



# A Study on Consumer Predilection towards Mc Donald's In Coimbatore City

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**Abstract:** This research aims to assist Mc Donald's and other fast-food businesses in improving their strategies, enhancing customer satisfaction, and driving business growth. The research methodology includes a descriptive design, data collection through questionnaires from 150 respondents, and analysis using tools like percentage analysis, rank analysis, chi-square analysis, and correlation analysis. The survey was conducted with in the Coimbatore city. The findings reveal important recommendations for Mc Donald's, such as introducing healthier options, enhancing convenience and customization, partnering with local suppliers, and leveraging technology to improve the overall customer experience. Overall, this study emphasizes the significance of customer satisfaction and preference in the success of Mc Donald's and highlights the importance of adapting to evolving customer preferences and expectations.

**Index Terms – Consumer Predilection, Mc Donald's, Fast food, Customer satisfaction and purchasing habits.**

## 1.1 INTRODUCTION

The current study focuses on examining customer perceptions and purchasing habits related to Mc Donald's, a fast-food business that has experienced significant growth in India. It aims to understand the factors that contribute to customer satisfaction and happiness, such as food taste, service quality, cleanliness, ambiance, and convenience of locations. The study also explores the influence of international chains on the preference for fast food in India and the impact of previous experiences and marketing on customer decision-making. By gaining insights into customer impressions and behaviour, the study seeks to help Mc Donald's and other fast-food businesses improve their strategies, enhance customer satisfaction, and drive business growth.

## 1.2 OBJECTIVES OF THE STUDY

1. To know the profile of the consumers of Mc Donald's.
2. To study the opinion of the consumers about the Mc Donald's.
3. To examine the factors influencing consumers preference towards the Mc Donald's.
4. To find the needs of the consumers of Mc Donald's.

## 1.3 STATEMENT OF THE PROBLEM

Mc Donald's have only few branches in Coimbatore that too it is located in malls only. The franchise must be increased to make it available to more consumers. Consumers were looking for healthier, more exotic food choices and were turning to the competitors. The attitude of consumer needs had changed due to overwhelming influence of the media, politics and health experts. The sociocultural forces influenced the values, beliefs and lifestyles of the society, which proved to be damaging.

## 1.4 SCOPE OF THE STUDY

The survey was conducted to learn about Mc Donald's consumer predilection in Coimbatore. This would assist Mc Donald's in understanding the degree of predilection and expectations of their consumers, the effects of various characteristics of their service, and strategies to enhance their service in order to grow both sales and reputation.

## 1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the Overall research design, the sampling procedure, data collection method and analysis procedure.

## 1.6 RESEARCH DESIGN

Research design is an arrangement of the condition's analysis of the data in such a manner that aims to combine relevance to the research purpose with the economy in procedure. The research design is descriptive in nature in this research since the research laid emphasis on the predilection of consumers of Coimbatore city with special context to Mc Donald's.

### 1.6.1 AREA OF STUDY

This study has been considered only in the Coimbatore.

### 1.6.2 SAMPLE SIZE

The sample size taken for the study is 150 Respondents.

### 1.6.3 SAMPLING TECHNIQUE

In this study Convenience sampling technique is used to collect the samples.

### 1.6.4 PRIMARY DATA

The primary data are those that are collected through questionnaire and direct personal interview. The questionnaire was framed in such a manner to obtain correct information graded suitably for study. All the questionnaires were collected through personal contact from the respondents.

### 1.6.5 SECONDARY DATA

Secondary data regarding the industry, company and products were obtained from Internet and Books, Company Personnel and official websites.

### 1.6.6 TOOLS USED FOR ANALYSIS

1. Simple Percentage Analysis
2. Rank Analysis
3. Chi-square Analysis
4. Correlation Analysis

## 1.7 HYPOTHESES

**H<sub>01</sub>:** There is no significant difference & coefficient between the Consumer Predilection towards Mc Donald's and demographic profile of the respondents.

## 1.8 LIMITATIONS OF THE STUDY

1. The sample size chosen is covered only 150 respondents.
2. The geographic extent of the study was limited to Coimbatore city only.
3. The study was carried within the duration of 4 months.

## 2.1 REVIEW OF LITERATURE

### AYMAR RADUZZI ET AL. (2019)<sup>1</sup>,

Their research was aimed at assessing the drivers of customer satisfaction and brand loyalty at Mc Donald'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 Mc Donald's restaurants in Morocco. 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.

### KINNARRY THAKKAR AND MRUNMAYEE R.THATTE (2014)<sup>2</sup>,

In their study attempted to study the consumer perception about two important food franchise, McDonalds and KFC. The study is an explorative study based on primary data collected from 150 respondents in Thane city through a structured questionnaire. Various factors like variety of food items, quality, taste, ingredients etc. are analysed to study consumer perception about food franchise. The study revealed that price of the food items affect the frequency of visits to food outlets.

### JING HAN (2008)<sup>3</sup>,

The study is about how Mc Donald'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 Mc Donald's strategy should be attract more new consumers, encourage existing consumers to visit Mc Donald's more often, build brand loyalty and, ultimately, create enduring profitable growth for the company.

### BAHAUDIN G. MUJTABA (2007)<sup>4</sup>,

This study reveals about the Mc Donald'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, Mc Donald's Hong Kong offers employees free continuing education courses in business. As a result of Mc Donald's efforts, today Hispanics represent 29.3 percent of its workforce and 18 percent of its restaurant managers.

AGNES K.Y. LAW, Y.V. HUI, XIANDE ZHAO, (2004)<sup>5</sup>,

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.

### 3. DATA ANALYSIS AND INTERPRETATION

#### 3.1 RANK ANALYSIS

The rank analysis is performed in the study to identify the priority of the different category of consumers on various aspects considered for the study. Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the liked things at Mc Donald's and the respondents are used to rank as 1, 2, 3 and 4. It does not matter which way the items are ranked, item number one may be the largest or it may be smallest. The scores of each expectations of 150 respondents were totaled and the total score has been arrived. Final ranking has been based on the total score and their ranks are given in the following table.

PROBLEMS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RAN K
Availability of discounts and offers during festival time	61 305	34 136	37 111	11 22	7 7	150 581	I
Price reasonability	24 120	76 304	31 93	15 30	4 4	150 551	II
Foods are provided hygienically	31 155	48 192	49 147	15 30	7 7	150 531	III
Availability of franchise (Shops) in nearby locations	30 150	49 196	37 111	20 40	14 14	150 511	VI
Addiction to the taste	29 145	48 192	33 99	23 46	17 17	150 499	VIII
Health issues caused by consuming the food	25 125	61 244	37 111	18 36	9 9	150 525	IV
Services provided	28 140	52 208	32 96	28 56	10 10	150 510	VII
Waiting time to take order	31 155	49 196	33 99	26 52	11 11	150 513	V

TABLE: 3.1.1

The above table shows the problems which is mostly faced by the respondents that are ranked based on the return by the respondents. Availability of discounts and offers during festival time is ranked as I. Price reasonability is ranked as II. Foods are provided hygienically is ranked as III. Health issues caused by consuming the food is ranked as IV. Waiting time to take order is ranked as V. Availability of franchise (Shops) in nearby locations is ranked as VI. Services provided is ranked as VII. Addiction to the taste is ranked as VIII.

#### 3.2 CHI-SQUARE ANALYSIS

To assess if there is any coefficient relationship between male and female respondents, Hypothesis H., was framed. Chi-square test were performed and the result were presented below.

TABLE: 3.2.1

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.510 <sup>a</sup>	3	0.917
Likelihood Ratio	0.509	3	0.917
Linear-by-Linear Association	0.296	1	0.586
No. of Valid Cases	150		

The above table results that the f value is more than the significant at 5% level of confidence with the educational qualification respondents. And there by the hypothesis is accepted. Hence there is no significant coefficient between the preference of consumers in Mc Donald's and the across educational qualification groups.

To assess if there is any coefficient relationship between the food preferred by the consumers in Mc Donald's across age groups, Hypothesis H0, was framed. Chi-square test were performed and the result were presented below.

**TABLE: 3.2.2**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.762 <sup>a</sup>	12	0.123
Likelihood Ratio	18.548	12	0.100
Linear-by-Linear Association	1.667	1	0.197
No. of Valid Cases	150		

The above table results that the f value is more than the significant at 5% level of confidence with the age respondents. And there by the hypothesis is accepted. Hence there is no significant coefficient between the food preferred by consumers in Mc Donald's and the across age groups.

To assess if there is any coefficient relationship between Educational Qualification of the respondents and the preference of consumers in Mc Donald's, Hypothesis H0, was framed. Chi-square test were performed and the result were presented below.

**TABLE: 3.2.3**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.529 <sup>a</sup>	12	0.268
Likelihood Ratio	12.685	12	0.392
Linear-by-Linear Association	0.520	1	0.471
No. of Valid Cases	150		

The above table results that the f value is more than the significant at 5% level of confidence with the educational qualification respondents. And there by the hypothesis is accepted. Hence there is no significant coefficient between the preference of consumers in Mc Donald's and the across educational qualification groups.

### 3.3 CORRELATION ANALYSIS

To assess if there is any correlation between overall experience & dining experience of respondents, Hypothesis H<sub>1</sub> was framed. Correlation test was performed and the result were presented below.

**TABLE: 3.3.1**

Correlation			
		Overall Experience	Dining Experience
OVERALL EXPERIANCE	Pearson Correlation	1	0.571
	Sig. (2-tailed)		0.000
	N	150	150
DINING EXPERIENCE	Pearson Correlation	0.571	1
	Sig. (2-tailed)	0.000	
	N	150	150
Correlation is significant at the 0.01 level (2-tailed).			

The above table results that in case of experience in Mc Donald's, the f value is significant at 1% level of confidence with the overall experience and dining experience of the respondents. And there by the hypothesis is rejected. Hence there is the correlation between the overall experience in Mc Donald's and dining experience of the consumers.

## 4. FINDINGS

### 4.1 SIMPLE PERCENTAGE ANALYSIS

- It is inferred that 35% of the respondents fall between the age of 21 to 30 years.
- It is inferred that 64% of the respondents are male.
- It is inferred that 37.4% of the respondents are undergraduates.
- It is inferred that 27% of the respondents are students.
- It is inferred that 30.8% of the respondents prefers Mc Donald's for the taste of the food.
- It is inferred that 33% of the respondents have a little influence by watching advertisement.
- It is inferred that 34% of the respondents visits Mc Donald's once a week.
- It is inferred that 32% of the respondents spends below 500 a month.
- It is inferred that 33% of the respondents prefers to visit in the evening.
- It is inferred that 37.4% of the respondents likes the product variety.
- It is inferred that 43% of the respondents faced the problem of long queues.
- It is inferred that 31% of the respondents are referred by friends.
- It is inferred that 31% of the responds likes Mc Chicken.
- It is inferred that 37% of the respondents says waiting time is extremely short.
- It is inferred that 48% of the respondents are extremely satisfied with the overall experience of Mc Donald's.
- It is inferred that 55% of the respondents says excellent for dining experience of Mc Donald's.
- It is inferred that 52% of the respondents says very good to the freshness of the food.
- It is inferred that 54% of the respondents says very polite.
- It is inferred that 34% of the respondents spends 21-30 minutes.
- It is inferred that 55% of the respondents makes payment using the cash.
- It is inferred that 29% of the respondents says it already is the number one and it most likely to be the number one.
- It is inferred that 33% of the consumers visit because it is convenient to have something to eat.

## 4.2 RANK ANALYSIS

- It is observed that the 1st ranking was achieved by Availability of discounts.
- The least ranking was given to Addiction to the taste.

## 4.3 CHI- SQUARE ANALYSIS

- There is no significant relationship between the Gender and likelihood of consumers.
- There is no significant relationship between the Age group and the food that consumer prefer to eat in Mc Donald's.
- There is no significant relationship between the Educational Qualification and their preference.

## 4.4 CORRELATION ANALYSIS

There is no significant correlation between the consumer's overall experience and dining experience in Mc Donald's.

## 5. SUGGESTIONS

- Introduce more vegetarian and vegan options on the menu to cater to a wider customer base.
- Offer a healthier meal option for children that includes fruits, vegetables, and low-fat proteins.
- Implement a rewards program to encourage customer loyalty and repeat business.
- Provide more transparency about the ingredients and sourcing of the food to gain customer trust.
- Offer customizable options for burgers and sandwiches, allowing consumers to create their own unique combinations.
- Partner with local farmers and suppliers to promote sustainable and locally sourced ingredients.
- Introduce more breakfast options for consumers who are looking for a quick and easy meal on-the-go.
- Expand the range of beverages available to include more natural and healthier options, such as fresh juices and smoothies.
- Implement a mobile ordering and payment system to improve the speed and efficiency of the ordering process.
- Offer discounts and promotions on off-peak hours to attract consumers during slow periods.
- Develop a mobile app that allows consumers to place orders, earn rewards, and receive personalized recommendations.
- Provide more options for consumers with food allergies and sensitivities, including gluten-free and nut-free options.

## 6. CONCLUSION

In conclusion, customer satisfaction and preference are important factors for the success of any business, and Mc Donald's is no exception. Based on various studies and surveys conducted, it is evident that Mc Donald's has a significant market share and customer base, but also faces several challenges related to customer satisfaction and preference. The studies have shown that consumers value speed, convenience, and affordability when choosing fast-food restaurants, and Mc Donald's has been able to provide these factors to a large extent. However, the studies also indicate that consumers are increasingly looking for healthier and more diverse menu options, and there is a growing concern about the quality of the ingredients used in fast-food restaurants. Mc Donald's has taken steps to address these concerns by introducing healthier menu options, partnering with local suppliers, and providing more transparency about the sourcing and ingredients of their food. The company has also invested in technology to improve the ordering process and provide personalized recommendations to consumers. Overall, customer satisfaction and preference are crucial for Mc Donald's to maintain its market share and remain competitive in the fast-food industry. By continuing to adapt to changing customer preferences and providing high-quality food and service, Mc Donald's can continue to meet the needs of its consumers and drive growth in the future.

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