

# Buyer Preference towards Mcdonald's at Chennai

Rahamath Nisha, S. Sameena, Fhammida Begum

**Dr. Rahamath Nisha**, Assistant Professor, Department of Commerce, JBAS College for Women, Chennai, Tamilnadu, India.

**Mrs. S. Sameena**, Assistant Professor, Department of Commerce, JBAS College for Women, Chennai, Tamilnadu, India.

**Mrs. Fhammida Begum**, Assistant Professor, Department of Commerce, JBAS College for Women, Chennai, Tamilnadu, India.

## Article Info

Volume 81

Page Number: 6298 - 6300

Publication Issue:

November-December 2019

## Article History

Article Received: 5 March 2019

Revised: 18 May 2019

Accepted: 24 September 2019

Publication: 28 December 2019

## Abstract:

Buyer behavior is the study of how individual or group of customers select a product or service. It attempts to understand decision making process of a customer while selecting a product or service out of all the myriad alternatives available in the market. In the current marketing scenario, it is very essential to learn of Buyer Preference. Consumers are the emperor of markets. Without consumers no trade organization can run. The primary data were composed through questionnaire. The data were analyzed through percentage analysis. It is concluded that the business corporation has maintained its position well by considerate the client psychology, by ensuring quality, by maintaining economic factors in the view of customers and by promotion.

**Keywords:** Buyer behaviour, client psychology, Promotion

## I. INTRODUCTION

Consumer behavior has been forever of great attention to marketers. The information of consumer psychology helps the promoter to know how consumers think, feel and select from alternative like goods, brands and how buyers are inclined by their surroundings, the reference groups, family, and sales representatives etc.,. Buying behavior is subjective by cultural, social, personal and Behavioural factors. Most of the factors belongs to behavioural factors are out of control and away from the promoters but they have to be careful while difficult to know the complex psychology of the consumers. A set of proportions can be recognized in the literature, which can be used to differentiate the various perspectives on Buyer research.

## II. OBJECTIVES OF THE STUDY

1. To study the buyer preference towards McDonalds
2. To analyze the factors those influences the customer satisfaction.
3. To offer suggestive measures to improve the customer expectation.

## III. REVIEW OF LITERATURE

**Dr. Pankaj K Trivedi** et.al (2016) has made a Comparative Study on Customer Satisfaction

towards KFC and McDonalds' – Rajkot. Their main objective is to compare purchasersatisfaction level towards KFC and McDonalds, Chennai. It reveals that as far as market existence and brand value is concerned McDonalds have absolutely provided a point for themselves. But KFC who re-entered in 2003has exposed a speedy development and no wonder if in the upcoming year KFC overtakes McDonalds in the Indian bazaar. Both the food giants have agreed each other massive competitionin terms of Buyer satisfaction, service quality and Marketing strategies

**M.Mondurailingame Et.al (2015)** examined a comparative study on customer satisfactiontowards kfc and McDonalds, Chennai. The universe of the population includes theirrespondents who are the customers of KFC and McDonalds, located at Mogappair, Chennai.The samples (i.e. sample size 50) were chosen among the customers of KFC andMcDonalds, situated at Chennai for this research.

## IV. PROFILE OF THE COMPANY

**McDonald's** is the world's largest chain of hamburger fast food restaurant. Founded in the untied states in 1940, the company began as a barbecue restaurant operated by Richard andMaurice McDonald. In 1948, they reorganized their business as hamburger stand using production line principles. Businessman ray Kroc joined the company as affranchise agent in McDonald's primarily sells

hamburgers, cheeseburgers, chicken, French-fries, breakfast items, soft drinks, milkshakes, and desserts.

## V. ANALYSIS AND INTERPRETATION

**Table Showing Features Preferred In The McDonald's**

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	QUALITY	29	29
2	PRICE	24	24
3	VARIETY	30	30
4	HOSPITALITY	13	13
5	ALL THE ABOVE	4	4
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

Interpretation:

From the above table it shows that 29% of respondents are liked a quality in the McDonald's, 24% of respondents are liked a price in the McDonald's, 30% of respondents are liked a variety in the McDonald's, 13% of respondents are liked a hospitality in the McDonald's, and 4% of respondents are liked all the above features in the McDonald's.

**Table Showing How Often Consumer Visit McDonald's**

S.NO	PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
1	ONCE A WEEK	34	34
2	TWICE A WEEK	20	20
3	ONCE A MONTH	43	43
4	DAILY	3	3
5	<b>TOTAL</b>	<b>100</b>	<b>100</b>

Interpretations:

From the above table it shows that 34% of respondents will visit McDonald's, once a week, 20% of respondents will visit McDonald's, twice a week, 43% of respondents will visit McDonald's, once a month, 3% of respondents will visit McDonald's daily.

**Table Showing The Product Preferred Most In McDonald's**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	FRIES	32	32
2	BURGERS	39	39

3	ICE CREAM	14	14
4	PIZZA PUFF	15	15
5	<b>TOTAL</b>	<b>100</b>	<b>100</b>

Interpretations:

From the above table it shows that 32% of respondents prefer fries, 39% of respondents prefer burgers, 14% of respondents prefer ice cream, and 15% of respondents prefer pizza puff.

**Table Showing Satisfaction With Product Offer In McDonald's**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	HIGHLY DISAGREE	7	7
2	SATISFIED	59	59
3	DISAGREE	1	1
4	HIGHLY SATISFIED	21	21
5	NEUTRAL	17	17
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

Interpretations:

From the above survey it was inferred that out of total population of respondents, 7% of respondents are highly disagree with the variety of the products in McDonald's, 59% of respondents are satisfied with the variety of the products in McDonald's, 1% of respondents are disagree with the variety of the products in McDonald's, 21% of respondents are highly satisfied with the variety of the products in McDonald's, 17% of respondents are neutral with the variety of the products in McDonald's.

**Table Showing The Satisfaction In Performance Of McDonald's**

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	HIGHLY DISAGREE	5	5
2	SATISFIED	60	60
3	DISAGREE	1	1
4	HIGHLY SATISFIED	22	22
5	NETURAL	12	12
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

Interpretations:

From the above table it shows that 5% of respondents are highly disagree their performance in McDonald's and 60% of respondents are satisfied their performance in McDonald's, 1% of respondents are disagree their performance in McDonald's, 22% of respondents are highly satisfied their performance in McDonald's, 12% of respondents are neutral with their performance in McDonald's.

## VI. FINDINGS& RESULTS

1. 43% of respondents visit McDonalds once a month and 3% of respondents visit daily.
2. 72% of respondents order through direct purchase in McDonalds and 28% of respondents through online purchase.
3. It is found that 37% of respondents switch to other brands if the price increases and 6% increase their visit.
4. It is found that 64% of respondents increase their visit if the price decreases and 10% of respondents switch to other brand.
5. It is found that 59% of respondents that they are satisfied with the variety of products available in McDonalds and 1% of respondents disagree.
6. think neutral for the change of size of food and 1% of respondents extremely smaller.
7. It is found that 60% of respondents are satisfied with the performance of McDonalds and 1% disagrees with the performance of the McDonalds.

## VII. SUGGESTIONS

1. Many respondents feel that the customer services are not good. Therefore customer service should be improved.
2. Many customers say that the foods are very expensive in McDonalds. Therefore the price of the foods should be reduced.
3. McDonalds should develop menu choices that are healthy and socially acceptable.
4. Proper feedback from customers is required and changing according to it.

## VIII. CONCLUSION

McDonalds is a well established organization and it has maintained its location well by appreciative the customer psychology, by ensuring quality, by maintenance economic factors in the view of customers and by promotion. McDonalds is improving day by day. A structured questionnaire is framed to know the buyer preference. From the analysis certain findings and suggestion were drawn. Companies have to adopt some innovation in products and services to improve their customer satisfaction.

## BIBLIOGRAPHY

1. M.Mondurailingam, V.Jeyaseelan AND A.K.Subramani- Comparative study on customer satisfaction towards kfc and mcdonalds, zenith International Journal of Multidisciplinary Research-ISSN 2231-5780 Vol.5 (6), JUNE(2015) Online available at [zenithresearch.org.in](http://zenithresearch.org.in).
2. Dr.C.G.E.Salami - consumer perceptions of fast food restaurants, asaba.- global journal of management and business research (volume 12 issues 1 version 1.0,jan 2012).online ISSN:2249-4588.
3. [www.google.com](http://www.google.com)
4. [www.researchgate.com](http://www.researchgate.com)