

A Study of Customer Satisfaction Regarding MCDONALDS

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EXECUTIVE SUMMARY

In today's post pandemic competitive new world, it is critical to not just exist but also flourish in the market. The market conditions have changed after the pandemic. Today's market is far more complicated and competitive. To thrive in the market in the future, the company must not only maximize its profit but also please its clients and aim to expand from there.

This project is an examination of consumer satisfaction in fast food joints and the level of service quality offered by **Mc Donald's, Nirula's, and Pizza Hut**. The survey was carried out in order to assess the current level of service at the fast-food restaurant and to identify areas for improvement.

The definition of service and the quality of service have been thoroughly studied. A market research study was undertaken to learn about the customers' preferences and the hospitality that they expect from fast-food restaurants.

Following that, a comparison analysis using diagrams and charts was created to present the overall image of the market study. Conclusions were formed after a thorough examination of the findings.

I. INTRODUCTION

THE INDIAN FAST-FOOD MARKET - AN OVERVIEW

India is a country of diversity. Here food is not just considered as a form of nutrition but is also collaborated with customs and traditions. In India the taste and flavors of food preparation keep changing from one state to another. At the early age, people would mostly prefer home cooked food in India. But as urbanization is taking place this scenario seems to be changing completely. The concept of fast-food is prevailing since quite a few years now. In this fast-moving world where the expenses are day by day inclining, it is a must for all the members of the family to work for living. Also, many times lot of people shift to other region away from the family to earn a living.

This kind of a rush lifestyle gives a scope for consumption of quick meals which are easily prepared and quickly served which we term as fast-food. This fast-food at the time of being prepared in no time it is also a pleasure to the tongue. Indian fast-food industry is widening day by day which is leading to its progress along with certain drawbacks. Despite showing economic development in India for last few decades, still poverty and food inefficiency is seen prevailing in various parts of the country. In addition to its frequent consumption of fast-food is pushing it to burden of diseases.

Up to the year 1995 Indian food market was predominantly dominated by the traditional Dhaba's, potential restaurants in the customer's colony and some restaurants in a five-star hotel. Having fast food i.e., burgers, pizzas etc., was considered to be an option for living a lavish lifestyle.

It was not at all synonymous with the American concept of fast food as a quick takeaway bite or a substitute for lunch.

Apart from fast food provided at local colony eateries and select five-star restaurants, Nirula's was the country's only fast-food chain, with its restaurants expanding with each passing year since its debut. Nirula's has been in operation for nearly 50 years, and almost no one is unaware of its existence. Nirula's was the first to introduce fast food to India in the 1950s, and it has since evolved into a restaurant with enormous brand equity and brand recognition. It proved to be an ideal eating establishment for the normal middle-class person who wants to eat out at a reasonable price but cannot afford to go to five-star restaurants.

Nirula's practically enjoyed a monopoly for decades due to its placement. It is a restaurant where people ranging from the middle class to the top class can eat. Its popularity has grown throughout the years. With shifting habits and rising wages, practically everyone who can afford to eat out could stop by Nirula's for a snack.

However, in 1995-96, there was a significant shift. The year 1996 is regarded as India's debut into the global food market. International behemoths like McDonald's, Domino's, and Pizza Hut have all flooded the Indian cuisine sector.

Before, a UK-based company called Wimpy's started a business in the country in 1990. By 1996, it had built three to four outlets in Delhi. However, it did not pose much of a threat to Nirula, owing to a lack of variety and the fact that Wimpy's was viewed as more of a hangout than a place to dine with the family.

However, the restaurant sector is such that it is surrounded on all sides by competitors, whether they are Indian or foreign restaurants.

Each of the international food establishments that have entered the country has devised their own method to distinguish themselves from the competition. Each of these researched Indian tastes and fashion and so targeted the Indian market. Unlike Americans, an ordinary Indian restaurant patron is not a convenience shopper.

If he pays, he is paying for good food (spicy, soft, savoury, etc.), not for how nicely the meal is prepared or how clean the windows are. He desires food in order to return to the restaurant. An Indian restaurant owner would understand this, but an American corporation that comes in and places itself without knowing the customer is in big trouble. Customer loyalty is generally poor in the restaurant

industry. When a consumer visits a restaurant, he or she considers the meal quality, variety, ambience, speed of delivery, and location. Because flavour is important to Indian clients, the variety would influence the frequency of visits.

Almost all fast-food chains, both Indian (such as Nirula's) and Western (such as McDonalds) are aimed at families. This is advantageous since the turnaround time is short, and the family has a higher proclivity to spend because different members order a wider range of dishes. Specially McDonald's started its range of food from a toddler to a 60-year-old person so they can easily cater to everyone and all can come in their restaurants.

Through their respective methods, each of these restaurants provides quality, value, and services in their own unique way. The focus is on the value that the restaurant provides to its customers.

Despite losing over 20 lakh jobs in one of the world's biggest, unprecedented event in India the industry is expected to reach employment figures of 1 crore by 2025, as per the Food Service and Restaurant Business Report 2022-23, by Francorp and restaurantindia.in. Along with this India's food service market to reach \$79.65 billion by 2028: Report.

II. RESTAURANT INDUSTRY COMPANY PROFILE



Is the world's leading food service retailer with more than 30,000 restaurants in 118 countries serving 46 million customers each day?

History and Background

Ray Kroc, a 52-year-old milkshake mixing machine salesman, became interested in a chain of seven restaurants owned by Richard and Maurice McDonald in 1955. In 1958, these two pioneers of the quick service restaurant industry transformed their BBQ drive-in with vehicle hops into the world's first McDonald's limited menu, self-service drive-in in California. Kroc liked their fast-food restaurant concept and paid \$2.7 million for the Chain.

He opened his first McDonald's in Illinois in April 1955 and founded the company that evolved into McDonald's corporation. He decided to expand the chain by selling Franchises, and the number of restaurants grew rapidly.

McDonald's is the world's largest and most well-known food service retailer. Given the number of restaurants it has, its global market potential is huge. McDonald's serves less than 1% of the world's population on any given day. It has excellent brand recognition. (It is one of the most recognised brands in the world), experienced management, high quality food, site development skills, advanced operational systems, and unique worldwide infrastructure assist it in capitalising on global prospects.

McDonald's Vision: To be the global leader in the food service business. Setting the performance benchmark for customer satisfaction and gaining market share and profitability through the successful implementation of convenience value and exception strategies is what global dominance entails.

McDonald's franchises restaurants in a variety of international markets, and choices about candidate selection are made locally by management in the country where the store is located.

Mc Donald's India

A locally Owned Company

McDonald's India is a company which is managed by Indians.

Local Sourcing is Key for Truly Indian Products

McDonald's has typically operated with local partners or management around the world. McDonald's also buys from local producers in India. McDonald's builds its restaurants with local architects, contractors, workers, and materials whenever possible.

- Materials from the area. McDonald's recruits locals for all roles within its restaurants and returns a portion of its profits to communities through municipal taxes and reinvestment. Almost 98% of the inputs are supplied domestically.

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.

Setting Up of an Extensive Food Chain

Before the opening of the first franchise of McDonald's restaurant in India, McDonald's and its international supplier partners worked together with local Indian for more than three years.

companies to develop products that meet McDonald's vigorous quality standards. These standards also strictly adhere to 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.

Cremica Industries, for example, collaborated with another McDonald's supplier from Europe to create technology and knowledge, allowing Cremica to expand its business beyond baking to also selling bread and batters to McDonald's India and other companies. Another benefit is expertise in the areas 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.

In some cases, these Indian suppliers had the technology - but no market for the products they produced. Dynamic Dairies, for example, was exposed to a significant client of milk casein and other milk derivatives through its partnership with McDonald's. The two companies entered into a business relationship resulting in an initial export order of approximately US \$ 12 million per year. McDonald's local supply is made through.

Radhakrishna Food – the master franchisee owner of McDonald's land, to get products from the various suppliers to restaurants in Delhi.

Respect for the Indian Customers and Culture

McDonald's is highly renowned throughout the world for its high regard for local culture. McDonald's has created a menu specifically for

India, complete with vegetarian options to suit Indian tastes and culture. In accordance with this, McDonald's does not sell meat or pork in India. McDonald's has also redesigned its processes to meet the unique needs of a vegetarian menu. Vegetables are prepared individually, with specialised equipment and utensils. This distinction between vegetarian and non-vegetarian food products is maintained at all phases of procurement, cooking, and serving.

Community Partnership

McDonald's is committed to giving back to the communities in which it operates. McDonald's becomes a part of the community in which it works and contributes to the growth of the area. McDonald's, for example, has implemented the 'Litter Patrol' concept, in which McDonald's staff travel around the immediate surrounding of the business every day, picking up garbage left behind not just by McDonald's customers but also by other visitors to the area. As a result, the neighbourhood is cleaner.

Quality, Service, Cleanliness and Value

McDonald's QSC & V concept is the driving factor behind their customer service.

McDonald's India only serves high-quality items. All McDonald's suppliers abide by Indian government requirements regarding food, health, and hygiene, while also upholding McDonald's own recognised standards. To assure quality and safety, all McDonald's meals are cooked with the most recent, cutting-edge culinary equipment.

The client always comes first at McDonald's. McDonald's India provides rapid and pleasant service, which distinguishes its locations from others.

McDonald's restaurants offer a clean, welcoming environment that is ideal for families. This is accomplished by strictly adhering to McDonald's exacting cleanliness requirements.

McDonald's menu is priced in a way that the majority of Indian consumers can afford. McDonald's does not sacrifice quality for cheap; rather, it uses economies of scale to reduce costs while increasing value to customers.

MCDONALD'S INDIA-SUPPLY CHAIN

A taste of freshness from all over India

Did you know that every year, Rs. 50,000 Crore worth of food produce is wasted in India? This is mainly because of the lack of proper infrastructure for storage and transportation under controlled conditions.

McDonald's is committed to providing quality products while supporting other Indian businesses. And, McDonald's spent a few years setting up a unique Cold Chain just to ensure that their products reach to restaurants in fresh situation.

The cold chain is necessary to maintain the integrity of food products and retain their freshness and nutritional value. It refers to the procurement, warehousing, transportation and retailing of food products under controlled temperatures.

Setting up the cold chain required McDonald's and its worldwide suppliers to pass cutting-edge food processing technologies to pioneering Indian entrepreneurs, who have now become a vital element of the cold chain.

Pizza Hut is the world's largest pizza restaurant chain. It operates 12700 stores in 90 countries. Pizza Hut has a bold expansion strategy for India. It plans to have 100 locations by the end of 2004. Pizza Hut will expand its footprint in places where it currently has a presence in order to gain a significant proportion of these profitable areas before expanding into new markets. Pizza Hut is one of the most well-known pizza companies. Furthermore, all future outlets in India would be franchisee owned as a result of the successful operation of the existing stores, which are all franchisee owned. As a result, the same configuration will be used in the future to assure growth-oriented outcomes.

The data written below represent what Pizza Hut is all about and gives a brief profile of the company.

Their main quote:

"Customer is the reason that we are here."

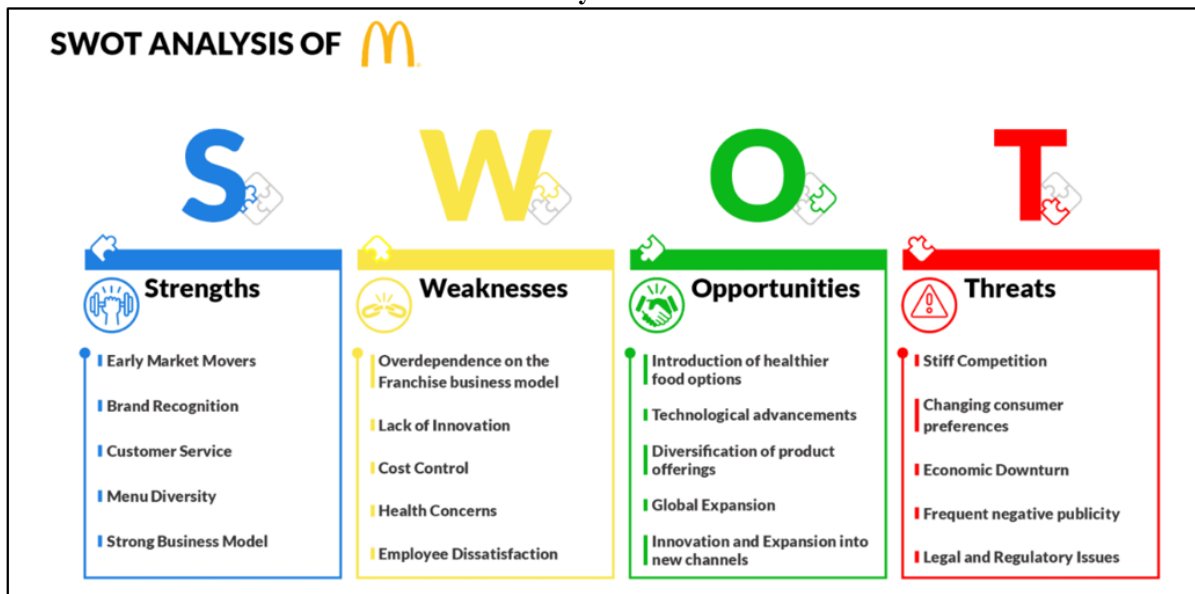
- No customers
- No Pizzas

That's the secret ingredient.

The secret principles:

- Employees are our secret ingredients.
- Show your "care".
- Say "yes" to customers
- Satisfied, capable teams create satisfied customers.

S.W.O.T Analysis – McDonald’s



Strengths: -

1. **Early Market Entry** - McDonald’s is an early mover in the fast-food industry. The company opened its first restaurant in San Bernardino, California, in 1940, and since then, it has expanded rapidly across the world.
2. **Brand Recognition** - McDonald’s is one of the most recognized and successful fast-food chains in the world. It is well recognised for its famous golden arches and fast, convenient, and reasonably priced menu options.
3. **Customer Service** - McDonald’s is dedicated to providing excellent customer service and has established a reputation for doing so. Its fast, accurate, and friendly customer service is one of the major ways through which the company retains its customer base, and it has helped it to remain relevant and competitive in an ever-changing market.
4. **Menu Variety** - McDonald's menu is diverse, catering to a wide range of consumer tastes and preferences, resulting in enhanced customer satisfaction and loyalty.

Weakness: -

1. **Overdependence on Franchisee Model** - McDonald’s operates a franchise business model. This means that several local business owners

(Franchisees) pay fees and royalties to McDonald’s to use its brand, system, and support services.

2. **Lack of Innovation** - Innovation is critical for the long-term success of any business, especially in the fast-food industry, where consumer tastes and preferences change quickly.
3. **Cost Control** - Every business attempts cost control because it can help to drive profits up and result in exponential growth. However, McDonald's has been chastised for focusing too much on cost cutting, which has had unintended repercussions.
4. **Health Concerns** - Over the years, there have been growing concerns over the effect of fast food on people’s health. Fast food is associated with several health issues, including obesity, diabetes, and heart disease.

Opportunities: -

1. **Introduction of Healthy Food Options** - Customers are increasingly demanding healthier meal options as the fast-food sector evolves. McDonald's can capitalise on this trend and boost its market share. McDonald's can attract health-conscious customers who may have previously eschewed fast food for apparent reasons by introducing healthier meal options to its menu.

2. **Technological Advancements** - Since the COVID-19 pandemic had the whole world at a standstill, technology has become an integral part of the fast food industry. The integration of technology in the fast-food industry is an opportunity for McDonald's to leverage this trend to its advantage.

3. **Diversifications of Product Offerings** - McDonald's has built a strong brand around its core products, such as hamburgers (Big Mac), french fries, and soft drinks.

4. **Global Reach** - McDonald's already has over 40,000 outlets operating in over 100 countries, it puts so much focus on the USA and other western countries.

Threats: -

1. **Stiff Competition** - Stiff competition from rival companies is one of the greatest threats to McDonald's growth and development. McDonald's competes in a highly competitive market with other well-established fast-food competitors, all vying for the highest market share.

2. **Changing Consumer tastes** - Consumer tastes are always changing, and McDonald's incapacity to react to these changes jeopardises the company's market relevance.

3. **Economic Downturn** - Inflation and economic downturn are serious threats to any company's business. This is because economic downturns can result in reduced consumer spending, which can adversely affect the sales and profitability of companies operating in the fast-food industry. An economic downturn can also drive up the operation costs of a company, leading to losses.

Nirula's today is a well-known name in the hospitality industry.

The Nirula family was the first in India to serve western-style fast food. It arrived in Delhi in 1928. They saw a scarcity of suitable eating establishments in and around New Delhi and opened 'Hotel India' in 1934 with 12 rooms and a restaurant with a bar licence. They also specialised in party catering, and Nirula's food quickly became well-known.

Meanwhile, at the request of the Coffee Board, Nirula's established the 'India Coffee Shop' in Janpath. Following the success of the international, the Coffee Board of India chose to manage the business itself a few years later.

In 1939, when the Second World War had started, Nirula's rented more space in Connaught Circus (what is currently the ground floor of Nirula's, L-block) and opened a Restaurant with music and serving a six-course dinner for only Rs. 1. The

restaurant proved to be popular with both Indian and foreign guests. It also began offering Indian cuisine and pioneered ballroom dancing and cabaret. However, commerce fluctuated significantly because it was based on the quality and notoriety of the evening's act. As a result, in 1950, the restaurant with the cabaret was replaced by the Brasserie.

The Brasserie was a popular self-service restaurant serving beer and liquor with a limited menu of Indian and Western food. The Brasserie gave way to the 'Cafeteria', the first of its kind in India with a variety of Dishes and the guests could help themselves to whatever they fancied.

Before 1947, Nirula's had also opened the first fruit preservation unit in Delhi. The jams and squash and other preserves were marketed under the name of Nirula's and had an all

India distribution. With the partition of India in 1947, the supply of raw material was disrupted and this unit was stopped.

In 1950, Nirula's was the first one to start the 'Chinese Room' which was the first restaurant of its kind in India. Nirula's created history by being the first Indians of non-Chinese origin to have a Chinese food restaurant in India.

Nirula's were the first to bring espresso coffee to India in 1954. Gaggia, the inventors of espresso coffee machines, granted Nirula's exclusive distribution rights for their machines, which Nirula supplied to luxury hotels and first-class restaurants. Nirula's store first established in the 1950s, with a part for cold meat and delicatessen products and another for bakery and confectionery items.

Nirula's Hotel was started in 1958 and was the first modern 3-star hotel in India. In 1960 two specialty restaurants were opened. La Boheme was a modern restaurant where tea, coffee, snacks and meals were very popular. It was the most popular restaurant of its time in India. Gufa was an Indian restaurant with Indian style seating and an all silver thali service in a romantic atmosphere.

The Pastry shop was independently introduced in 1972 and did externally well. The quick service food business was again ventured into by the opening of the Snack bar in 1972 and Hot Shoppe in 1977, which was instant success. The first Ice Cream Parlour in India was started in 1978. Potpourri restaurant with the first salad bar in India and the Pegasus Bar were started in 1979. All of these exist till today.

PRESENT POSITION OF THIS INDUSTRY

Global: - Globally this industry is witnessing erosion of customer base. This is due to the fact fast-food contain and access number of fats, oil, cholesterol, which increase the health problem the customers are becoming more and more Health Conscious and are

becoming more conscious in their food habits.

In India: - The consumer ignore the above mention factors barring if you added to this people tendency to adopt westernized customer has helped fast-food MNC's to increase their markets.

Major players in this field: -

1. McDonald's
2. Nirula's
3. Pizza Hut
4. Domino's Pizza

These day working executives are busy a lot they don't have the spare time to cook food due to their high this possible income and ever-increasing aspirational levels they prefer to it out at this fast-food outlet (McDonalds, Nirula's, Pizza Hut) where they find the match according to their aspirational level.

SERVICE

A service is any act or performance that one party can provide to another that is essentially important and does not result in ownership of anything within restarunts, regardless of whether its production is related to a physical product or not.

Here are few gaps: -

1. Gap between consumer expectation and management perception.
2. Gap between management perception and service quality specification and service delivery of the restraunts.
3. Gap between service delivery and external communication
4. Gap between perceived service and expected service

PRESENT POSITION OF THIS INDUSTRY IN RESPECT TO SERVICE GAP

Gap between consumer expectation a management perception: -

While the management of pizza hut perceives that the consumers need better quality food, but the consumers may a clinically want better ambience, (Like, light, music) or work floor area.

Gap between management perceptions Service-quality specification.

The "fast" service provided by McDonald goes very well with its customer perceptions. Here the negotiation has perceived well what the customer wants but, the main area where at lacks is that it has not specified its customer "how to serve "or" what quality to be served".

Gap Between service quality specifications &

service delivery

The delivery personnels in McDonald are the fresh graduates without a personal degree in "hotel management" who all require job this gives them more employee retention over the other brands.

If the other person visits except the recognize restaurant like and what is were in some what difference. They find what have shown in media and what shown here in name somewhat difference.

Gap between perceived service and expected service.

The customer of McDonald and Nirula's are wanted free home delivery but presently there not providing. Whereas Pizza Hut is providing home delivery to their customers.

After this analysis we come to no that there is some service gap is there inside this industry which needed to improve.

MARKETING SCENARIO

The first step in developing a marketing strategy is to understand the customers, reacting to their changing needs and the changing dynamics of the market. To this end McDonald's conducts several stages of in-depth customer research and audits of the McDonald's brand to ensure that customer's requirement fulfil. The research involves both quantitative and qualitative research methods. This research describes how McDonald's is perceived and about changes that are taking place in the market. Research is also conducted into the local area of their restaurants, into the general market environment, and into specific areas of their business.

They also believe in having a thorough understanding of their competition, which is considered, at three distinct levels:

Total Eating out Market gives the broadest competitive context and includes all restaurants, hotels, pubs, and any other outlet where people eat. This category contains the entire gamut of eating outlets ranging from the "mom-&-pop outlet" to the most exclusive five-star hotels.

Quick Service Restaurant sector includes any outlet where food is served quickly, and the process is usually self-service. Example: Domino's, Nirula's.

Burger House Sector includes those restaurants that serve different varieties of burgers as their primary menu item. This is the narrowest sector in consideration. Example: Wimpy's.

Having an in-depth understanding of all aspects related to the competition allows McDonald's, to monitor the competitive environment to exploit the opportunities and check threats in time. This is achieved through the following:

Competitive Pricing: Being in touch with the pricing of their competitors allows them to price their products correctly, balancing quality with value.

McDonald's adheres to the competitive promotion theory, believing that in order to communicate effectively with their customers, they must first be aware of what their rivals are saying.

Competitive Place: Distribution is the key to any retailer or brand; McDonald's prides itself on its superior delivery process.

Competitive Product: Quick Service Restaurants are constantly expanding their menus. This can be done on a short-term promotional basis or as a long-term expansion strategy.

McDonald's over the past seven years has been successful to place itself in the mindset of the Indian customer as an affordable outing compared to the initial impression of "Americanized Indian Richies". It appears that the Maharaja Mac has replaced the Big Mac as the nation of India's flagship product. They place a strong emphasis on the four dimensions and see service as one of their main selling features. Quality, value, service, and cleanliness are these. It has made an effort to connect with both middle-class and upper-class Indian consumers. For instance, it has targeted the middle class by introducing the McSwirl for just Rs. 12 and, prior to that, the McCone, a straightforward ice cream cone priced at just Rs. 7. The fact that McDonald's has been co-branding with some extremely well-known brands is a crucial issue to note here. Apart from serving Coca-Cola I all its outlets the McSwirl previously mentioned was introduced as a co-branded Ice cream with Cadbury's. Let us look at the various aspects through which McDonalds has tried to position itself in the Indian market:

1. **Product**

McDonald's menu internationally is based on five main ingredients: beef, chicken, bread, potatoes, and milk. Their main products are hamburgers, chicken sandwiches, French fries and beverages. In addition, it serves a variety of breakfast items and desserts.

The original McDonald's menu was quite simple in itself which only include-hamburgers,

cheeseburgers, fries, soft drinks, coffee and shakes. This limited menu concept triggered the "fast food" concept, because focusing on just a few items that were prepared with standardized procedures made food service a model of efficiency. And buying food supplies in quantity as the restaurant chain grew larger enabled it to keep prices low. Finally, because the menu was limited, it was able to deliver a consistent product, no matter which restaurant a customer visited. And this consistency has remained a hallmark of McDonald's even as its menu has expanded over the years. Customers know they can count on being served the same Big Mac whether they're at a McDonald's in Moscow, Idaho, or Mumbai, India...the same world-famous fries whether they're in Dallas or Delhi.

Mc Donald's India representative says, "We take the hamburger business more seriously than anyone else." Surprisingly, in India McDonald's has been particularly successful because it was catering to local tastes. The global giant is often criticized for standardizing tastes by serving the same burger the same way everywhere in the world. But that's far from the truth. The standard menu items—hamburgers, Big Macs, fries, etc.—are offered in every McDonald's location, but they are supplemented by a wide range of regional options. Typically, around a third of the menu in Asia consists of unique foods, such as Pizza McPuffs in India. In reality, the menus at the 25 McDonald's in Bombay, Pune, Delhi, and other cities are composed of more than 75% locally produced ingredients.

The major source of inspiration for the McDonald's fusion chefs has been India. The restaurant company is unable to serve its signature meat since the local population is predominately Hindu. Therefore, the majority of the conventional menu had to be eliminated, right down to the "special sauce" that is used in other Big Macs. Mayonnaise, the major component of the sauce, is avoided by many Hindus who follow a strict vegetarian diet. For the burgers, McDonald's India created a special mayonnaise that uses a lot of mint rather than eggs. In place of the Big Mac, McDonald's India developed the Maharaja Mac—a mutton burger. All these extra steps have been taken to assure Indian customers of the wholesomeness of both products and their correct preparation. So intense is the idea of Indianization that McDonald's has opened an all- vegetarian outlet in Ahmedabad, which is predominantly a vegetarian city.

2. Place

McDonalds is ever expanding and due to this its presence is felt by 3.5 million customers in India alone and more than a billion people worldwide every day. It has excellent networking capabilities with its suppliers and ensures quality from them. McDonalds India's outlets are generally located near community centers (some also have small parks adjacent to them) to provide the complete family experience) and attract customer for their easy to eat treats.

3. Price:

Aimed at luring the Indian middle class, the ice cream cone was started with zero margins to pull in crowds. McDonald's has always striven to offer quality products at an affordable price. Its bulk purchasing capabilities have given it the cost advantage. It thus strives to be an optimum-cost producer -not the lowest cost -since quality comes first for this restaurant chain. The products are priced keeping in mind the target group. Since the people targeted belong to the Socio-Economic Classification Grid A & B, the company refrained from excessive or premium pricing. In fact, as already stated earlier, certain items on the menu are actually loss leaders, which facilitate building traffic into the restaurant. An interesting piece is that the company claims to have a margin of 40 percent on its soft cone, which is a big hit among the people. Most of the meal combinations i.e. including burger, French fries and a coke, price are nominal. This could, according to us be an attempt to use psychological pricing. McDonald's has also introduced McHappy Hours, to increase attendance during the lean time (3 pm to 6 pm). This is also in tune with the school and college kids, who come would like to go out with their friends after school or college. This has yielded returns and the turnout during this time has increased sharply.

4. Promotion

The focus is on presenting McDonald's as an international brand that is relevant to the neighbourhood. The idea that McDonald's is a family restaurant is carefully conveyed to customers.

A) Advertising: McDonalds advertising campaigns in India is being handled by its advertising partner DDB Mudra

Communications. The following is what Mudra's MD at McDonald's India (Hardcastle Restaurants)

has to say: "They're totally invested in the brand.". They take an active role and we see them as a partner." McDonald's spends over 5.5crores each year on advertising: the Golden Arches are now more recognized by kids in metros than their favorite superhero. McDonald's is recognized as one of the best marketers of the world, investing some hundreds of millions of dollars every year for advertising and promotion of its image. "Get them in. Trade them up. Get them back." According to Mudra Communications, the company managing the account, these are the three fundamental steps of McDonald's marketing strategy. Without the jargon, this simply says that the first goal is to get customers to enter McDonald's restaurants. The second goal is to increase sampling and highlight McDonald's value by directing customers to its main goods (the vegetarian burger with cheese, the chicken burger with cheese, and the fillet-o-fish). Third, increase the frequency of visits by making the McDonald's brand experience unique and memorable. The Indianized items like McAloon tikki burger and pizza McPuff are instrumental in bringing in the traffic into the store.

McDonald's has always shown bits of real life incidents in their commercials that becomes a standard for their advertisements. Their marketing efforts go far beyond advertising, including special food promotions, games, videos, cassettes, tapes, videos, CDs that customers couldn't get anywhere else for the value. Because of the diversity of customers that go to McDonald's, they have developed segmented marketing programs as various key audiences.

B) Public Relations: McDonald's public relations campaigns in India are being handled by corpoaret agencies

Voice Shandwick, a subsidiary of Weber Shandwick Worldwide. This begins with franchisee involvement in their communities and extends to other national passions like cricket (McDonalds invites young and successful cricketers like Yuvraj Singh to inaugurate their restaurants). This means a well-organized psychological bombing aimed at all kind of people, from every race and social class where the golden arches result to be the overall winner.

Recently, McDonalds was charged by some fundamentalist organizations with using beef talon in its French fries. This was picked up by the media and resulted in a big controversy. The consultancy immediately got into action by sending press releases, calling press conferences and opting for an

independent test of its French fries to show that they did not contain beef talon. This paid off as McDonalds sailed through the crisis smoothly and the consultancy got the award for the "Best handled Crisis PR campaign" from the Indian Public Relations Association. The consultancy also gets a lot of media coverage for the brand.

C) Promotions: Using collectable toys, television adverts, promotional schemes in

Schools and celebrities like Ronald McDonald are used by the corporation to reach children, who are their primary market. Ronald McDonald is a particular friend; play areas (like those at McDonald's and Priya Complex) offer safe and enjoyable amusement; and the partnership with the Walt Disney Company allows kids to shout even louder. Happy meals combine nutritious food with a toy.

D) Market Research: McDonald's strategy for communication relies heavily on research to prepare more customer friendly campaigns.

to fine tune its significance and effectiveness. An ear closer to the ground because that's where the action is! An organization has to be on the look out for any slight signals in the market that, suggest some kind of change. This is where the role of market research comes in. it can help an organization identify underlying needs and make changes to capitalize on them accordingly. This is precisely what McDonald's did. From being classified by consumers as being 'bland' in 1997 to being sought after in 2000 for

Given that McDonald's India must constantly introduce new products to appeal to Indian consumers' "unique" tastes, the country has been the "biggest experiment" for the global brand. Even though the Indian restaurant stayed true to its basic flavours, which in three years went from being perceived as "bland" to "unique" by customers, the menu of McDonald's India differs from the company's international menu by roughly 75%. All of this can be ascribed to the menu development team established by McDonald's in order to research and take advantage of the Indian palate.

Country	Fast Food	Soft Drink
Australia	McDonald's	Coca-Cola
China	McDonald's	Pepsi
Hong Kong	McDonald's	Coca-Cola
India	Local chains	Pepsi

McDonald's was the most popular fast food for

children across the Asia Pacific region. Children from 8 of the 14 countries claimed that McDonald's is their favorite fast food. Coca-Cola was seen as the most popular soft drink preferred by children from 10 of the 14 countries. But taste is not the only thing that can draw people to McDonald's. Foreign cuisine has a snob appeal that elevates middle-class Indians with plenty of money and gives them status. And there is the irresistible attraction of junk food for children the world over, who are drawn to the high-octane marketing pitch of the fabled Ronald McDonald character.

5. People

McDonald's relies upon a blend of US human resource practices and host country norms. The firm has over a million employees, a figure that is estimated to double in the next few years. The organization has a strong commitment to staffing locally and promoting from within. McDonald's India employs around 1,500 people in Delhi and Bombay. In Bombay alone, its team comprises a 100-member management and 800-strong crew. McDonalds India invites applicants having a minimum qualification of higher secondary, very good communication skills, ability to work in teams and a friendly nature. McDonald's provides Quality, Service, Cleanliness, and Value (QSCV) in order to survive in the competitive marketplace. This restaurant is renowned for consistently providing customers with an experience that is worth far more than just tasty meals at a reasonable price. The training that every single employee at McDonald's has received over the years, however, is arguably its most alluring feature. McDonald's Corporation made its fortune by teaching people how to be considerate, quick, accurate, and efficient; it has been a true innovator in this area.

6. Physical Evidence

In order to make it simpler for consumers to see their alternatives and make decisions, McDonald's menu displays two separate menu boards in each restaurant: one is green for vegetarian goods and the other is purple for non-vegetarian selections. Behind the counter, restaurant kitchens have separate, dedicated preparation areas for the meat and non-meat products -and even crew assigned to the products' cooking have different uniforms to distinguish their roles. The company struck a better chord with the consumers when after the consumers felt that the counters at the outlets were "too high", making the McDonald's staff "unapproachable" it immediately swung into action and reduced the

height of the counters. To reinforce its positioning as a family restaurant with the prime focus on kids, it designed a counter specifically for kids keeping the height in mind. Again, keeping kids in mind, McDonald's has done away with somber colors in favor of rich, vibrant ones. Even the paintings that once tended to be abstract have been replaced with things children could relate to. It has high stools to make the tables more accessible for small kids. Although the medium through which it is broadcast may vary depending upon the company, McDonald's offer the same message in every franchise throughout the world. "McDonald's Mein Hai Kuch Baat" is an attempt to adopt a more personal approach towards its customers, talking "to" them and not "at" them. This is yet another example of adding to their image as a global brand.

7. Process:

Porter's value chain analysis provides a detailed technique to think about McDonald's operations. The value chain dissects the company into its strategically important activities in order to comprehend cost behaviour and current or potential sources of distinction. By performing these strategically significant tasks more efficiently or affordably than its competitors, a company can achieve a competitive edge. Finding a trustworthy, high-quality supply is crucial for the success of a business that feeds almost 38 million customers every day.

Distributors for McDonald's carry almost everything, from meat and potatoes to light bulbs, and are deliberately located to be reachable from every location. The well-known beverage Coca-Cola has supplied beverages to McDonald's from the company's inception. McDonald's is increasingly utilising its clout to benefit from international purchasing customs.

The development of a cold chain, which is the process of purchasing, storage, transporting, and selling food products under controlled temperatures, was the most crucial aspect of McDonald's India's operations. Despite obtaining the majority of its raw materials domestically, McDonald's frequently imports a number of items, including French fries, speciality cheeses, some meats and fisheries products, flavours, condiments, and additives.

McDonald's India is relying on quality and hygiene as part of their USP to take a sizable chunk of the Indian fast food market. This describes the company's efforts to choose the local food vendors

for its chain. Before opening its first restaurant in India, McDonald's and its worldwide supplier partners collaborated with regional Indian businesses for three years to manufacture goods that met McDonald's quality standards. These standards are also in keeping with Indian Government regulations on food, health and hygiene.

SEGMENTATION, TARGETING & POSITIONING

8. Segmentation

In order to segment the market into relatively homogeneous groups that it can pursue for financial gain, McDonald's has chosen a set of criteria. The following are these standards:

Based on stage in Family Life Cycle

People buy different goods and services over a lifetime due to the different needs associated with the distinct stages in life. Thus the consumption pattern is shaped by the stage in the family life-cycle.

SEC based.

The education along with occupation is an accepted way to segment a new market. McDonald's also segmented the Indian consumers on such a basis. Only urban segments were considered even within this criterion as the demand for a fast-food restaurant was felt in the urban markets only.

Lifestyle

Lifestyle of a customer dictates his/her spending habits, i.e. where he spends his disposable income. This was relevant for McDonald's as they wanted to integrate their product-service hybrid offer with the customer's lifestyle.

9. TARGETING:

SEC target- A look at the new products that have been launched by McDonald's recently shows that their focus is on the middle class. This is because they believe that is where the profitability is going to come from. McDonald's plan to continue to focus on this category as of now.

Family Life Cycle target- McDonald's target the following segments in this category:

Full nest I: People in this stage of family life cycle have their youngest child less than 6 years, their

home purchasing is at peak, and they are interested in new and advertised products. Children influence their buying decisions.

Full nest II: People in this segment have their youngest child 6 years or over, their financial position is a little better than those in full nests I and they are less influenced by advertised products. They are interested in special offers, as taken out by McDonald's from time to time and their decisions too are influenced by children.

10. POSITIONING

McDonald's position themselves as a welcoming and affordable family restaurant committed to values of quality, fun and excitement. It is also positioned as a restaurant which makes the customer feel special and makes him smile. So it has a clear positioning as a family restaurant to which the customer goes for a quick bite. Such customer convenience is integrated into their seven Ps and through QSCV.

Customer Relationship Management:

McDonalds is probably one of the most famous examples of the philosophy and practice of Customer Relationship Management. Each employee who has contact with a customer must conduct himself or herself in a certain prescribed way. So, no matter where one buys a McDonalds hamburger from, it will always be the same hamburger, for the same price, served within the same timeline, with the same smile. Always.

Through careful analysis, McDonalds knows exactly what expectations their client-to-be have of them and how to fulfill them or, exceed those expectations. Infact, they are not overly concerned with exceeding people's expectations: just meeting them, time after time.

CRM is the business of managing people during the buying cycle. We define CRM as, "The profitable integration of People, Processes and Technology." Regular customer satisfaction surveys are conducted by McDonald's, which also maintains valuable customer data in a structured customer database, makes it simple for customers to make purchases, and consistently foresees the needs and expectations of its patrons.

Suggested Marketing Strategies:

1) New Year and festival strategies through SMS (Cellular Phones) competitions. On any order above Rs. 50 the customer gets a key against which he gets a question on his mobile after giving his

number. A right entry fetches the customer entry to the daily lucky draw of bumper prizes.

2) McDonald's could also have two auto connecting, customized, and dedicated phone lines under all the potential business giving corporate offices which automatically connect to the nearest McDonald's.

3) Reintroduce the Chilly sauce as another differentiated yet standard (McDonald's) product.

4) Seeing that the choice and selection of the children by and large dominate buying behavior of the family, therefore we suggest that McDonalds should try and capture more of this section. Since a few years ago, McDonald's has been following suit by introducing meal combos, toys, and a special children's day programme. However, given that McDonald's is currently synonymous with fast food in all Asian nations other than India, McDonald India needs to follow suit and establish a lasting presence by offering a scholarship programme for students. a persistent memory in the student community would help a long way in the Brand Recognition.

5) Combo Options with various movie halls like PVR, Priya etc.

6) Order placing compatibility on the internet for home delivery. Verification done through a phone call from McDonald's to the customer.

7) A toll-free number for free home delivery. McDonalds currently is not into home delivery, and it could boost up its sales as well as penetrate the potential market with a home delivery system. A CRM software probably needs to be developed. for the same which functions in such a manner that a soon as a person dials the 1600-McDonald's and places the order, the customer gets the delivery from the nearest McDonald's outlet. They market this scheme with special promotions and by promising a particular time period within which the order will be delivered, or it will be free for the customer. The CRM software could function on the following Heuristics:

Call Pickup Standard: Max time of 5 seconds before the customer attended to with standard greeting.

Customer Identification for the customer database.

Order Details along with order time and promised

order delivery time range. Verification with customer for the same imperative.

Identification of nearest McDonald's outlet.

Check for traffic and cost of delivery vis-à-vis the identified outlet. Evaluate the optimal option and a go ahead with order processing.

On delivery conformation received against the order number and the outlet identification number.

III. RESEARCH OBJECTIVE OBJECTIVE

The Customer Satisfaction in fast-food service industry prevailing in

McDonalds:

To find out the Customer Satisfaction of McDonalds in the various areas and finding out the deficiencies.

Customer Satisfaction in fast-food service industry of other players vis-à-vis

McDonalds:

Comparing the service quality of McDonald along with that of Nirula's, Pizza Hut and others.

Area of improvement:

To find out the ways by which McDonald's can improve upon its customer satisfaction in fast-food service industry and bring more satisfaction to customers and thus add value to its bottom-line.

IV. RESEARCH METHODOLOGY

The research process is carried out according to a designated series of steps, which are required to be taken in a chronological order.

Fundamental to the success of any research project is sound research design. It is the framework or plan for a study that guides the collection and analysis of data.

The research design used for this project is exploratory in nature. The major emphasis is on the discovery of ideas. The exploratory study is also used to increase the analyst familiarity with the problem under investigation.

1. Sample Design

2. Target population

3. Those who have regularly visited in the fast-food.

4. Sampling unit

5. Delhi market is treated as sampling unit.

6. Sample size: 100.

7. Data Collection

8. Primary Data

9. Primary data has been collected through surveyed to the consumer.

10. Secondary data

11. Secondary data has been collected from the company's information brochure and internet.

V. LIMITATION OF STUDY

Certain limitations are inherent with this project work: -

1. 100% response rate was not found from the respondents. Some extent of biasness was found because of Brand loyalty while answering the questions as McDonald’s was one of the oldest fast-food brand and many people have their feelings attached with them.
2. Lack of interest of the respondent was one of the major problems.
3. The Geographic extent of this study was limited to the Delhi and NCR market only. Due to that we can’t get on the final call of whether the individuals from the remaining parts of India think

about McDonald’s.

4. The time duration of the project acted as another impediment and so the size of the survey was limited to 100 respondents only.
5. Due to time constraint the respondents were not general and were known and due to that the answers might be biased or without interest.
6. This study was also done with the information present in public Domain so we can’t verify the authenticity and accuracy of Secondary Data.
7. Research is conducted in English and in Delhi NCR market there are chances that some people might filled questionnaire without reading the questions properly due to language barriers.

VI. DATA INTERPRETATION ANALYSIS

Visit Frequency:

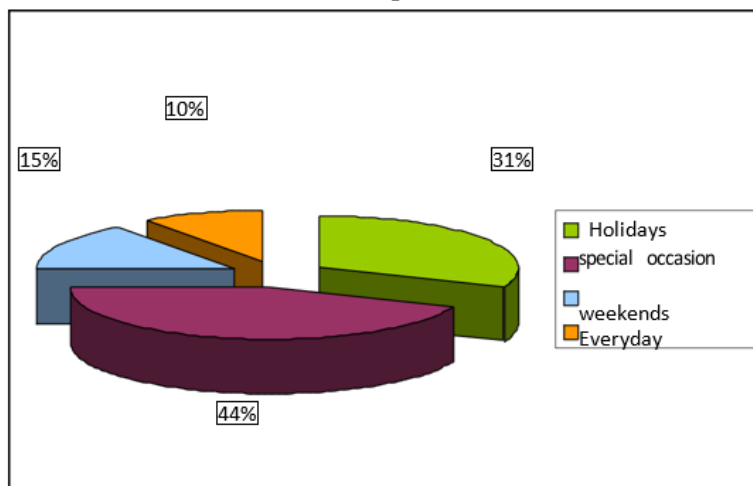
1. How frequently do you go to restaurants?

Table 1:

Attributes	No. of Respondents
Holidays	31
Special occasion	44
Weekends	15
Everyday	10
Total number of Respondents	100

Interpretation: From the above Table it is found that number of respondents prefer to going restaurant on Special Occasion. A holiday is also the second choice of respondent to visit restaurants and there is a smaller number of respondents who want to visit restaurant every day.

Graph:



Share of Fast-Food restaurants:

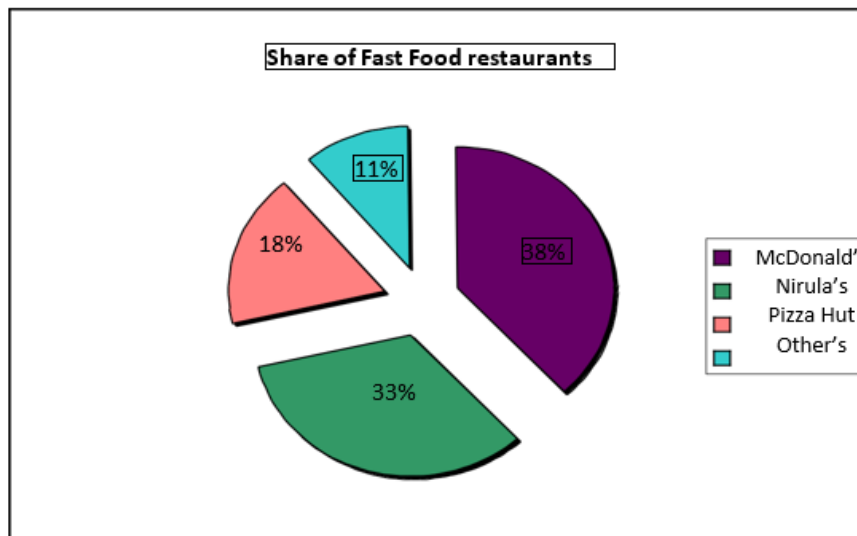
2. Which restaurants do you go to?

Table 2:

Attributes	No. of Respondents
McDonalds	38
Nirula's	33
Pizza hut	18
Others	11
Total number of Respondents	100

Interpretation: From the above Table it is found that mostly large number of people likes to go to Mc Donald's. So, Sharing in Fast- Food restaurant is high for Mc Donald's.

Graph:



Driving factors:

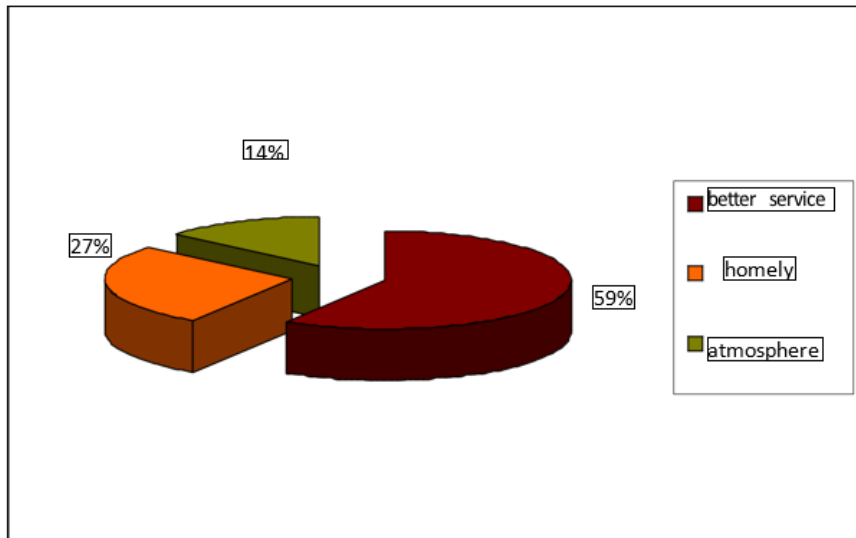
3. What drives you to go to this restaurant?

Table 3:

Attributes	No. of Respondents
Quality	59
Better service	27
Homely atmosphere	14
Total number of Respondents	100

Interpretation: The number of respondents is believed in quality of restaurant. Secondly also prefer better service of restaurant which drive to they to go to restaurant.

Graph:



Order taking time by Mc Donald's:

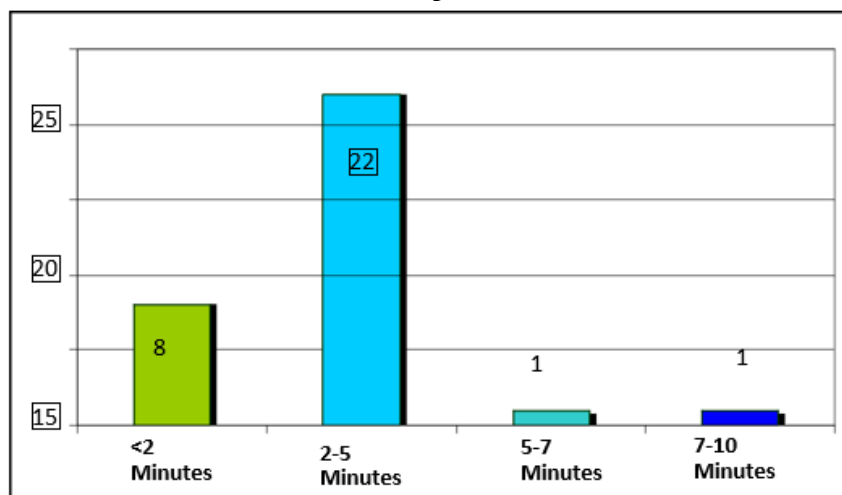
4. What is the time taken at the counter to book your order?

Table 4: Order placing time:

<2 Minutes	8
2-5 Minutes	22
5-7 Minutes	1
7-10 Minutes	1

Interpretation: This data show that large number order is booked in 2-5 mins Mc Donald's take time to book customer order very fast. So order processing time is very less in Mc Donald's.

Graph:



Order Delivery time (McDonald's):

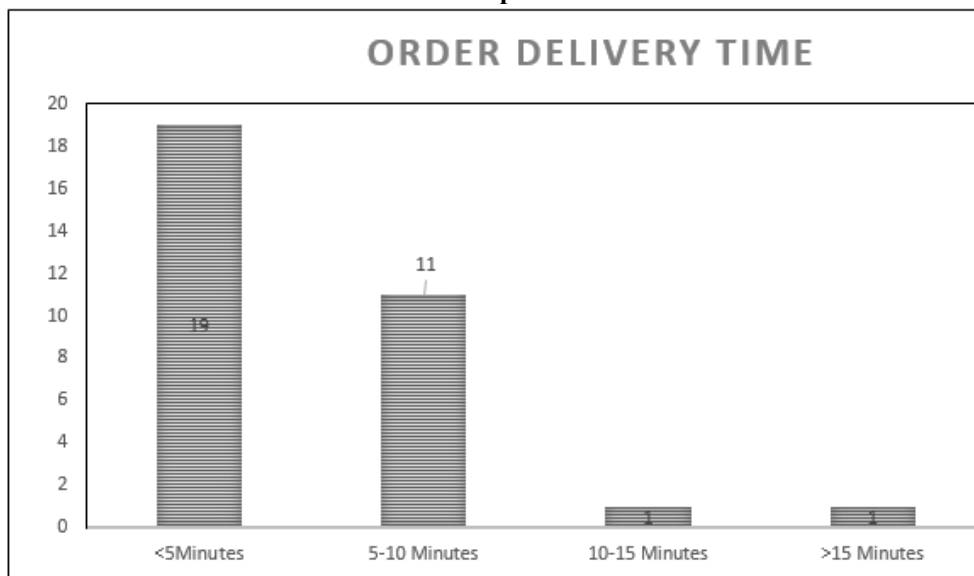
5. How much time do they take to deliver your order?

Table 5:

<5 Minutes	19
5-10 Minutes	11
10-15 Minutes	1
>15 Minutes	1

Interpretation: From the above table it is very clear that Mc Donald’s order delivering is very fast to another restaurant. In 5 mins Mc Donald’s deliver number of orders.

Graph:



Hospitality at McDonald’s:

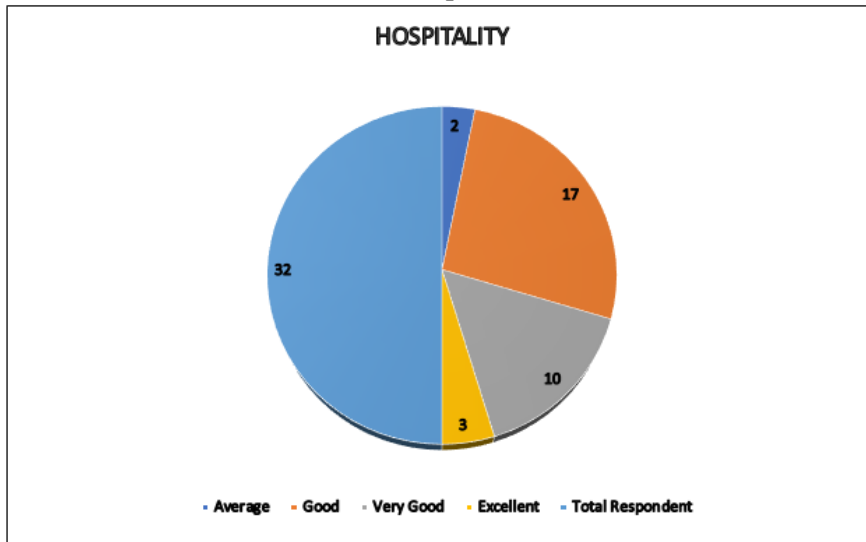
6. What is your view about the hospitality provided by this Restaurant?

Table 6:

Average	2
Good	17
Very Good	10
Excellent	3
Total No. of Respondents	32

Interpretation: From the above table it is very clear that number of respondents is says that hospitality of Mc Donald’s is good. Few of the respondents say Very Good.

Graph:



Combination of factors:

7. Which are the combination of the factors do you thing very vital while you select a particular fast foods

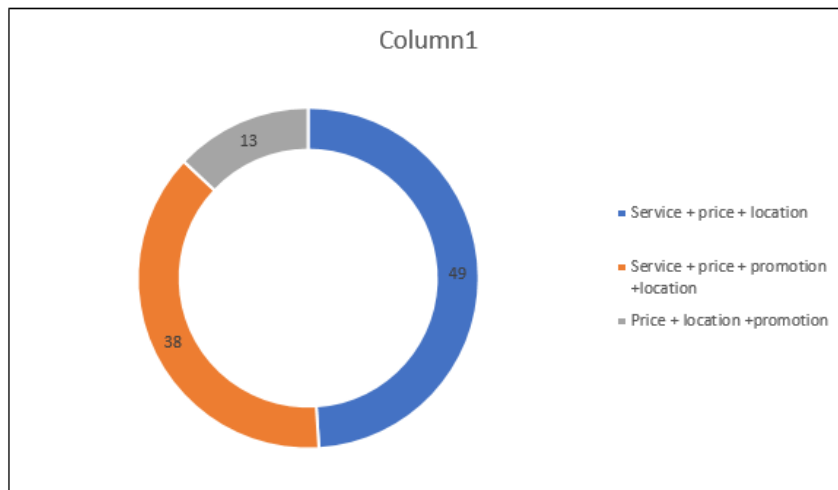
Table 7

Comb. Of Factors

Service + price + location	49
Service + price + promotion +location	38
Price + location +promotion	13
Total number of Respondents	100

Interpretation: From the above combination factors in which Service + Price + Location iswidely accepted by number of respondents. Second respondents also prefer the combination factor of Service + Price + Promotion + Location.

Graph:



Reasons for preferring Mc Donald's:

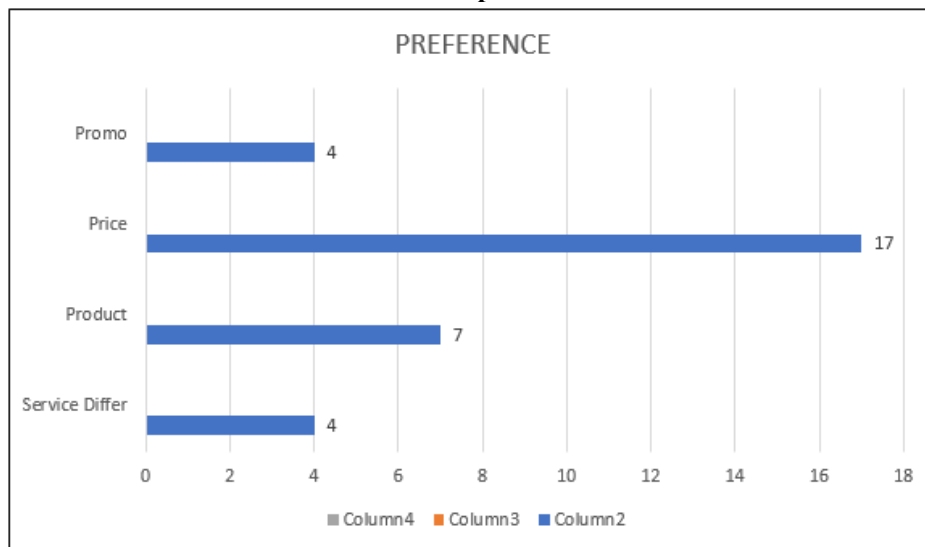
8. Why Do you prefer Mc Donald's?

Table 8:

Service Differ	4
Product	7
Price	17
Promo	4
Total No. of Respondents	32

Interpretation: From the above table it is very clear that number of respondents preferring Mc Donald's because of Price. Some respondents also preferring Mc Donald's because of Product differentiation.

Graph:



Have you visited any other restaurant except McDonald's?

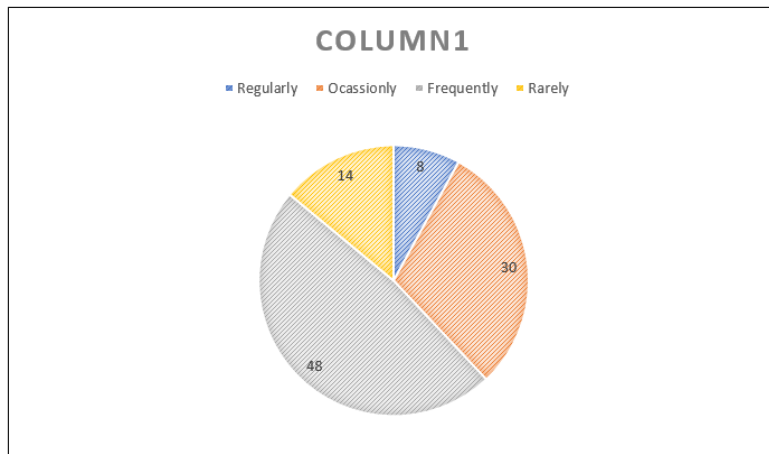
9. Do you prefer to choose other restaurants over McDonald's ?

Table: 9

Regularly	8
Frequently	48
Occasionally	30
Rarely	14
Total No. of Respondents	100

Interpretation: From the above table it is very clear that 48 number of respondents visiting another restaurant frequently. Table also reflects that 30 respondents visit another restaurant occasionally.

Graph:



Ambience Score (Cumulative):

10. Which restaurant you prefer from McDonald's, Nirula's and Pizza Hut on their Ambience ?

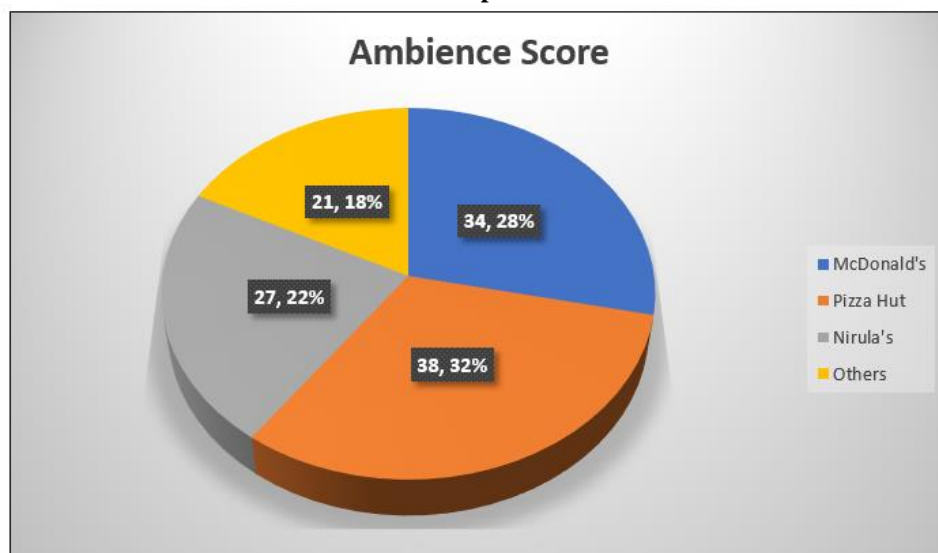
Table 10:

Ambience Score (Cumulative)

McDonalds	34
Nirula's	27
Pizza Hut	38
Other's	21

Interpretation: From above data score it is clear that Pizza Hut gets maximum points in Ambience Score in comparison to other restaurants. Mc Donald's gets second place in Ambience Score.

Graph:



Cleanliness Score (Cumulative):

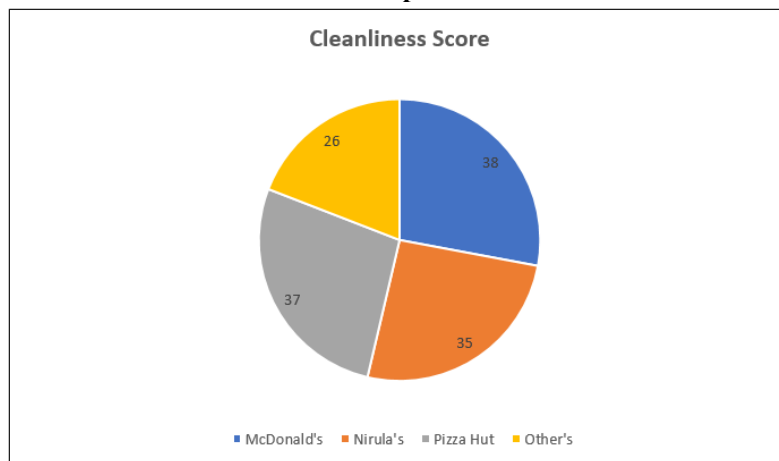
11. Which Restaurant you prefer on cleanliness?

**Table 11:
Cleanliness Score (Cumulative)**

McDonalds	38
Nirula's	35
Pizza Hut	37
Other's	26

Interpretation: From above table it is clear that in Cleanliness Score Mc Donald's get highscore. Pizza Hut is on Second position just marginally behind McDonald's. So from above data it is found that Mc Donald's restaurant has given more attention on Cleanliness than other restaurants.

Graph:



Employee Behavior Score (Cumulative):

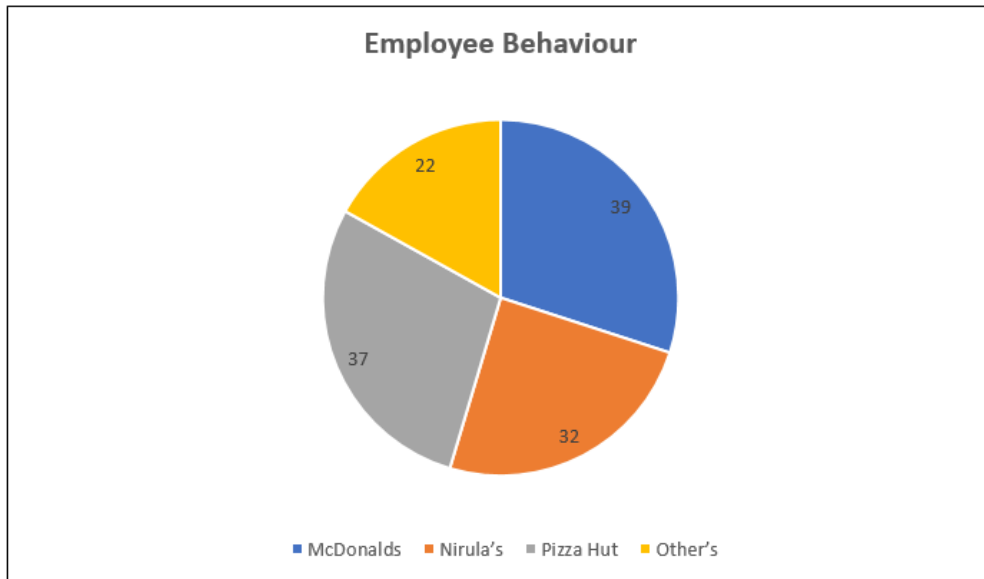
12. In the term of Employee behavior, which fast-food giant is good enough?

Table 12:

McDonalds	39
Nirula's	32
Pizza Hut	37
Other's	22

Interpretation: In Employee Behavior Score Mc Donald's gets high score because the employee behavior towards customer in Mc Donald's is very good. Pizza Hut gets the second spot.

Graph:



Space Management Score (Cumulative):

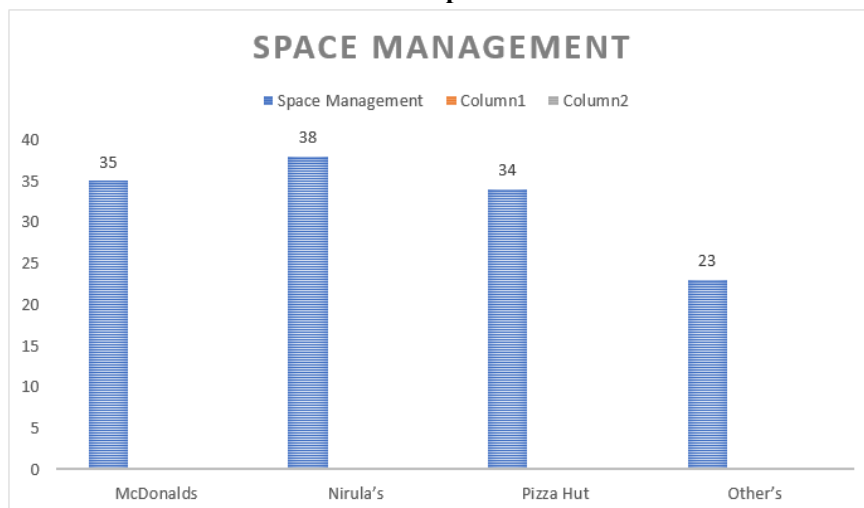
13. Which brand is using space very intelligently?

Table13:

McDonalds	35
Nirula's	38
Pizza Hut	34
Other's	23

Interpretation: In Space Management Score Nirula's gets high points and Mc Donald's gets second position in Space Management Score. So from the above table it is found thatspace management of Nirula's is very good in comparison to Mc Donald's.

Graph:



Menu Composition Score (Cumulative):

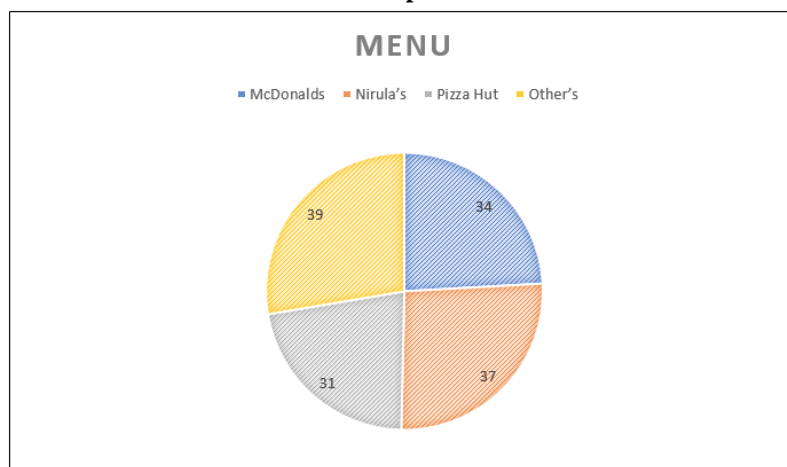
14. Which fast-food brand has better Menu?

Table 14:

McDonalds	34
Nirula's	37
Pizza Hut	31
Other's	39

Interpretation: In Menu Composition Score Nirula's have wider varieties of menu in comparison to McDonald's. So, Choice of Menu is greater for the Nirula's customer.

Graph:



VII. CONCLUSION

McDonald takes the share on this attribute by providing the customer with fast and friendly services. At McDonald you get your order usually within 60-90 seconds from the time it is placed. Providing the customer fast and friendly services is the philosophy of McDonalds. This is the big advantage McDonald having over the other restaurant serving Indian customers.

The customer satisfaction levels in better than the other competitor McDonald's is having. If we compare the space management Nirula's is having better than McDonald and Pizza Huts, then Nirula's. The advantage McDonald having over the other restaurant is **i) Ambience ii) Employ behavior iii) cleanliness.**

These are the factors today's customer are looking for. It is giving an edge to McDonald's over Nirula and Pizza Hut. After the detailed findings and analysis of various responses the I would like to put some points.

Also, while speaking to the customer's I observed that people prefer McDonald's more because of their vast restaurant's network and the way they attract their audience with the cheapest food they have and with the help of this marketing

strategy they will be able to attract everyone from a toddler to an old age person.

We also have to consider that when McDonald's entered the Indian market they changed their entire menu and dropped beef and pork products and this strategy worked in their favour and fixed an impression on Indian minds that the company respects their traditions.

1. McDonald and Pizza Hut should increase the space available inside their fast-food.
2. McDonald's and Nirula's now introduce free home delivery like Pizza Hut is providing to their customers.
3. McDonald should also restructure their menu composition as now Indians want their food taste as per their preference.
4. For the personnel parties McDonald's should also introduce some new food menu to satisfy the ever-changing customer's demand.

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Customer Questionnaire

Customer Satisfaction at McDonald's

1. How frequently do you go to restaurants?

- Holiday
- Special Occasion
- Weekend
- Everyday

2. Which restaurants do you go to?

- McDonald's
- Nirula's
- Pizza Hut
- Others

3. What drives you to go to this restaurant?



- Quality
- Better Service
- Homely atmosphere

4. What is the time taken at the counter to book your order?



- <2 Minutes
- 2-5 Minutes
- 6-7 Minutes
- 7-10 Minutes

5. How much time do they take to deliver your order?



- <5 Minutes
- 6-10 Minutes
- 10-15 Minutes
- >15 Minutes

6. What is your view about the hospitality provided by this Restaurant?  



- Average
- Good
- Very Good
- Excellent

7. Which are the combination of the factors do you thing very vital while you select a particular fast foods  



- Service + price + location
- Service + price + promotion + location
- Price + location + promotion

8. Why Do you prefer Mc Donald's?  



- Service Differ
- Product
- Price
- Promo

9. Do you prefer to choose other restaurants over McDonald's?  



- Regularly
- Frequently
- Occasionally
- Rarely

10. Which restaurant you prefer from McDonald's, Nirula's and Pizza Hut on their Ambience ?  



- McDonald's
- Pizza Hut
- Nirula's
- Others

11. Which Restaurant you prefer on cleanliness?  



- McDonald's
- Pizza Hut
- Nirula's
- Others

12. In the term of Employee behavior, which fast-food giant is good enough?  

- McDonald's
- Pizza Hut
- Nirula's
- Others

13. Which brand is using space very intelligently?  

- McDonald's
- Pizza Hut
- Nirula's
- Others

14. Which fast-food brand has better Menu?  

- McDonald's
- Pizza Hut
- Nirula's
- Others