

Analysis of the Factors Affecting Customer Preference Towards McDonald's

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ABSTRACT

Fast food is currently gaining popularity and becoming a global trend. Fast food is the most popular option among people because it is consumed quickly and cheaply. Consuming fast food is a result of a change in lifestyle from the past. It encourages workers or individuals to eat fast food rather than prepare their own meals. Therefore, despite having several of its closest rivals, such as Burger King, Pizza Hut, KFC, etc., McDonald's is still one of the largest and most recognizable fast-food chains in the world. This paper aims to examine and analyze the factors that influence customers' preference toward McDonald. An online survey questionnaire was used for data collection, this survey will involve 100 respondents who have consumed McDonald's. The results of this study will help us to better grasp customers' perceptions of McDonald's.

Keywords: Brand Quality; Consumer Preference; Convenience; McDonald's; Price; Reputation



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INTRODUCTION

Identifying the factors that influence customer preference is crucial for success in the highly competitive fast-food industry. McDonald's, as a global fast-food giant, has attracted significant attention from researchers due to its ability to adapt to changing consumer tastes and preferences. McDonald's brand is different from its competitors not only in terms of customer loyalty, but also in terms of quality, consistency, and standardization they had always maintain (Edeh et al., 2021). This research paper aims to analyze the factors that affect customer preference for McDonald's, providing valuable insights for the fast-food industry. While McDonald's is known for its recognizable brand, quick service, and menu choices, there are other factors beyond brand familiarity that impact consumer preferences. To better understand consumer behavior in the fast-food sector, this study aims to analyze the underlying elements that influence customers' decisions to choose McDonald's. The fast-food industry has experienced substantial growth and is considered one of the most lucrative industries worldwide. Consumer behavior plays a significant role in its success.

At the core of McDonald's operations is its commitment to providing customers with convenient, affordable, and consistently high-quality food. As a fast-food restaurant, McDonald's has been the quick solution for many people's problem who have no time for cooking to providing the best service (Rumagit et al., 2022). Ritzer (1993) stated that McDonald's provides the easiest way to lunch by demonstrating efficient working ways for people with different needs and demands (Jian et al., 2021). The company's menu features a wide array of classic favorites, including its iconic Big Mac, Quarter Pounder, and Chicken McNuggets, as well as an assortment of breakfast items, salads, and beverages. In recent years, McDonald's has also made strides in offering healthier options, such as salads, grilled chicken sandwiches, and fruit smoothies, in response to growing consumer demand for nutritious choices.

In addition to its diverse menu offerings, McDonald's is renowned for its efficient and streamlined service model. The company's drive-thru lanes and mobile ordering platforms enable customers to place orders quickly and conveniently, catering to the needs of busy individuals and families on the go. Furthermore, McDonald's has embraced technology to enhance the customer experience, with initiatives such as self-service kiosks, mobile ordering apps, and delivery partnerships with third-party providers.

Beyond its menu and service offerings, McDonald's iconic branding has played a significant role in its global success. The company's golden arches logo is one of the most recognizable symbols in the world, symbolizing consistency, reliability, and quality. McDonald's marketing campaigns, featuring memorable characters such as Ronald McDonald and the Hamburglar, have helped cement the brand's place in popular culture and create emotional connections with consumers of all ages.

McDonald's success is also attributed to its franchise business model, which enables the company to rapidly expand its global footprint while leveraging local expertise and market knowledge. Today, McDonald's operates over 38,000 restaurants worldwide, with the majority of its locations being franchised-owned and operated. This decentralized approach allows McDonald's to adapt its menu offerings, marketing strategies, and operations to suit the preferences and tastes of local consumers, ensuring relevance and success in diverse markets.

In recent years, McDonald's has made significant strides in sustainability and corporate responsibility, implementing initiatives to reduce its environmental footprint, improve animal welfare standards, and support local communities. The company has pledged to

source its coffee, palm oil, and other key ingredients from sustainable and ethical sources, demonstrating its commitment to environmental stewardship and social responsibility.

Looking ahead, McDonald's continues to innovate and evolve in response to changing consumer preferences, technological advancements, and societal trends. The company's ongoing efforts to enhance its menu offerings, improve its customer experience, and embrace sustainability will undoubtedly play a key role in shaping its future success in the global fast-food industry.

Convenience is a particularly important factor to consider. McDonald's strategically locates its outlets in convenient areas, catering to busy individuals seeking a quick lunch. Drive-through services and extended operation hours further enhance the convenience aspect. Understanding how convenience influences consumer preference can help McDonald's improve store placement and operational strategies. Menu variety and quality also play a crucial role. To accommodate diverse consumer tastes, McDonald's has expanded its menu over the years, offering healthier options, vegetarian alternatives, and regional specialties. Analyzing the impact of menu diversity, taste, and perceived quality on consumer preference can assist McDonald's in adapting its offerings to evolving dietary preferences.

Price sensitivity is another factor that affects customer preference. McDonald's has positioned itself as an affordable quick meal choice that appeals to a variety of customers. Customers' price sensitivity may change due to fluctuating economic conditions and consumer purchasing patterns. McDonald's can modify its price strategy to meet the needs of its target market by examining how pricing strategies affect consumer decisions. Additionally, the impact of brand perception and customer experience on preference should not be underestimated. McDonald's has made significant investments in developing a strong brand identity and maintaining consistent service standards across its locations. Analyzing how brand reputation, customer service, and overall experience influence customer preference can help McDonald's identify areas for improvement and enhance the overall customer experience.

In conclusion, the goal of this study is to investigate the factors influencing consumers' preference for McDonald's in the fast-food industry. By being aware of these factors, McDonald's is better able to adapt price policies, broaden its menu, satisfy consumer expectations, and improve convenience.

LITERATURE REVIEW

Convenience

In today's retail landscape, the significance of convenience in consumer behavior cannot be overstated. Even seemingly trivial inconveniences encountered during the checkout process can trigger cart abandonment and breed discontent with the brand. This shift in consumer behavior goes beyond mere impatience or erratic tendencies; increasingly, shoppers prioritize purchases that streamline their time and energy expenditure. The demand for convenience is propelled by the hectic pace of modern life. Consumers, feeling time-pressed and seeking efficiency, are drawn to shopping experiences that offer convenience, especially online platforms with seamless checkout processes and swift delivery options. Sfgnetwork (2020) underscored this trend, highlighting that convenience is a paramount consideration for consumers. Businesses that adeptly cater to this preference stand to gain a competitive edge. Linde (2021) corroborated this, emphasizing the enduring importance of convenience in consumer decision-making.

Companies that prioritize convenience in their operations and customer experiences are more likely to thrive in the ever-evolving retail landscape.

Convenience, from the consumer standpoint, is about maximizing product benefits while minimizing the time and effort required for acquisition. This perception of convenience indirectly enhances a brand's premium status. Consumers are more likely to view brands favorably when they associate them with hassle-free experiences and efficient service. Akdereli (2022) further validates this notion, emphasizing the link between convenience and brand perception.

In conclusion, convenience has become a cornerstone of consumer behavior, shaping purchasing decisions and brand perceptions. Businesses that prioritize convenience in their offerings and customer experiences are poised to succeed in meeting the evolving demands of today's time-pressed consumers. As technology continues to advance and consumer expectations evolve, convenience will remain a critical differentiator in the competitive retail landscape.

H1: There is a significantly positive relationship between convenience and customer preference.

Brand Quality

Quality programs underscore the intrinsic connection between product quality and customer service, recognizing that prioritizing one invariably impacts the other. When manufacturers dedicate resources to enhancing product quality during the manufacturing process, it inherently diminishes the likelihood of subsequent issues necessitating customer service intervention. Take, for example, the realm of office equipment manufacturing, where companies are increasingly integrating automated controls into their devices. These advancements not only render the equipment easier to use but also mitigate the risk of misuse while concurrently reducing maintenance demands. Moreover, modern office equipment often incorporates diagnostic capabilities, facilitating swift issue diagnosis and resolution without the need for extensive customer service involvement.

By investing in quality upfront, manufacturers effectively preempt challenges that would otherwise burden customer service departments. Furthermore, customer service can function as an invaluable early warning system for identifying potential product quality issues. Leveraging tools like customer satisfaction surveys enable companies to pinpoint areas of concern, whether they pertain to quality control shortcomings or design flaws. Addressing these issues promptly not only enhances product quality but also mitigates the risk of future complications, thereby fostering customer satisfaction and loyalty.

Effective product quality management is fundamental for businesses seeking to manage costs, establish strong brand recognition, and cultivate enduring customer relationships. Consumers inherently gravitate towards brands known for their consistent quality, often demonstrating greater willingness to invest in products associated with reliability and durability. By adhering to stringent quality standards, companies can mitigate costs linked to product returns, defects, and associated losses. Moreover, ensuring high product quality fosters familiarity with the brand, instilling trust and confidence among consumers, thereby incentivizing repeat purchases and driving revenue growth in the long term (Indeed, 2023).

H2: There is a significantly positive relationship between brand quality and customer preference.

Price

A study by Santo and Marques (2022), pricing can influence a consumer's buying intentions. Several research have revealed that pricing is more important and relevant to

customer purchasing behavior (Huo et al., 2021). Pricing is more significant than packaging, which only has a little impact on client purchasing behavior when item prices and packaging relationships are taken into account (Jabarzare & Rasti-Barzoki, 2020). Despite the fact that product pricing has a higher influence on a buyer's decision-making process than the packaging of the product (Abdullah et al., 2021), pricey goods in an extremely competitive marketplace can irreversibly lose clients as a result of the effect of rising pricing (Kotler et al., 2012). Price, in accordance with Huang et al. (2019), may be linked to a consumer's monetary expenditures and is an important consideration in their purchase decisions. Customers will only pay a price that is affordable and reasonable in contrast with the value that they will receive. Customers' opinions of pricing affordability are influenced by a variety of elements, including their attitudes on product quality, competition prices, product value, and demographic backgrounds (Thabit & Raewf, 2018).

H3: There is a significantly positive relationship between price and customer preference.

Reputation

The recognition of a corporation and the perceptions surrounding it are referred to as its reputation (Barnett et al., 2006). It is defined as "the enduring perception of an organization held by an individual, group, or network" by Balmer (2001). In today's business world, brand reputation is vital since it gives customers a picture of the brand. It is based on consumer, stakeholder, and market perspectives on the brand. Simply defined, a brand's reputation is how other people view it. A strong brand reputation shows that customers have faith in your company and are comfortable doing business with you. A brand is readily accessible to different customers and the target market in supporting their decision-making process through the experience of the individual customers. It is possible for this experience to happen before, during, or after the acquisition of goods or services. Some even considered the organizations' after-sales assistance to be a critical aspect in their purchasing experience. According to (Osakwe et al., 2020), company reputation plays a favorable role in the establishment of customer trust.

H4: There is a significantly positive relationship between reputation and customer preference.

Customer Preference

Consumer preference can be described as a person's perceived preferences reflected by their pleasure with the goods that they have purchased. This level of happiness can also be referred to as utility. A set of assumptions known as consumer preference is based on the notion that consumers make choices that have a variety of effects, including utility, pleasure, and enjoyment (Saji, 2020). Customer preferences are the standards, opinions, motives, and inclinations that influence someone's purchasing choice. In describing customer behavior, it supplements customer demands. Consider a consumer who needs shoes and has a preference for a particular brand, style, and color. A fundamental marketing strategy that may be used to branding, product creation, distribution, and customer experience is appealing to customer preferences (Spacey, 2023). The tendency to favor something above other options is referred to as consumer preference. For example, you have a bias for the iPhone when you purchase it compared to a Galaxy Smartphone. Preferences in this situation represent customer loyalty, brand strength, and successful marketing methods. Consumer preferences are tied to the manner in which people acquire goods and services in economics. Individual preferences might be included in the utility functions of multiple product bundles. Consumers evaluate the bundle of items based on its utility. The degree of demand for particular items is affected by changes in preferences. Shifts in fashion, habits, and other variables might cause changes in consumer preferences. As a result, businesses can shape customer preferences by mixing diverse aspects of the marketing mix.

RESEARCH METHOD

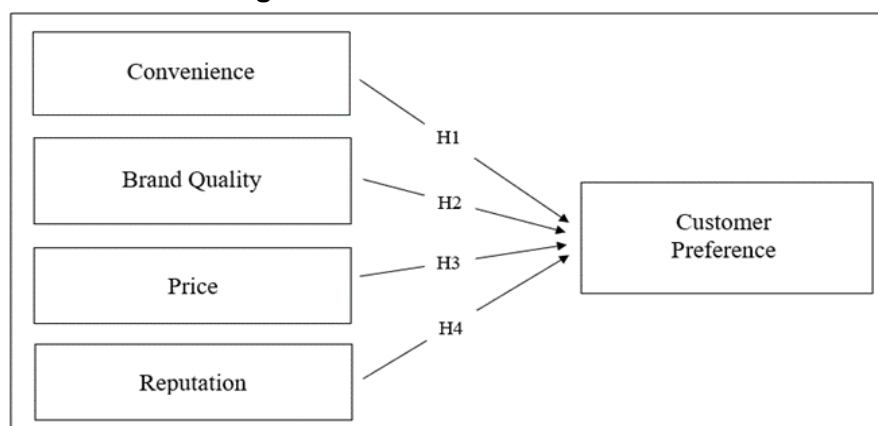
A research framework serves as a roadmap for researchers, delineating the direction of their study by elucidating the relationship between the research variables and the issue being investigated. Figure 1 presents the research model devised for this study. In this model, convenience, brand quality, price, and reputation serve as the independent variables, while customer preference emerges as the dependent variable under scrutiny.

Convenience stands out as a pivotal factor influencing customer preference in the fast-food industry. Consumers often gravitate towards brands that offer convenience in terms of accessibility, service speed, and ease of use. The ability to provide quick and hassle-free dining experiences can significantly impact customer satisfaction and loyalty. Brand quality is another crucial determinant of customer preference. In the competitive landscape of the fast-food industry, brands that consistently deliver high-quality products and maintain stringent standards of food safety and hygiene are more likely to attract and retain customers. Positive perceptions of brand quality can lead to increased trust and loyalty among consumers.

Price plays a significant role in shaping customer preferences, particularly in the fast-food sector, where affordability is a key consideration for many consumers. Brands that offer competitive pricing and value-for-money propositions are better positioned to appeal to a broader customer base. However, it is essential to strike a balance between affordability and perceived value to maintain profitability and brand equity. Reputation, encompassing factors such as brand image, trustworthiness, and social responsibility, also influences customer preference. Brands with positive reputations are more likely to garner consumer trust and loyalty, as customers feel confident in their ability to deliver on their promises and uphold ethical standards. Conversely, brands with tarnished reputations may struggle to attract and retain customers, as negative perceptions can erode trust and credibility over time.

By examining the interplay between these independent variables and customer preference, this study seeks to provide valuable insights into the factors driving consumer behavior in the fast-food industry. Understanding these dynamics can inform strategic decision-making and help brands better meet the needs and preferences of their target audience, ultimately enhancing customer satisfaction and loyalty.

Figure 1. Research Model



The survey's entire data set has been examined using IBM SPSS Statistics software. As a result, we are able to determine the significance and dependence of each variable in this research.

Sample and Procedure

The analyzers created and distributed a Google Form questionnaire through social media such as WhatsApp, Telegram, Instagram, and Facebook in the middle of May 2023. The advantage of using digital questionnaires has improved the effectiveness and efficiency of the data collection progress for the study. As this method can allow the respondents not only Malaysian but also all over the world people to respond to it. It is not bound by any time limit and area to access to allow the respondents to respond anytime. Since the study material will be collected from all over the world to study the respondents' responses, the digital survey is more appropriate since everyone can access it anywhere. The survey mainly aimed at 100 consumers who have a preference for purchasing meals at McDonald's and factors that drive the customers' preference. The data collected will be analyzed using IBM SPSS Statistics software to determine the significance and dependency of each variable.

Measures

The Google Form questionnaire consists of three sections which include (A) "Demographic Characteristics", (B) "Brand Awareness" and (C) "Factors Influencing Customers Preference". The 5-Point Likert Scale has been used in Sections (B) and (C) to admit the respondents to show their agreeableness with a statement. The 5-Point Likert Scale indicated 1 is strongly disagree to 5 as strongly agree.

Brand Awareness

The objective of this segment is to evaluate consumers' capacity to recognize a product based on its name. The sample items provided for assessment include statements such as "Am I inclined to purchase products from McDonald's in the future?" and "Would I recommend McDonald's to friends or family members?" These inquiries gauge the level of brand recognition and consumer sentiment towards the McDonald's brand. By analyzing responses to these questions, researchers aim to understand the extent to which consumers associate the name "McDonald's" with positive perceptions and intentions to engage with the brand. This evaluation provides valuable insights into consumer behavior and preferences, which can inform marketing strategies and brand management decisions for McDonald's and similar companies in the industry.

Factors Influencing Customers' Preference

The 5-Point Likert Scale has been implemented in this section to analyze the determinants influencing customers' preference in purchasing meals at McDonald's. The scale includes four factors, "Convenience". There are 4 items to evaluate convenience at McDonald's which may appeal to customers. The example item is "McDonald's appeals to me because of its various payment options". Brand quality. There are 4 items to evaluate the brand quality. The example item is "McDonald's is attractive to me because of the freshness of the ingredients." Price. There are 3 items to evaluate the price as a factor of customer preference. The example item is "The price offered by McDonald's is much cheaper than other fast-food restaurants." The last one is reputation, where there are 3 items to evaluate the importance of the reputation of the brand. An example of an item is "Negative news or rumors about McDonald's does affect my decision to visit the restaurant."

RESULTS

Table 1. Summary of Respondents' Profile (N=100)

Response		Frequency
Gender	Female	66
	Male	34

Age	18 - 24	80
	25 - 34	8
	35 - 44	1
	45 - 54	2
	55 and above	1
	Under 18	8
Education Level	Bachelor's Degree	79
	High School Diploma or Equivalent	6
	Master's Degree	6
	Secondary School	9
Occupation	Employed	9
	Self-employed	3
	Student	76
	Unemployed	2
Monthly Income	Below RM2,500	85
	RM2,501 - RM4,000	7
	RM4,001 - RM6,000	3
	RM10,001 or more	1

The table above provides a summary of the results and analysis of customer preferences for McDonald's based on the data collected from 100 survey participants. From the data, we can observe the gender distribution of the respondents. Out of the total respondents, 66% were women, while the remaining 34% were men. This information provides an understanding of the gender representation within the surveyed population.

Based on the age distribution chart, it is evident that McDonald's is popular among young people. The majority of respondents fall into the age group of 18 to 24, with 80 individuals representing this category. There are also 8 respondents who are under 18 years old or between 25 and 34 years old. The other age groups have a relatively smaller representation, with most of them accounting for only 1% or 2% of the surveyed population. Regarding the educational qualifications of the survey participants, the data indicates that the majority, comprising 79% of the respondents, hold a bachelor's degree. There were 9 respondents with a secondary school education. The remaining two educational categories, High School Diploma or Equivalent and Master's degrees, each accounted for 6% of the surveyed population.

According to the data provided, it is evident that the majority of respondents in this report, comprising 86%, were students. Additionally, 12% of the respondents were employed, with 3% of them being freelancers. Another 2% of the surveyed population were unemployed. In terms of monthly income, the highest percentage, accounting for 86% of the respondents, falls within the range of RM 2,500 and below. Additionally, 7% of the respondents reported a monthly income between RM 2,501 and RM 4,000. Furthermore, there were 8 out of 100 respondents whose monthly income exceeded RM 4,001.

Table 2. Description Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlation for All Study variables.

Variable	1	2	3	4	5
Convenience	0.940**				
Brand Quality	0.767**	0.936			

Price	0.738**	0.728**	0.949*		
Reputation	0.736**	0.796**	*	0.944	
Customer Preference	0.898**	0.726**	0.655*	0.900*	0.915
			*	*	
			0.857*		
			*		
Mean	3.5533	3.1483	3.3200	3.0775	3.2748
Standard Deviation	0.9706	1.1641	0.9056	1.1589	0.9423
No.of Item	4	1	5	0	0
	6	6	5	4	4

Note: N= 100,* p<0.05,**p<0.01,***p<0.001:Diagonal entries in bold indicate Cronbach's Coefficient alpha

Table 3.2 presents descriptive analysis on Cronbach's alpha coefficients, correlations, and descriptive statistics. Cronbach's alpha is a measure of statistical reliability. The original Cronbach's alpha values for all the factors range from 0.915 to 0.949, indicating that the questions in these five factors exhibited a high level of internal consistency. Based on widely accepted guidelines, an alpha value between 0.7 and 0.8 suggests acceptable reliability, while an alpha of 0.9 or higher indicates exceptionally excellent reliability. Consequently, none of the items from these five factors will be removed because their Cronbach's alpha coefficients exceed 0.8.

Table 3.2 in addition shows the positive correlations between the independent and dependent variables. In terms of descriptive statistics, the mean values for all variables fall within the range of 3.0775 to 3.5533. This indicates that most respondents expressed a neutral level of agreement with the statements. Moreover, the standard deviation of the five variables ranges from 0.90565 to 1.16411, which is less than half of the mean values (3.0775 to 3.5533). Consequently, the data can be considered to follow a normal distribution.

Table 3. Summary of Regression Analysis

Variable	Relationship Satisfaction
Convenience	0.258**
Brand Quality	0.309**
Price	0.240**
Reputation	0.307**
R Square	0.731
F Value	87.118**
Durbin-Watson Statistic	0.551

Note: *p<0.05;**p<0.01;***p<0.001

Table 3.3 shows that the independent variables were Convenience, Brand Quality, Price, and Reputation, whereas the dependent variable was consumer preference. The results of the regression analysis, as shown in Table 3.3, reveal the factors that affect customer preference for McDonald's. The findings demonstrate positive correlations between customer preference and variables such as Convenience, Brand Quality, Price, and Reputation. The beta values associated with these variables are 0.258, 0.309, 0.240, and 0.307, respectively. These beta values indicate that Convenience, Brand Quality, Price, and Reputation have a significant impact on customer preference, as evidenced by their p-values being lower than 0.05.

The R-square value of 0.731 indicates that Convenience, Price, and Reputation collectively explain 73.10% of the variation in the factors that impact customer preference

for McDonald's. Examining the beta values, it can be concluded that Reputation has the highest level of influence (0.445), followed by Brand Quality (0.309), Convenience (0.258), and Price (0.247). Moreover, the Durbin-Watson Statistic yielded a value of 0.551, which falls within the acceptable range of 0.5 to 1, suggesting the absence of autocorrelation issues. This indicates that the residuals are independent of each other.

DISCUSSION

This study looked into the predictor variables impacting customers' preferences for purchasing food at McDonald's restaurants worldwide. The research outcome proves that brand quality and price significantly influence customers' preference to purchase at McDonald's continuously. Both brand quality and price were variables that most affected the purchase preference. Besides, brand quality and price, the convenience and brand reputation also play a significant role in impacting the customer's preference in purchasing in McDonald's. Therefore, this study found that brand quality, price, convenience and reputation directly and indirectly influence the willingness of customers to purchase the meals in McDonald's. Additionally, the analysis results demonstrate that the presented model in this study can explain the components of variables that become the motivation to purchase the meals in McDonald's. Three out of the four variables (convenience, brand quality, and price) were recognized as significant in influencing the customer's preference to purchase the meals in McDonald's continuously.

The first factor that influences the customers' preference in purchasing at McDonald's is convenience. Convenience in purchasing the meals in McDonald's also significantly influences the customers' preference towards purchasing attitude. There are 4 components that are a motivation in convenience which are various payment options, drive-thru service, operating hours include late night service, and diverse menu selection. In McDonald's the various payment methods include cash payment, card payment and QR Code payment which pay by E-Wallet. Also, the service workers in the drive-thru section are sociable and skilled in many languages to serve the customers. Regarding a varied menu, McDonald's offered many flavors of ice cream, burgers, and side dishes such french fries, spicy nuggets, and wedges. For example, for the suitability of locals' preference McDonald's prepares "Nasi Lemak" as one of the meals in their menu. Moreover, brand quality is the perception of quality that a brand achieves with its customers. In our study, the freshness of the ingredients, taste, consistency in food preparation, and packaging are components in brand quality that affect the customers' preference in purchasing meals in McDonald's. Among these 4 components, customers strongly agree that taste is the element that greatly affects the brand quality to influence the customers' preference. In McDonald's they served burgers, french fries, fresh drinks, ice creams and many more meals. According to some unofficial research, a former employee of McDonald's revealed that the meals there taste better than any other fast food. One example is the grilled chicken of McDonald's. It is so rich with taste because the grilled chicken is injected with saltwater mixture to keep it moist but also flavorful.

Besides, the price also plays a significant role in influencing the customers' preference in purchasing the meals in McDonald's. According to our study, the McDonald's customers prefer to spend RM 10 - RM 20 only per meal in McDonald's. Also, most of the customers strongly agree that McDonald's offer affordable prices for the best quality meals in their menus. For example, McDonald's has joined the menu *ramah* campaign by offering meals just for RM 5. This method will interest the customers to purchase meals in McDonald's continuously because it is affordable to even a student. Not only that, the promotion such as "Get two meals for one price" that McDonald's offers will also attract the customers to consume it. This kind of promotion will boost immediate sales and help in business with attracting new customers, encourage loyalty and repeat

purchases. Last but not least, the reputation of the brand also determines the customers' preference in purchasing the meals in McDonald's. The reputation of a brand can boost the sales and profit of the business. It is important in business because it indicates trustworthiness and honesty. In our study, most of the loyal customers of McDonald's claimed that McDonald's is a trustworthy brand, and the business will have great impact if rumors are spread about it. For instance, the fans of McDonald's expressed their own disappointment with the fast-food chain when they found out the McDonald's fries aren't vegan. This has caused quite a sensation in the fast-food industry for quite a while. Thus, this has proven that a brand reputation has a strong connection with customers' preference in purchasing the meals in McDonald's.

In summary, it can be concluded that brand quality, price, reputation and convenience play a significant role in influencing the consumers preference in purchasing the meals in McDonald's. As a result, McDonald's should consider these factors to attract new customers and boost their sales to become the top in the fast-food industry.

CONCLUSION

In this study, we examined the various factors that influence customer choice for McDonald's, a major player in the fast-food industry. Understanding these factors enables McDonald's to tailor its strategies and offerings to meet the evolving demands and preferences of its customer base, ensuring long-term success and growth.

One significant finding is the importance of convenience in driving customer preference. McDonald's strategically placed locations, drive-through services, and extended operating hours have made it a convenient choice for individuals seeking a quick meal. By continuing to prioritize convenience, McDonald's can attract and retain customers who value accessibility and efficiency. The study also emphasized the importance of menu variety and quality. McDonald's has expanded its menu to include healthier options, vegetarian alternatives, and regional delicacies, catering to a diverse range of consumer tastes. By constantly developing and adjusting its menu choices, McDonald's can remain relevant and appealing to a broad customer base.

Price sensitivity emerged as another crucial factor. McDonald's competitive pricing has traditionally attracted a diverse consumer base. However, customers' price sensitivity may be influenced by changes in economic conditions and shifting buying patterns. McDonald's can strike a balance between affordability and meeting customer expectations by evaluating and adjusting its pricing tactics as needed. Customer experience and brand perception were also found to be influential factors. McDonald's has established a strong brand identity and consistently high service standards, fostering customer loyalty. By continuously investing in brand reputation and improving customer service, McDonald's can create positive experiences that enhance customer preference and differentiate itself from competitors.

In conclusion, this study provides valuable insights into the factors that influence customer choice for McDonald's in the fast-food industry. By understanding and addressing these factors, McDonald's can adapt to changing consumer preferences, enhance customer satisfaction, and maintain its position as a leading player in the market.

LIMITATION

There are several limitations to consider when examining the factors influencing consumer choice for McDonald's. Firstly, the study's generalizability may be limited due to sample bias, as it only includes McDonald's customers. This restricts the applicability of the findings to a broader population.

Secondly, the study's findings may not be relevant to all locations where McDonald's operates, making them less informative for customers in other areas. Additionally, the study may not have tracked changes in customer preferences over time or accounted for other variables that can influence choices. The use of self-reported data in the study introduces the possibility of bias, such as social desirability or memory errors.

Furthermore, the study may not have explored a wide range of factors or compared McDonald's to other fast-food establishments. To gain a comprehensive understanding of consumer preferences towards McDonald's, it is essential to be aware of these limitations when evaluating the results. By acknowledging these constraints, researchers and readers can interpret the findings more accurately and consider them within the appropriate context.

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DECLARATION OF CONFLICTING INTERESTS

The researchers declare that there is no conflict of interest.

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