENTAGE
20-25	110	72.84
26-30	23	15.23
31-35	17	11.25
36-40	1	0.66

TOTAL	151	100
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Source: Primary Data.

INTERPRETATION

The above table indicates that 72.84 % of the respondents are 20-25 years, 15.23 % of the respondents are 26-30 years, 11.25 % of the respondents are 31-35 years, and 0.66 % respondents are 35-40 years. Hence majority 72.84 % of the respondents are 20-25.

4.1.2 Chart showing the age of respondents.

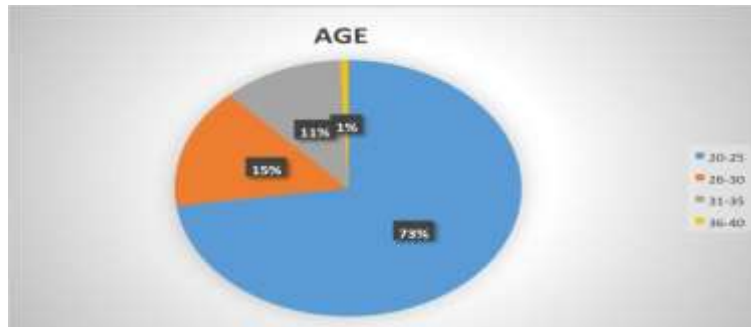


Table no: 4.1.3 Table showing the Occupation of the respondents

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
STUDENT	104	68.87
EMPLOYED	40	26.49
UNEMPLOYED	7	4.63
TOTAL	151	100

Source: Primary data

INTERPRETATION

The above table indicates that 68.87 % of the respondents are Students, 26.49 % of the respondents are employed, and 4.63 % of the respondents are unemployed. Hence majority 68.87 % of the respondents are students and second is employed.

4.1.3 Chart showing the Occupation of the respondents



Table 4.1.4 this table describes the area of location of the respondents.

RESIDENT	NO.OF RESPONDENTS	PERCENTAGE
Rural	57	37.74
Urban	66	43.70
Semi urban	28	18.54
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that 37.74 % of the respondents towards rural, 43.70 % of the respondents towards Urban, 18.54 % of the respondents are semi urban. Hence majority 43.70 % of the respondents are urban area's and second in 37.74 % in rural.

4.1.4 Chart showing the residence of the respondents:

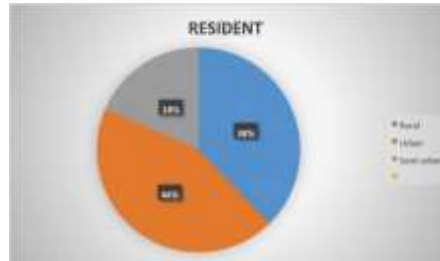


Table 4.1.5 describes the family income of the respondents.

INCOME	NO.OF RESPONDENTS	PERCENTAGE
Below 10000	56	37.08
10000-20000	58	38.41
20000-30000	24	15.89
30000 above	13	8.60
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that 37.08 % of the respondents are below 10000, 38.41 % of the respondents are between 10000 and 20000, 15.89 % of the respondents are between 20000-30000, 8.60 % of the respondents are above 30000 RS.

4.1.5. This chart showing the percentage of respondents income:

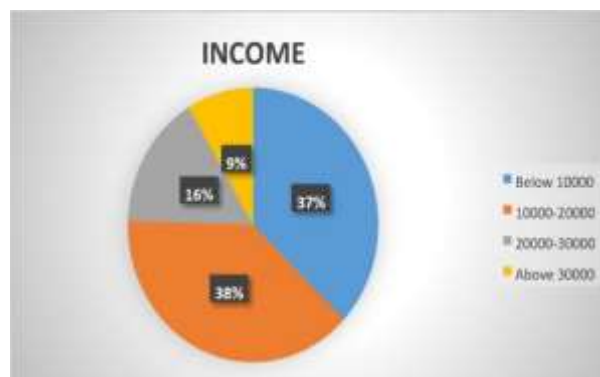


Table no 4.1.6: This table describes the preference of the respondents .

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
Alone	34	22.51
Family	58	38.41
Friends	59	39.07
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that 22.51 % of the respondents are prefer Alone, 38.41 % prefer Family, and 39.07 % prefer friends. Hence maximum 39.07 % of the respondents like to go with friends and 38.41 % of respondents like to go with family.

4.1.6 This chart showing the percentage of respondents preference:

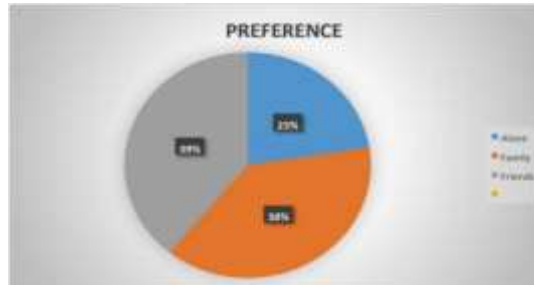


Table 4.1.7: This table describes that time of visiting of the Respondents.

TIME VISITING	OF	NO.OF RESPONDENTS	PERCENTAGE
Morning		28	18.54
Afternoon		53	35.09
Evening		65	43.04
Any of the time		5	3.31
TOTAL		151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that the respondents visiting the time in 18.54 % in morning, 35.09 % in Afternoon, 43.04 % in Evening, 3.31 % in evening. Hence maximum 43.00 % of the respondents in Evening and 35.09 % of the respondents in Afternoon. .



4.7 This chart showing the percentage of respondents time of visiting:

Table 4.1.8 This table describes that the respondents are influenced by social media.

INFLUENCE SOCIAL MEDIA	BY	NO.OF RESPONDENTS	PERCENTAGE
Yes		105	69.53

No	46	30.46
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that the respondents influenced by social media of 69.53 % are Yes and 30.46 % are No. Hence majority 69.53 % of the respondents influenced by social media and 30.46 % of the respondents not influenced by social media.

4.1.8 This chart showing the percentage of respondents influenced by social media.

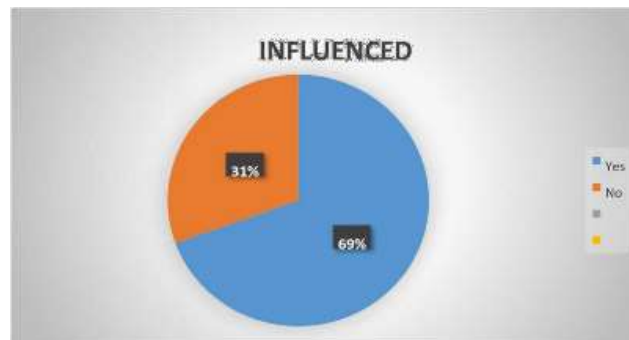


Table 4.1.9 This table describes that the respondents differentiation.

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
Service differentiation	42	27.81
Price differentiation	47	31.12
Product differentiation	52	34.43
Promotional differentiation	10	6.62
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that the respondents preference of Mc Donald of 27.81 % of service differentiation, 31.12 % of price differentiation, 34.43 % of product differentiation, 6.62 % of promotional differentiation. Hence maximum 34.43 % of the respondents Prefer service differentiation.

4.1.19 This chart showing the percentage in preference of respondents.

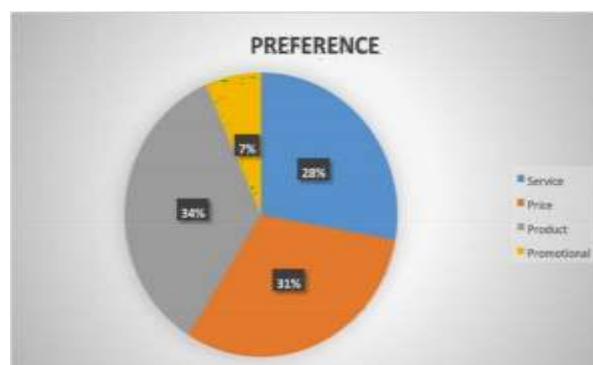


Table 4.1.10 This table describes that the taste respondents.

PREFERENCE OF TASTE	NO.OF RESPONDENTS	PERCENTAGE
Crispy	47	31.12
Juicy	60	39.73
Crispy and Spicy	44	29.13
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

The above table shows that the Taste of respondents like 31.12 % of crispy, 39.73 % of juicy and 29.13 % of crispy and spicy. Hence maximum 39.73 % of the respondents prefer juicy chicken and 31.12 % of the respondents prefer Crispy chicken.

Table 4.1.10 this chart showing the percentage in taste of food responds like:

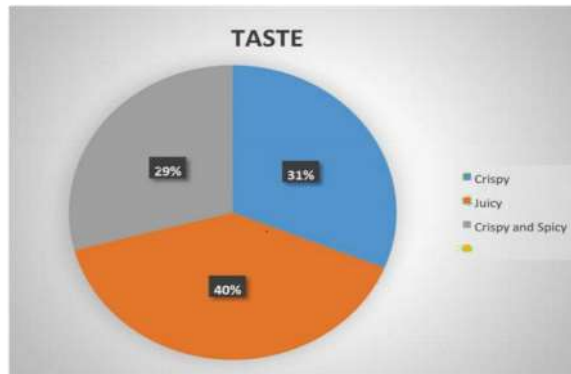


Table 4.1.11 This table describes that the respondents visit any other restaurants.

VISIT OTHER RESTAURANT	NO.OF RESPONDENTS	PERCENTAGE
Frequently	36	23.84
Regularly	52	34.43
Occasionally	49	32.45
Rarely	14	9.27
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents Visit any other restaurant except Mc Donald in choice of 23.84 % of frequently, 34.43 % of regularly, 32.45 % occasionally and 9.27 % rarely. Hence maximum 34.43 % of the respondents visit the restaurant regularly and 32.45 % of the respondents visit occasionally.

4.1.11 This chart showing the percentage of respondents visit any other restaurants.

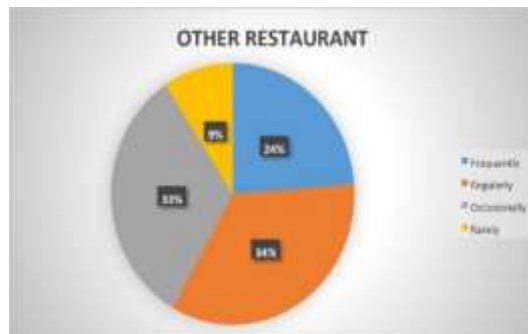


Table 4.1.12 This table describes varieties of food liked by respondents

VARIETY OF FOOD	NO.OF RESPONDENTS	PERCENTAGE
Juice	28	18.54
Ham burger	59	39.07
Fried chicken	48	31.78
Spicy chicken	16	10.59
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents liked food in Mc Donald's such as 18.54 % of juice, 39.07 % of Ham burger, 31.78 % of Fried Chicken and 10.59 % of spicy chicken. Hence maximum 39.07 % of the respondents like Ham burger and second 31.78 % likes Fried Chicken.

Chart 4.1.12- This chart showing that varieties of food liked by respondents.



Table 4.1.13 This table describes the spending amount of the respondents.

SPENDING AMOUNT	NO.OF RESPONDENTS	PERCENTAGE
Below 500	42	27.81
1000-1500	61	40.39
1500-2000	41	27.15
2000-2500	7	4.63
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents spent for the food in Mc Donald's such as 27.81 % of Below 500, 40.39 % of 1000-1500, 27.15 % of 1500-2000, 4.63 % of 2000-2500. Hence maximum 40.39 % of the respondents spend 1000-1500 for food in this restaurant and second 27.81 % spend below 500.

4.1.13 This chart showing that the spending amount of the respondents:

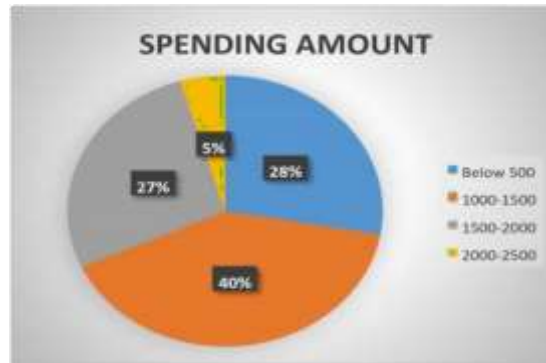


Table 4.1.14 This table describes that the respondents are satisfaction with ambience

AMBIENCE	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	64	42.38
Satisfied	78	51.65
Not satisfied	9	5.96
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents are satisfied with ambience of 42.38 % are highly satisfied, 51.65 % are satisfied, 5.96 % are not satisfied. Hence majority 51.65 % of the respondents are satisfied with the ambience and 42.38 % of the respondents are highly satisfied with ambience.

4.1.14 This chart showing the percentage of satisfied with ambience:

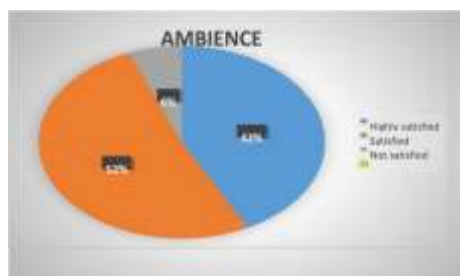


Table 4.1.15 This table describes the Frequency of consume in McDonald's.

FREQUENCY OF CONSUME	NO.OF RESPONDENTS	PERCENTAGE
1 time in a week	63	41.72
2 time in a week	51	33.77
3 time in a week	29	19.20
More than 3 times in a week	8	5.29
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents time of consume fast food in Mc Donald of 41.72 % in 1 time a week, 33.77 % in 2 time in a week, 19.20 % in 3 time in a week, 5.29 % in more than 3 times in a week. Hence maximum 41.72 % of the respondents consume once in a week and second 33.77 % of respondents consume food 2 time in a week.

4.1.15 This chart showing that the Frequency of consume in McDonald's.

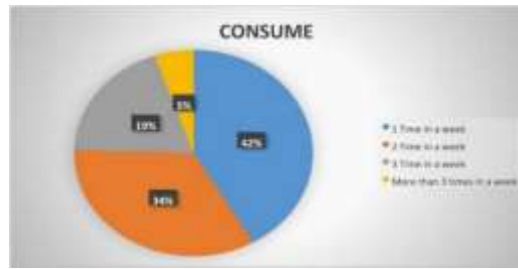


Table 4.1.16 This table describes that the respondents known about this restaurant

SOURCE OF AWARENESS	NO.OF RESPONDENTS	PERCENTAGE
Advertisement	55	36.42
Relatives	39	25.82
Friends	40	26.49
Social media	17	11.25
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents known about this restaurant of 36.42 % in Advertisement, 25.82 % from Relatives, 26.49 % friends, 11.25 % in social media. Hence maximum 36.42 % of the respondents known by Advertisement and 26.49 % of respondents get knowledge by Friends.

4.1.16 This chart showing the percentage of respondents known about this restaurant



Table 4.1.17 This table describes the respondents frequency of visit

FREQUENTLY	NO.OF RESPONDENTS	PERCENTAGE
On special occasions	70	46.35
Weekends	54	35.76
Only on holidays	27	17.88
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents frequently visited the restaurants of 46.35 % in on special occasions, 35.76 % in weekends, and 17.88 % in only on holidays. Hence maximum 46.35 % of the are on special occasions.

Table 4.1.17 this chart showing the percentage of respondents Frequency of visit

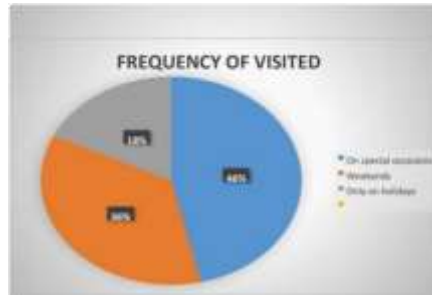


Table 4.1.18 This table describes that the motivation of respondents.

MOTIVATION	NO.OF RESPONDENTS	PERCENTAGE
The quality of food	69	45.69
Better service	59	39.07
Homely Atmosphere	23	15.23
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the respondents derives to go to restaurant of 45.69 % for quality of food, 39.07 % for better service, and 15.23 % for Homely atmosphere. Hence maximum 45.69 % of the respondents like quality of food and 15.23 % likes Homely atmosphere.

4.1.18 This chart showing that motive of respondents to go to restaurant



Table 4.1.19 this table describes that the restaurant delivery time

DELIVERY TIME	NO.OF RESPONDENTS	PERCENTAGE
Within a minute	72	47.68
2 minutes	34	22.51
3 minutes	25	16.55
More than 3 minutes	20	13.24
TOTAL	151	100

Source: Primary Data.

INTERPRETATION:

This table describes that the delivery time of the restaurant to the respondents is 47.68 % of within a minute, 22.51 % in 2 minutes, 16.55 % of 3 minutes, and 13.24 % in more than 3 minutes. Hence maximum 47.68 % of the respondents says they delivered the food within 1 minute after the order is placed.

4.1.19 This chart showing that percentage of delivery time



Table 4.1.20 This table describes the review of hospitality service.

HOSPITALITY SERVICE	NO. OF RESPONDENTS	PERCENTAGE
Excellent	49	32.45
Good	66	43.70
Average	32	21.19
poor	4	2.64
TOTAL	151	100

Source: Primary Data

INTERPRETATION:

This table describes that the respondents review of 32.45 % excellent, 43.70 % good, 21.19 % average, 2.64 % poor. Hence maximum 43.70 % of the respondents give their hospitality service is good and second 32.50 % of the respondents says excellent.

4.1.20 This chart shows that review of hospital service



4.2. Weighted Average method

Table 4.2.1 - The table showing the satisfaction of Mc Donald's:

SATISFACTION	HIGHLY SATISFIED (3)	SATISFIED (2)	UNSATISFIED (1)	TOTAL	WEIGHTED AVERAGE SCORE	RANK
Price	180	152	21	353	2.3377	5
Service	159	190	7	356	2.3576	4
Product	180	168	11	359	2.9669	2

Offers and discounts	174	168	15	357	2.3642	3
Delivery	189	170	9	368	2.4370	1

SOURCE: Primary Data.

INTERPRETATION

The above table shows Rank 1 between respondents and their satisfaction level where the majority of the respondents stated their experience level was very good (Rank 1) in Product and then followed by good, excellent in service and offer and discount and at last ranked as average satisfaction in Price.

Chart 4.2.1 Chart showing satisfaction level of customers



Table 4.2.2 This table shows that influencing the buying behavior:

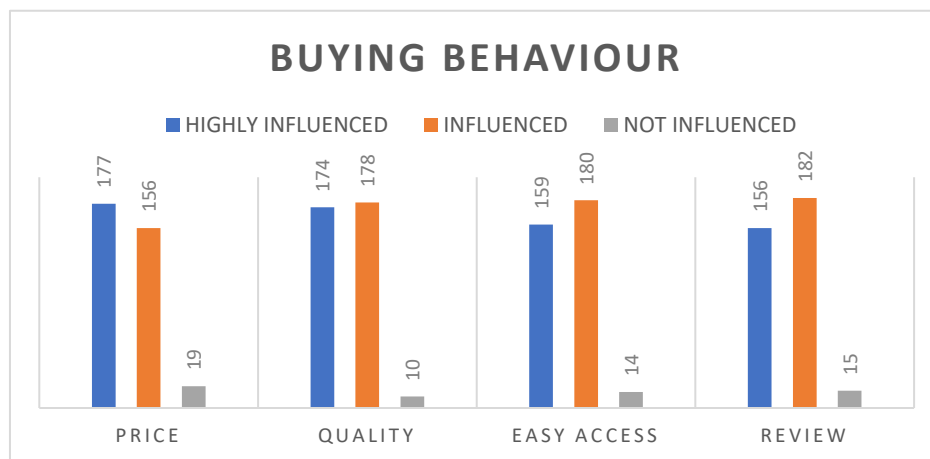
INFLUENCED	HIGHLY INFLUENCED (3)	INFLUENCED (2)	NOT INFLUENCED (1)	TOTAL	WEIGHTED AVERAGE SCORE	RANK
Price	177	156	19	352	2.331	4
Quality	174	178	10	362	2.397	1
Easy access	159	180	14	353	2.337	2
Review	156	182	15	353	2.337	3

SOURCE: Primary data

INTERPRETATION

The above table shows that Rank 1 is given for the facilities Responsiveness and customer care service followed by Price, Service, Product, Offers and discounts, delivery. The above ranking between respondents and their influencing buying behavior level where the majority of the respondents stated their behavior level was highly influenced and then followed by influenced and at last ranked as not influenced.

Chart 4.2.2 Chart showing Buying behaviour of the customers



5. Findings, suggestions and Conclusion of the study

5.1. Findings of the Study – Percentage analysis

- ❖ Majority (83.44%) of the respondents are male.
- ❖ Majority (72.84%) of the respondents are between the ages of 20-25.
- ❖ Majority (68.87%) of the respondent's occupation is Students.
- ❖ Maximum (43.70%) of the respondents are lived in Urban.
- ❖ High number of (38.41%) of the respondent's Monthly income are between (10000-20000).
- ❖ Maximum (39.07%) of the respondents prefer to eat with Friends.
- ❖ Maximum (43.04%) of the respondents prefer to eat in Afternoon.
- ❖ Majority (69.53%) of the respondents are influenced by Social Media.
- ❖ High number of (34.43%) of the respondent's preference are product Differentiation.
- ❖ Maximum (39.73%) of the respondents prefer likes chicken Taste.
- ❖ High number of (34.43%) of the respondents regularly other restaurant.
- ❖ High number of (39.07%) of the respondents like to eat Ham burger.
- ❖ High number of (40.39%) of the respondents spend Rs.10000-20000 for food in Mc Donald's.
- ❖ Majority (51.65%) of the respondents satisfied with the restaurant Ambience.
- ❖ Maximum (41.72%) of the respondents consume food 1 once in a week in this restaurant.
- ❖ Maximum (36.42%) of the respondents Mc Donald's restaurant known by Advertisement.
- ❖ Maximum (46.35%) of the respondents go to respondents on special occasions.
- ❖ Maximum (45.69%) of the respondents had motivated by the quality of food.
- ❖ Maximum (47.68%) of the respondents say they deliver the food with in a minute after ordering.
- ❖ Maximum (43.70%) of the respondents reply they provide good hospitality service.

5.2. Findings of the Study – Weighted average method

- ❖ The most common respondents share their experience are satisfied with service (Ranked first) and followed by Delivery, product, Offers and Discounts and Price.

- ❖ The most influencing factor to make a highly satisfied with delivery (Ranked first) and followed by Price, Product, Offers and Discounts and service etc.
- ❖ The respondents share their experience are un-satisfied with Price (Ranked first) followed by Offers and Discounts, product, Delivery and Service.
- ❖ The most influencing factor of buying behaviour to make an influenced by Review (Ranked first) and followed by Easy access, Quality and Price.
- ❖ The highly influence factor of buying behaviour is Price (Ranked first) followed by Quality, Easy access and Review.
- ❖ The aspects that Not influenced the respondents is Price (Ranked first) followed by Review, Easy access and Quality.
- ❖ The message is understandable among the tasty food of Mc Donald's advertised in TV followed by Price, Service, Product, offers and discounts and Delivery.
- ❖ Brand ambassador is the most influencing factor to make a purchase followed by taste and quality of the food.

5.3. Suggestions

- The consumers suggests that the improvement must be made on service and delivery.(With reference to 4.2.1)
- The study suggested that the price may be little bit reduced without compromising the quality of the product. (With reference to 4.2.1)
- Improvement can be made in serving the food faster and the customer must be taken due care once he enters the restaurant without any delay. (With reference to 4.1.9)
- McDonald's should consider in making more varieties of food in addition to satisfy the consumer.
- Their consumers like more combo offers.

5.3 Conclusion of the Study

McDonald's mainly concentrates on the taste, quality, location and price. These are the major determinants of satisfaction level of their 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 Mc Chicken. 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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