

A Study on Consumer Satisfaction in “Fast-Food Service” with special reference to McDonalds in Mumbai

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Abstract: *In today's world of fierce competition, it is very essential to not only exist but also to excel in the market. Today's market is enormously more complex. Henceforth, to survive in the market, the company not only needs to increase its profit but also needs to satisfy its customers and should try to build upon from there. The research paper is the analysis of the customer satisfaction in fast-food and service quality level provided by the fast food joint Mc Donald's, Nirula's and Pizza Hut..*

Keywords: fierce competition , customer satisfaction , service quality

I. INTRODUCTION

In today's world of fierce competition, it is very essential to survive in the market and face the threats and explore the opportunities . Today's market is enormously more complex. The company should lay emphasis not only maximizing the profit but also should ensure that their customers are satisfied. The research is carried out to understand the level of customer satisfaction in various fast food outlets like Mcdonalds , Pizza Hut and The survey was conducted so as to analyze the levels of service prevailing in the fast food outlet and the improvisation which can be done.. The meaning of service and service quality has been discussed elaborately. Market research study has been conducted in order to know about the customers' preferences and hospitality that they want from the fast food joints. After this findings have been elaborately put forth to understand whether the customer is truly satisfied with the services and products offered by McDonalds'

II. REVIEW OF LITERATURE

Around the world, McDonald's believes in the localization strategy and works with local operators . In India too, McDonald's purchases raw materials from local vendors McDonald's constructs its restaurants using all the local products , contractors, labour and - where possible. McDonald's hires local personnel for all positions within the restaurants and contributes a portion of its success to communities in the form of municipal taxes and reinvestmen by carrying out ISR activites . Nearly 98% of the raw materials are purchased from the local market McDonald's sources food products from local companies. Mutton patties are supplied by Al-Kabeer, Hyderabad, Andhra Pradesh; fresh lettuce comes from Pune, Ooty, Maharashtra and Dehradun; cheese from Dynamic Dairies, Baramati, Maharashtra; sesame seed buns and sauces from Cremica Industries Phillaur, Punjab, and pickles from VST Natural Foods, Hyderabad, Andhra Pradesh. Before establishing the new Extensive Food Chain For three years before the opening of the first McDonald's restaurant in India, McDonald's and its international supplier partners worked together with local Indian companies to manufacture products that meet McDonald's vigorous quality standards. These standards were decided keeping in mind Indian Government regulation on food, health and hygiene. Part of this development involves the transfer of state-of-the-art food processing technology which has enabled Indian business to grow by improving their ability to compete in today's international markets. For example Cremica Industries worked with another McDonald's supplier from Europe to develop technology and expertise which allowed Cremica to expand its business from baking to also providing bread and batters to McDonald's India and other companies. Another benefit was that experts in the field of agriculture which allowed McDonald's and its suppliers to work with farmers in Ooty, Pune and Dehradun and other regions to cultivate high quality lettuce. This includes sharing advanced agricultural technology

and expertise like utilization of drip irrigation systems which reduce overall water consumption and agricultural management practices which result in greater yields.

III. RESEARCH METHODOLOGY

The Research design used in this case of research is Exploratory design method .the target included those people who frequently have visited Mcdonalds and Mumbai was treated as sampling unit with number of samples being 100. Primary data s has been collected through the survey method whereas Secondary data has been collected through brochures , websites and other useful links about Mcdonalds

IV. DATA INTERPRETATION

How frequently do you go to restaurants?

Table 1:

Criteria	No Of Respondents in %
Holidays	44
Special Occasion	32
Everyday	14
Weekdays	10
Total No of Respondents	100

Interpretation: From the above Table it is found that number of respondent prefer to going restaurant on Holidays and second choice of respondent to visit restaurants on special Occassions . And there are few number of respondents who want to visit restaurant Everyday. And also over the weekdays .

Which Restaurants you prefer to go

Table No 2 :

Criteria	No Of Respondents in %
McDonalds	45
Pizza Hut	20
Burger King	15
Subway	15
Dominos	5
KFC	5

Interpretation: From the above table it indicated that maximum people prefer to go at Mcdonals for consumption of fast food .

What are the various factors which are drivers towards the restaurant

Table No 3:

Criteria	No Of Respondents in %
Quality	43
Quick Service	25
Friendly Environment	12
Hygiene standards	15
Meal offers	5

Interpretation: From the above table it indicates that driving force for maximum people towards McDonalds is Quality of food served followed by Quick service

How much time do they take to deliver your order?

Table No 4

Criteria	No Of Respondents in %
Less than 5 mins	19
5-10 mins	50
10-15 mins	11
More than 15 mins	20

Interpretation: From the above table almost 50 respondents have said that it takes around 5 -10 mins to deliver the order

V. SUMMARY & CONCLUSIONS

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