Consumer preference towards McDonald's Burger

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ABSTRACT: Consumer satisfaction occurs when the company's products and services meet the expectations and the consumer is completely satisfied with the food. McDonald's sole objective is to meet the wants and demands of its customers. This is how customers acquires the long-term attachments to a company's offerings and products; this is referred to as customer loyalty. Brand loyalty is a result of customer behaviour, which is affected by the personal preference. Examining consumer preferences for the McDonald's Burger is the goal of the study paper. An analysis was performed using SPSS software, and a questionnaire with Fourteen variables that were independent and a single dependent variable was created for research.

Keywords - Frequency, Purchase Intention, Sensitivity, Customer Review, Availability, Variety, Healthier Options, Delivery Time, Billing procedure, Product range, Preferring cheese, Buy online, Discounts and Coupons, Food quality, Staff service and Overall experience.

I. INTRODUCTION:

As any consumer can see, there are changing trends in the food industry today that are influenced by customer behaviour, which has an effect on the entire menu selection broadly and the marketing deals. McDonald's needs a thorough understanding of consumer preferences if it wants to remain successful in this industry with its customers' changing needs and preferences. McDonald's has a sizable customer base that frequently returns plus wide geographic reach. The majority of the overall market dominance in the burger sector is still held by McDonald's.

In order to understand how customers behave while making purchases, it is necessary to take into account a variety of elements, including the price of the burger, customer's personal preferences, their consciousness of health issues, and their expectations regarding the ability to order online and through drive-in and have it offered to their homes. Consumers' daily purchasing habits are influenced by this.

II. LITERATURE REVIEW:

1) (Smith, 2018)The emphasis on McDonald's burger shows the cravings and preferences of individuals around the glove for fast foods. It draws the attention of different tastes in different societies according to the culture.

2) (Brown, 2019)The main emphasis is on how McDonald's has been using the marketing techniques to draw the customers considering the different flavours, tastes from region to region with the cultural taste.

3) (Garcia, 2020)The study shows on how preferences have been changing due to health awareness hence McDonalds has also been successful to catering accordingly and staying on the top with changing the menus to keeping a count of calories.

4) (Patel, 2017)This study shows how customer loyalty is equally important too and the tactics used in promoting the image so as to influence the customer decisions which is related to the burgers and the sides.

5) (Kim, 2018)This study investigates how different set of people with different income, age and cultures together form different segments in buying behaviour of McDonald's burger

6) (Chen, 2019)This study shows how important it for fast food joints to be accessible and prepare the meal quickly. McDonald's has successfully cracked this and managed demand and supply through their restaurants, drive-ins, take-outs and delivery.

7) (Wong, 2017)The study shows McDonalds has tailored it burgers according to the cultures and religious beliefs. It has hence created a bond with the local cuisines on a global level.

8) (Carter, 2020)The study shows how with the changing consumer tastes McDonald's products have even become a point of worry due to the heating habits and nutrients intake which made them diversify their menu.

9) (Taylor, 2018)This study shows on how the internet has changed the whole way yof buying behaviour as they are driven on the comments, opinions and the content created about the product.

10) (Wilson, 2019)The study shows the economic conditions on how McDonald's sets the price of its burgers based on the demand, supply, competition and various other factors.

III. RESEARCH OBJECTIVES:

- To analyse the consumer preference with the McDonald's burger
- To analyse the impact of marketing with the sales of McDonalds.
- To analyse the health conciseness of consumer in deciding the McDonald's menu.

IV. LIMITATIONS:

The study's findings are based on the self-reported survey data, which might have biases in the responses.

V. RESEARCH METHODOLOGY

The study is exploratory in character, and a self-made questionnaire was used to collect the information. A Likert scale with a range of 1 to 5 is used for capturing the respondents' response. All groups of people provided a total of 155 replies. The factor analysis tool is employed, and SPSS 25.0 makes it possible to apply it.

VI. ANALYSIS

The variables used in this study are:
1. Frequency
2. Purchase Intention
3. Sensitivity
4. Customer Review
5. Availability
6. Variety
7. Healthier Options
8. Delivery Time
9. Billing procedure
10. Product range
11. Preferring cheese
12. Buy online
13. Discounts and Coupons
14. Food quality
15. Staff service
16. Overall experience

NULL HYPOTHESIS: There is relationship between the future purchase of McDonald's burger and all the independent variables

ALTERNATE HYPOTHESIS: There is no relationship between the future purchase of McDonald's burger and all the independent variables

In this research we are performing a factor analysis with the data collected with similar factors

Table no.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Bartlett's Test of Sphericity	Approx. Chi-Square	591.509
	df	105
	Sig.	.000

The KMO test helps in knowing the relationship between the variables. It is used to know if the data can be used in the evaluation of the factors which are similar.
In the above table KMO value shows 0.712 which is reliable in the test and there is correlation in between the variables.
In this case the null hypothesis is accepted when the prob is lesser than 0.05
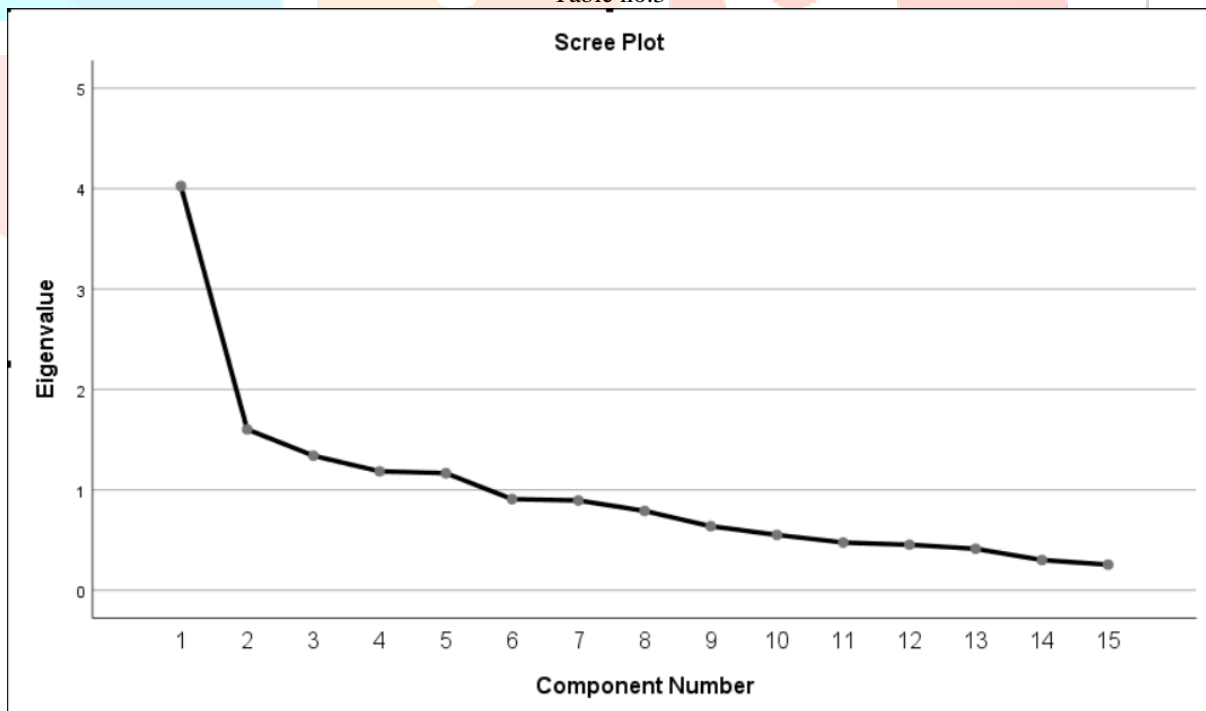
Table no.2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.025	26.836	26.836	4.025	26.836	26.836	2.627	17.512	17.512
2	1.603	10.684	37.519	1.603	10.684	37.519	2.220	14.798	32.309
3	1.341	8.937	46.456	1.341	8.937	46.456	1.686	11.243	43.552
4	1.185	7.897	54.353	1.185	7.897	54.353	1.468	9.786	53.338
5	1.166	7.775	62.128	1.166	7.775	62.128	1.319	8.790	62.128
6	.908	6.053	68.181						
7	.895	5.966	74.147						
8	.790	5.269	79.416						
9	.638	4.253	83.669						
10	.551	3.676	87.345						
11	.475	3.170	90.515						
12	.453	3.022	93.537						
13	.413	2.755	96.292						
14	.302	2.010	98.302						
15	.255	1.698	100.000						

Extraction Method: Principal Component Analysis.

A table lists the variables that were used to describe the overall variation. The top five Eigen values have been grouped together, as it can be seen (they are all larger than 1). The above five variables make up 62.128% of the variations, according to the total of coefficients calculated across all 14 variables. Factor analysis can be used as a way to minimise enormous volumes of data as a result of this.

Table no.3

In the above diagram the x-axis shows the components and the Y-axis shows the Eigen value. From the diagram we can conclude that there are five components which fall above 1, hence choosing them for factor analysis.

Table no.4

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Staff service	.806				
Overall experience	.787				
Delivery Time	.523				
Billing procedure	.519				
Food Quality	.516		.515		
Prefering Cheese burst	.491				
Product ranges		.814			
Variety		.721			
Availability		.604			
Discounts and coupons			.711	.413	
Buy online			.706		
sensitivity				.715	
Frequency		.411		.664	
Customer reviews					.814
Healthier Options	.423		.404		-.486

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
　　a. Rotation converged in 11 iterations.

The above table is the Rotated component matrix which helps in grouping the components according the preference groups. Staff service, experience, Delivery time, Billing, quality, preference of cheese burst and healthier options show the "buying experience". Product range, variety, availability and frequency option together form a "assortment of product" category. The food quality, discounts & coupons, online purchasing and healthier options together form a volatility of "pricing category". The customer review and healthier option together form the "customer ratings".

Table no.5

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.903	5	6.381	13.643	.000[b]
	Residual	69.684	149	.468		
	Total	101.587	154			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), REGR factor score   5 for analysis 1, REGR factor score   4 for analysis 1, REGR factor score   3 for analysis 1, REGR factor score   2 for analysis 1, REGR factor score   1 for analysis 1

Table no. 6

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.560[a]	.314	.291	.684	.314	13.643	5	149	.000	2.353

a. Predictors: (Constant), REGR factor score   5 for analysis 1, REGR factor score   4 for analysis 1, REGR factor score   3 for analysis 1, REGR factor score   2 for analysis 1, REGR factor score   1 for analysis 1

b. Dependent Variable: Purchase intention

When performing regression using the elements that have been chosen, we may infer from the R-squared value of the hypothesis is 31.4% reliable, meaning that all of the variables that are uncorrelated have a substantial impact on one's decision to buy a burger. Since the value is below the level of 0.05, we can conclude that the statistical model is relevant.

Table no.7

Histogram
Dependent Variable: Purchase intention

Mean = -8.67E-19
Std. Dev. = 0.984
N = 155
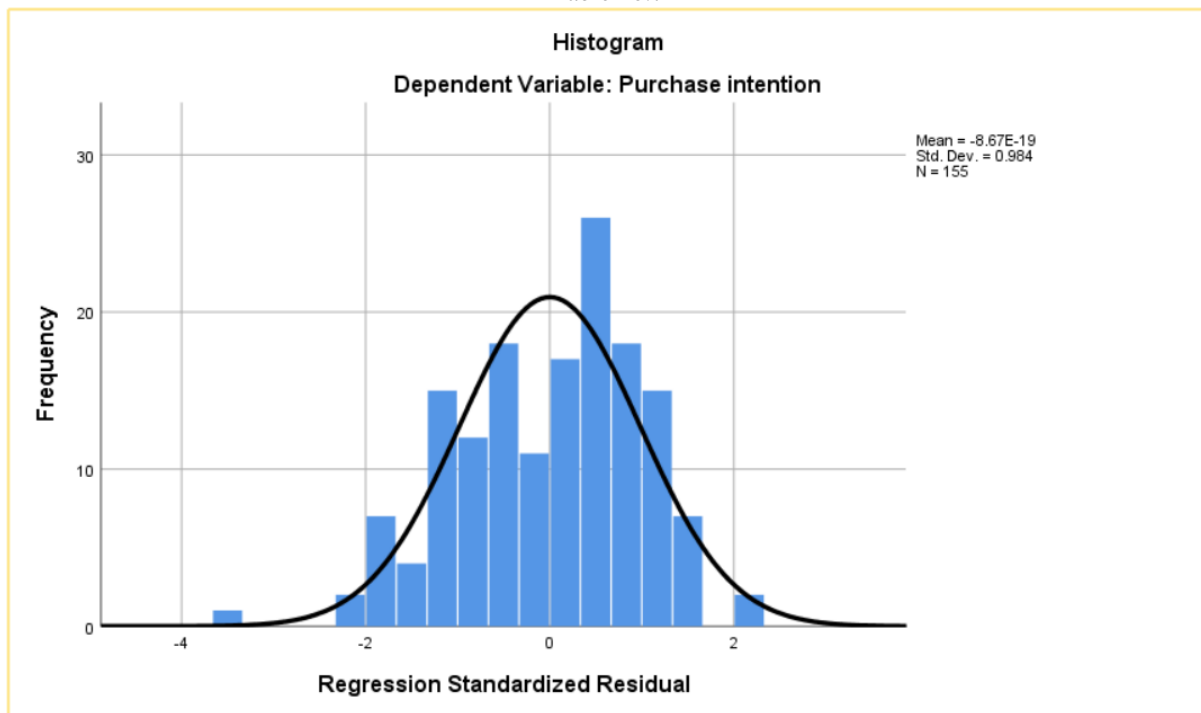
In the above tale we can see that all the values of variables are normally distributed.
We can conclude that Null hypothesis is accepted in this study.

VII. CONCLUSION:

One of the most prominent companies in the quick-service restaurant sector is the McDonald's burger. From when it initially unveiled its outlets, McDonalds has been catering to customer needs and promoted its brand by introducing innovative offerings and encouraging the extensive use of IT, drive-in and delivery. For this investigation of McDonald's Burgers consumer fulfilment and choice around 155 people were asked about. The fourteen variables include frequency, Purchase Intention, Sensitivity, Customer Review, Availability, Variety, Healthier Options, Delivery Time, Billing procedure, Product range, Preferring cheese, Buy online, Discounts and Coupons, Food quality, Staff service and Overall experience.

VIII. REFERENCES

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