



McDonalds – Creating a Customer Experience

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ABSTRACT

The paper investigates how McDonalds continues to create a customer experience in India. It has been in the Indian market for more than two decades. McDonalds opened its first outlet in India in 13 Oct, 1996 at Basant Lok, Vasant Vihar. The paper attempts to understand the perception of the Indian consumers towards McDonalds with respect to product, price, place, promotion and packaging. It further explores the quality of services offered by its employees and the strategies it uses to enhance the customer experience. The data was collected by questionnaire method. The questionnaire was administered to one hundred and seventy six consumers. The results of the study are that McDonalds is doing well in the Indian market with respect to the five Ps of marketing. The service offered by the employees of McDonalds is excellent. The employees of McDonalds excel in their soft skills and are able to understand the needs of the customer and deliver the product accordingly. McDonalds has been open to change and is ready to adapt as per the need of the Indian market. It needs to put in more efforts in being innovative in its strategies. It is a brand which has been able to sustain over a period of time in India. It has been able to create a memorable customer experience in India.

Keywords : Customer, Experience, Employees, McDonalds, Strategies

1. INTRODUCTION

There are many companies offering fast food in India, but there is no company like McDonalds. It has been able to stand out, as it offers quality products to the consumers. McDonalds opened its first outlet in India in 13 Oct, 1996 at Basant Lok, Vasant Vihar. It was also the first time, that a McDonald's outlet was not serving beef in its menu. The beef burger offered by McDonalds is their signature product and not selling it in India was a strategic decision taken by McDonalds to adapt as per the needs of the Indian market. This is where the company got an idea of offering the Chicken Maharaja Mac to appeal to the Indian consumers.

Offering the Aloo Tikki burger at rupees twenty was a game changer for McDonalds. After that, there has been no looking back for McDonalds as it was able to appeal of the Indian customers. "The Aloo Tikki Burger is

something you would find on Indian streets; it was essentially the McDonald's version of street food. The price and the taste together, the value we introduced, was a hit. It revolutionised the industry in India," said Amit Jatia, pioneer of McDonald across India. (Kannan, 2014)

After being in India for twenty three years, the question that arises is that is McDonalds able to deliver the same customer experience that it promised when it entered the Indian market? The research attempts to answer this question and also looks into the strategies that McDonalds has adopted to enhance the customer experience.

In India, Hardcastle Restaurants Pvt. Ltd. (HRPL) owns and operates McDonald's restaurant. It looks after the West and South of India. It is a Master Franchisee of McDonalds, right from its inception in 1996. McDonalds

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