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A Study on Customer Satisfaction towards Mc Donald in Shoolagiri.Krishnagiri District, Tamilnadu

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Abstract

In the modern world the ultimate aim of every business is to make profit. To get that companies are introduce new strategies. One of the easiest way to attain success is that customer satisfaction. The essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programmers that can influence consumers' decision to purchase its products. Customer satisfaction helps the firms to understand the desired level of needs and wants of customers. Customer satisfaction is a tool used by the organization to understand the effectiveness of their performance. Customer satisfaction refers to the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction or improved performance. The analysis of customer satisfaction helps the organization to find out the weakness in their



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activities. Organizations are increasingly interested in retaining existing customers while targeting non customers; measuring customer satisfaction provides an indication of how successful the organization is at providing product and services to the market place. To understand the effectiveness of Customer satisfaction we use various statistical tools like percentage analysis and chi-square tests. After conducting this analysis we found that Customer satisfaction is very important for the success of the company. In the case of McDonald they are very much cautious about the customer satisfaction so that they get good returns in the form of profit and good will

Key words: new strategies, customer satisfaction, the importance of sales,

CHAPTER I

1. INTRODUCTION

The essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organizations to engage in programmes that can influence consumers' decision to purchase its products. This is where the brand management is relevant.

Customer satisfaction helps the firms to understand the desired level of needs and wants of customers. Customer satisfaction is a tool used by the organization to understand the effectiveness of their performance. Customer satisfaction refers to the power or ability to choose one thing over another with the anticipation that the choice will result in greater

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satisfaction or improved performance. The analysis of customer satisfaction helps the organization to find out the weakness in their activities. Organization are increasingly interested in retaining existing customers while targeting non customers; measuring customer satisfaction provides an indication of how successful the organization is at providing product and services to the market place.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from the person to person and product to product. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other option the customer may have and other products against which customer can compare the organizations product.

1.2.NEED OF THE STUDY

- Facilitates smooth sailing of various research operations.
- It Gives maximum information, minimum expenditure, time, money \$ effort.
- Facilitates for advance planning, data collection and technique to analyze.
- It should be well designed to erase the errors in research program.
- It facilitates the researcher to organize his ideas and helps him in identifying flows and in adequacies.

1.3 OBJECTIVES OF THE STUDY

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- To know the awareness level of various services provided by Mc DONALD
- To know the customers satisfaction level regarding the Mc DONALD.
- To suggest the measures to improve the system of marketing in the present situation.

1.4 SCOPE OF THE STUDY

- The study well enables to understand the effectiveness of currently adopted strategies.
- The study is helpful to know the several strategies adopted by the company to retain the existing customers and attract new customers.
- It is also helpful to ensure the importance of the customers in company.
- This study is also helpful to make further references for researchers who are making studies on this particular topic.

1.5 STATEMENT OF THE PROBLEM:

The project leads to know the way and means of improving the sales and market in Mc DONALD, Krishnagiri. The researcher will be conducted a study titled “customer satisfaction towards the Mc DONALD in Krishnagiri district .The study includes the customers of the Mc DONALD. For this study he researcher will be conducted an interview with 100 respondents in Krishnagiri district and certain statically tools will be applied. The Mc DONALD concentrates more in prompt delivery of Mc Donald Product.

1.6 LIMITATIONS OF THE STUDY



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- Collection of data from the respondents is heavy challenge due to the frequent absenteeism of employees.
- It is very difficult to collect the information from uneducated employees.
- Due to company restriction the researcher couldn't collect the sufficient data from all employees

CHAPTER II

2.1. REVIEW OF LITERATURE

1 McGinnis and Jaworski (1989)

The concept was elaborated upon by in their seminal piece regarding information processing in advertising: "Cognitive and emotional responses related to imagined product consumption experiences are the strongest determinants of brand attitude. As shown, need for cognition is linked to the development of brand attitude in consumers. When examined in terms of its relationship to time spent processing online, visually rhetorical advertising, need for cognition could prove to be an interesting differentiator within the sample group. In addition to need for cognition, an internal motivation toward the product being advertised should be apparent within driven consumers. This motivation helps push the consumer toward unraveling the visual riddle presented in an open advertisement. Type of motivation, either utilitarian ("goal-oriented") or hedonic ("expressive"), is a diverse and interesting factor to analyze across consumer groups.

1. Phillips (2000)

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Shown in research undertaken by, consumers with utilitarian, goal-oriented motivations are keen *on* evaluating product attributes and therefore less likely to be attracted to open advertisements. Consumers with hedonic or "expressive" goals are more likely to seek out the entertainment value in the open advertisement.

2. Ketelaar, et al., (2001)

As the flow of online sales increases and more companies begin to move into the digital arena, advertisers and digital designers are forced to stay on the cutting edge in terms of website design and content presentation. In a search to find

3. Huang (2003)

The found that level of attention in consumers is most linked to utilitarian design while both control and interest are linked to hedonic performance measures.

Liu, et al (2002) base.

4. Zakon (2002)

Says that the Web has come to encompass some 38 million plus websites. It is a tossup as to whether any of these websites effectively communicate with their target audience in a manner that is both user-friendly and efficient in terms of brand impact and sales. As most consumer advocates have come to know, digital environments that frustrate users dramatically decrease brand loyalty and can cause consumers to completely abandon a brand community in both real and virtual worlds. In an effort to stem off this flow of frustration, two new digital design techniques provide an intriguing way to increase information flow within digital environments while providing imagery and content that makes users feel intelligent and engaged. These new design techniques are persuasive navigation and open

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online advertising, respectively. One technique deals with the information architecture of the website.

5. Bright (2004)

The concept of intra-site advertising was tested by him and was found to be effective in terms of increasing information flow on a controlled website. Open advertising has not yet been tested in the online environment, with current studies focusing on print media, however it presents promises potential as an online persuasion technique. This paper will further explore the application of open advertising in the online context as well as elements of interactivity and design.

Kioumars et al., (2009)

Say that Personality characteristics impact consumer behavior because they shape the way in which consumers respond to messages at a given time. This response changes minute to minute based upon the unique characteristics of the target consumer and their ongoing life experience. The online environment presents a vast opportunity for companies to interact with consumers on a personal, customized level. Individual differences are an important aspect of this interaction as they provide insight into how people.

2.2. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem. It may be understood has a science of studying how research is done scientifically. In it we study the various steps that all generally adopted by a researcher in studying his research problem along with the logic behind them. The scope of research methodology is wider than that of research method.



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2.1 RESEARCH DESIGN

Research design is the plan, structure to answer whom, when, where and how the subject is under investigation. Here plan is an outline of the research scheme & which the researcher has to work. The structure of the research is a more specific outline and the strategy out, specifying the methods to be used in the connection & analysis of the data.

2.2 DATA COLLECTION

For any study there must be data for analysis purpose. Without data there is no means of study. Data collection plays an important role in any study. It can be collected from various sources. I have collected the data from two sources which are given below:

1. PRIMARY DATA

- Personal Investigation
- Information from correspondents
- Information from superiors of the organization

2. SECONDARY DATA

- Published Sources such as Journals, Government Reports, Newspapers and Magazines
- Unpublished Source such as Company Internal details prepare by themselves

2.3 SAMPLING SIZE

Number of the sampling units selected from the population is called the size of the sample. For the survey, a sample size of 100 has been taken into consideration.

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SAMPLING METHOD

The sampling method indicates how the samples are selected from the universe. The Researcher has to adopt convenience sampling for research. Convenience sampling is a method under non-profitability sampling. The researcher has to select the respondents based on his convenience.

2.4 GEOGRAPHICAL AREA

This study will be carried out in Mc DONALD and local areas of Krishnagiri district

DESCRIPTIVE RESEARCH

Descriptive research design was used for the present study. The major emphasis of descriptive research is to find out the solution of the formulating problem. The main characteristic of this method is that the research has no control over the variables. It only report that what has happened (or) what is happening.

RESEARCH INSTRUMENT

For data collection, structured undisguised questionnaire cum interview schedule will be framed with close-ended questions to maximum extent will be used. Direct personal interview method is used for collecting information from the respondents through questionnaire. This questionnaire contains both open-ended, dichotomous, close ended questions along with multiple options.



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2.5 TOOLS FOR DATA ANALYSIS

- Percentage analysis
- Chi-square test
$$x^2 = \frac{(O-E)^2}{E}$$

CHI-SQUARE TEST

Chi-square test is a non-parameter test and it is used most frequently by marketing researcher to test the rightness of hypothesis. Hypothesis is a tentative and declarative statement to be tested describing a relationship between two attributes. The researcher should state the null hypothesis (the hypothesis is to be tested) in such a way that its rejection leads to the acceptance of the alternative hypothesis. Chi-square is symbolically written as tests at determining whether significant difference between two groups of data.

$$\frac{(O - E)^2}{E}$$

Where :

O- Observed Frequency

Degree of freedom = (r-1) (c-1) where,

R=Number of rows C=Number of columns in the chi

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CHAPTER IV

DATA ANALYSIS AND DISCUSSION

CHI SQUARE

Relationship between the gender and satisfied with the quality provided by mc Donald

NULL HYPOTHESIS

H0 : There is a no significant relationship between the age and medical examination regarding welfare measures.

ALTERNATIVE HYPOTHESIS

H1 : There is a significant relationship between the age and medical examination regarding welfare measures.

LEVEL OF SIGNIFICANCE: 5%

		satisfied with the quality of Mc Donald Product provided by Mc DONALD				
GENDER	HSA	SA	N	DSA	HDSA	TOTAL
MALE	30	6	2	0	0	38
FEMALE	40	9	13	0	0	62
TOTAL	70	15	15	0	0	100

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CHI SQUARE ANALYSIS

Sl.NO	O	E	O-E	(O-E) ²	(O-E) ² /E
1	30	26.6	3.4	11.56	0.4345
2	6	5.7	0.3	0.09	0.015
3	2	5.7	-3.7	13.69	2.4001
4	0	0	0	0	0
5	0	0	0	0	0
6	40	43.4	-3.4	11.56	0.2663
7	9	9.3	-0.3	0.09	0.0096
8	13	9.3	3.7	13.69	1.0472
9	0	0	0	0	0
10	0	0	0	0	0
Total	Calculated value				4.1727

DEGREE OF FREEDOM:

$$=(R-1)(C-1)$$

$$=(2-1)(5-1)$$

$$=(1)(4)$$

$$=4$$



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CALCULATE VALUE: 4.1727 and TABLE VALUE: 9.488

SOLUTION:It represents the calculate value is less than the table value. So here the null hypothesis is **accepted**.

INFERENCE: Hence, the chi square analysis shows that there is no significant relationship between the genders and satisfaction with the quality of Mc Donald Product provided by Mc DONALD.

CHAPTER V

5.1.FINDINGS

1. Most of the respondents are female its nearly 62%.and only 38% respondents are male.
2. In t his study we can see that the most of the respondents come under 18-30 category, it is nearly 46% of the total respondents.
3. In this research most of the respondents are married it's nearly 80%and the remaining 20% is unmarried.
4. In this study we can see that most of the respondents are come under the school level, it is nearly 76%.
5. The income level of the respondents are come under the category is Rs 60000it is 82% of the total sampling.
6. More than 73% of the respondents are prefer Mc DONALD products.
7. Majority of the people said that brandedproductare available at Mc DONALD s, it is nearly 76%.



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8. Most of the respondents say that the product availability is at Mc DONALD it is more than 63%.
9. The study shows that 58% of the respondents are satisfied with the price of Mc DONALD.
10. In this study we can see that there is no relationship between the genders and satisfaction with the quality of Mc Donald Product provided by Mc DONALD.

5.2.SUGGESTIONS

1. It is suggested that the company can provide more advertisement on local Medias and other Medias to improve the sales of the products.
2. The company can start more Mc Donald Product stalls to meet the demand of the product.
3. The company can Introduce different variety and packing to survive in competition
4. Importance must be given to customer complaints and it should be resolved maximum by 24 hours.
5. The company can provide seasonal offers to the regular customers.
6. The company may have morally focused in on regular area.
7. The company can clearly identify target group. Step up the promotional activities to attract target group towards your product, may be some life style changes take place in the process
8. Price is an important factor contributing to customer satisfaction of Mc DONALD. As most of the customers are dissatisfied with this regard, the company can concentrate on the same and do the necessary alteration.

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9. The company should give periodical offers to their customers to improve the sales level.
10. A good percentage of budgets should be allocated for advertising the product.
11. Other extra free services can be provided to improve sales.

5.3.CONCLUSION

Brand preference does exist in the food drink industry may too. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality and value before the consumers. In this study, it is being understood that the customer's preference with regard to branded Mc Donald Product is studied and it is being proved that the quality was the primary factor considered by the respondent while choosing a brand other than the Price, Service and advertisement. Majority of the customers preferred MC DONALD due to its better availability, quality and service. For users, Mc DONALD offers the obvious benefits of taste and better quality. This decade, most of the people are using Mc DONALD products. So, Mc DONALD product provider increasing their level of taste, quality should overcome one's competition. So, it leads to adding new features, schemes, periodical offers. So, those consumers get maximum benefit from their Mc DONALD product producers.

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