Major Research Project

THE IMPACT OF REBRANDING ON CUSTOMERS PURCHASING INTENTION IN INDIA; FMCG SECTOR

Submitted By

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CERTIFICATE

This is to certify that **Ms. Mahima Gupta,** have completed the project titled "**The Impact of Rebranding on Customers purchasing intention in India; FMCG Sector"** under the guidance of **Mr. Yashdeep Singh** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. This is an original piece of work and has not been submitted elsewhere.

Signature of Mentor

Mr. Yashdeep Singh

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DECLARATION

I, **Mahima Gupta** solemnly declare that the Major Research Project, is based on my own work carried out during our study under the supervision of **Mr. Yashdeep Singh** I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:

I.   The work contained in the report is original and has been done by me under the supervision of my supervisor.

II. The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.

III. We have followed the guidelines provided by the university in writing the report.

IV. Whenever we have used materials (text, data, theoretical analysis/equations, codes/program, figures, tables, pictures, text etc.) from other sources, we have given due credit to them in the report and have also given their details in the references.

Mahima Gupta

2K21/DMBA/070

Place: Delhi, India

Date: May 15, 2023

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I feel happy knowing that I have successfully completed my Major Research Project. This project would have incomplete without mentioning the names of the people who have rightly guided me. It is an honour for me to say thank you to everyone. They have contributed to the project's success.

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EXECUTIVE SUMMARY / ABSTRACT

The goal of branding is to leave a lasting impression on consumers by differentiating a firm or its products from those of its rivals. The thoughts of consumers. A corporation may have a big influence on the business climate in a market that is competitive by developing its own brand. Branding is a crucial part of any FMCG company as it defines their consumer and helps in segmenting their target consumer. Once a company has set its base and post developing a good consumer base, when the company feels the need to rebrand themselves as a new evolved organization due to many factors that we study further in the research. The organization needs to rebrand themselves to attracted a larger segment and position their organization differently.

Different factors lead to the rebranding of the FMCG category, they most common is to define themselves in a better manner through visual, physical, product, brand loyalty, price point. They can position themselves in a better and clear manner for their consumers to relate more. In business to consumer marketing the organizations need to focus on the fact that if the consumer does not relate to the product or there is no brand recall, the product will not be sold. Due to the short shelf life, products need to be sold at a good pace. Meeting the need of the consumer with the help of the product focusing on the location and the demand and opening multiple stores to meet the supply is a crucial for any FMCG organization. They can sell their product via different vendors or open their own stores.

McDonalds is our focus to understand their latest rebranding and adding the McCafe with new interiors. Many factors show that McDonalds market share is 40% in the FMCG sector making them a market leader as compared to Burger King, Wendy's etc. McDonalds opened their café to cater to a larger consumers post the opening of many coffee shops in India. They reckon that India has a large coffee market. Selling coffee at cheaper rates and introducing other beverages along with it can attract consumers and make them shift from Starbucks or Tim Hortons. With their different type of offerings, they attracted a larger consumer base from adults to kids. Kids have been attracted with a party zone where they provide space for birthday parties and is a major attraction point for them.

McDonalds also has a mobile application for providing discounts on meals and providing different free items on a purchase of x amount which differs from time to time. As it is a fast moving good, they also have the facility of drive through for easy on the go food.

Their large attractive M sign outside each store is the focal point, as a kid the only way one could get to know there is an eatery close by is because of that sign that stand tall and does not fail to attract many consumers.

This research demonstrates how customer choice in the Indian fast-food business rebranding and evaluating its factors is very important. We collected the opinions of 112 customers on McDonald's. Using quantitative methods to create hypothesis as per

the different variables which have been found. The hypothesis is testing using the p-test to evaluate the questionnaire which has been filled. The research is divided intort four sections. The research problem is stated in the first section. The study proposed framework and hypothesis are detailed in the second section. The third section covers the research methodology used, a discussion and the study implications. Finally, a conclusion is reached, limitations are identified and recommendations for further research is made.

Chi-Square testing has been done to analyze the dependency of the variables. Whether the null hypothesis is rejected or failed to reject. In this if the Chi Square critical value is smaller that would imply that there is a dependency of one on the other variable. For the chi-square testing results SPSS was used to get the fruitful information which lead us to the result and hypothesis.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The identity of a brand is well-defined. At a certain point, the picture is seen as a portrayal of the cycle, though at another, it is related with sentimentality. additionally alludes to the data that the association circulates at different times. Companies need to realize how crucial a positive reputation is to their success in the face of brand rivalry. On the other hand, rebranding is a regular part of managing the brand in response to the ever-changing market and a continuous adjustment to the corporate brand's representation and positioning (Gitman, 2008). According to Muzellec & Lambkin (2008), re-branding, on the other hand, is the procedure followed when a company tries to alter stakeholders' perceptions of the brand. Muzellec and Lambkin state that rebranding can be carried out on two distinct levels. By changing the name, logo, and slogan, revolutionary rebranding destroys the previous perception of the organization and creates a new one. Evolutionary rebranding is less drastic because it keeps the key issues of positioning while altering one or two of the three characteristics.

Because it enables them to comprehend how consumers think, feel, and select products, businesses are becoming increasingly concerned with specific customer behavior in today's environment. According to Michael R. Solomon (1998), consumer behavior is the study of how individuals or groups choose, acquire, use, or discard goods, services, concepts, or experiences to meet their needs and desires. The extended view of the customer examines not only why and what consumers purchase, but also how marketers influence consumers and how they use products and services. Because they are exposed to multiple windows of information and products, customers face difficulties; Their decision to buy is influenced by the abundance of choices and alternatives in the market. External factors like family roles and peer influence, as well as internal factors like perception, attitude, and motivation, influence consumer behavior.

1.2 Problem Statement

Most consumers will respond immediately with "Quality" when asked why they prefer one brand of goods over another for factors other than price. This response, however, is met with skepticism because consumers hardly ever have the power to objectively distinguish between competing product brands' levels of quality (Michael, 2013). These consumers are knowledgeable. Also, consumers' perceptions of the brand image have a big impact on how they rank the quality of certain product brands. Almost all of it is a creation of their imagination. Because of this, marketers that have a solid understanding of how to successfully impact customer choices and so better establish their brand in the minds of customers will surely win the marketing war (Michael, 2013). Regardless of the previous, there are still a ton of components that impact buyer buying choices, for example, the way that clients are cost touchy, though this isn't generally the situation since their utilization is for the most part impacted by cost factors, remarkably in the food business.

1.3 The objective of the Study

The primary objective of the study is as follows –

- Identifying the factors influencing customer purchase intention in the FMCG sector.
- To analyse the influence of identified factors on customer purchase intention.
- To find out the effect of re-branding on the purchasing choice of customers and how it affects brand owners.

1.4 Scope of the Study

The purpose of this study is to find out how brand image influences customers' purchasing decisions. The study will also investigate how rebranding affects customers' purchasing decisions and brand owners. Furthermore, the review will investigate the factors that influence a producer's decision to rebrand. To wrap things up, the examination will recognize techniques that makers can utilize to rebrand their items so buyers have more choices while making buys.

1.5 Significance of the Study

The purpose of this study is to investigate how rebranding and brand image influence Indian customers' purchasing decisions. It is also important for companies that make consumables and non-consumables because it will show them the factors that make a customer choose their product over others. It will likewise be useful to different specialists who need to get more familiar with the subject of talk.

1.6 Key Words

Brand image: The general impression of a product held by real or potential consumers.

Re-branding: The process of changing the corporate image of an organization.

Customer purchasing intention: The thought process that leads a consumer from identifying a need, generating options, and choosing a specific product

Brand Loyalty: Key factor when assessing the value of a brand is the degree to which consumers are loyal to it. That is the propensity of consumers to re-buy the brand.

FMCG: Fast Moving Consumer Goods

CHAPTER 2: Literature Review

2.1 Brand

A brand is any sign, phrase, design, symbol, or mix of these used to give consumers an impression of a product or service that identifies it and sets it apart from its rivals. A brand distinguishes a product from comparable competing goods and enables it to command a higher price in exchange for a distinct identity and stronger faith in its purpose. Similarly, a brand has a better chance of succeeding than a conventional product. A brand is like a living thing; A name, a culture, a vision, emotions, intelligence, and a name are all part of it. Additionally, it has a personality and character. All of these are suggested by the company's owner and must be continually taken into consideration to keep the brand appealing to the target market.[1]

A brand is an acronym, signal, mark or blueprint, or a combination of these, that identifies the maker or seller of a product or service. Kotler and Armstrong (2009).

Hestad (2013) however, elaborates by stating that "brands help consumers to make decisions. Consumers recognize brands and purchase them because they promise to meet a need, because of recommendations, or because of previous purchase experiences with the brand. Consumers buy brands because the brand story emotionally connects with them, it provides them with a self-expression benefit, or they find the brands relevant in a specific cultural context."

Everything that adds value to a product is part of the brand. That is, it includes customers' opinions and perceptions of brands, which increase the value they place on a product or service.

Customers consider a brand to be a crucial component of a good or service, and it does enhance the latter. Due to the services or satisfaction a brand claims to provide, consumers do assign meanings and interpretations to it. For instance, the majority of customers frequently view Apple products as premium, renowned, and costly brands. Since they accept, they will be seen assuming that they are seen utilizing it, they will buy it no matter what its cost. The same is true for products from Jio India; Individuals keep on utilizing Jio, and regardless of whether they change to different items, their Jio memberships will keep on being legitimate, despite the fact that any remaining telecom specialist organizations are bringing down their call rates and offering various limits.

This makes it clear that brands play a huge part in how customers identify with a particular good or service, which has an impact on their choice to buy. As branding has grown so significant, almost no good or service is now unbranded. Even salts are branded, and if you buy the same salt in an unbranded bottle, people would likely think it's a low-quality or subpar product.

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[1] "What is Brands" - What is Brands? Definition of Brands, Brands Meaning - The Economic Times (indiatimes.com)

It is crucial to comprehend that branding is about persuading your prospects to consider you and you alone as the sole option when it comes to solving their problems rather than convincing your target market to select you over the competition.

According to Kotler (1999), who broadens the definition of identity, a brand can communicate up to six separate levels of meaning, which are referred to as the "Six Dimensions of the Brand."

1. **Attribute** - A brand helps people understand specific qualities, including status. Jio guarantees that their network will be accessible "wherever you go."
2. **Benefits** - The characteristics that strengthen a product's qualities by outlining its advantages and increasing its appeal.
3. **Values** - This trademark also stands for the organization's procedures, structure, and ideals.
4. **Culture** - the brand that embodies the traits of the intended market. The branding initiatives and products offered by the telecom companies are all representatives of the normal Indian person.
5. **Personality** - The brand can project the behavioural and personality traits of the intended audience.
6. **User** - The brand occasionally imitates the end consumer.

2.2 Branding

This is a collection of marketing and communication tactics that assist a firm in differentiating its products or services from rivals. Branding is the process of imparting significance to specific items by building and defining a brand in the eyes of customers. Companies use this method to assist customers readily recognize their goods and organization, as well as to provide them a reason to pick their products over the competition's, by explaining what this specific brand is and is not.[2]

2.3 Brand Image

The current customer perception of a brand is referred to as its brand image. It is defined as a distinct set of connections that customers, who are your target audience, have in their minds. It shows what the current brand is all about. A collection of opinions regarding a specific brand is what it is. Basically, it is the manner by which the item is seen by the client. It's how a brand stands out from the competition. A brand's image provides value to the mind and heart. An association's picture is only its personality. It is the result of interaction and perception by individuals outside of an association. It ought to convey the mission and vision of an organization to everyone.

The fundamental components of a positive brand image are a distinctive logo that reflects the organization's image, a tagline that briefly describes the organization's business, and a brand identifier that supports the core values.

The whole impression that clients have of a brand is its image picture. The brand is associated with numerous things by customers. They cultivate brand picture

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[2] What Is Branding? | The Branding Journal

considering these linkages. The close to home points of view on affiliations pack that people have about the brand are used to foster an image of the brand.[3]
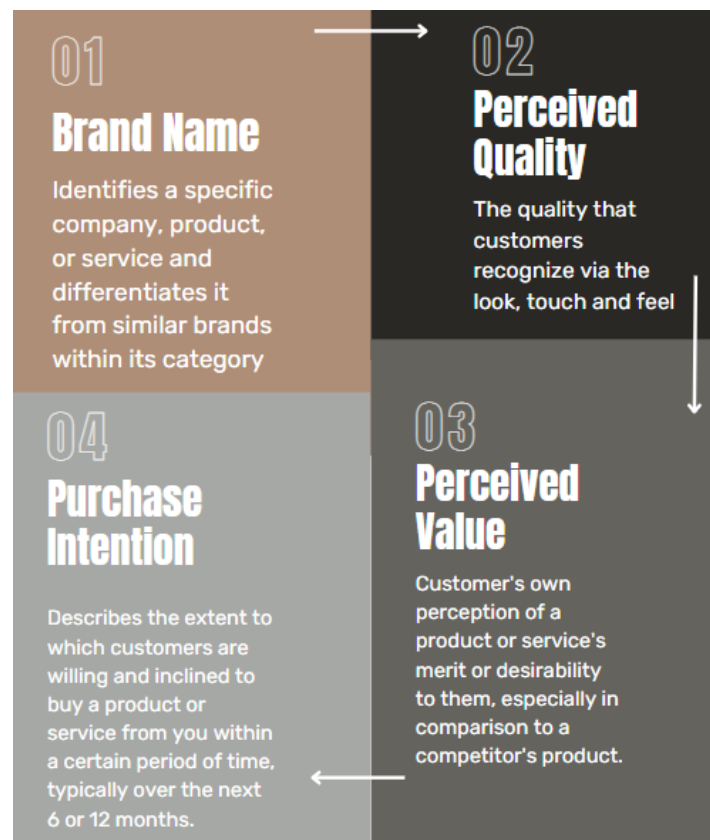
Figure 1 – Conceptual Framework of the Study

2.4 Brand Equity

A brand's level of impact can differ in several ways. Some are almost unheard of, while some are fundamentally anchored on a worldwide scale and hence well known.

There is more to brands than simply names and logos. It plays a key role in how a company interacts with its clients or consumers. Brands serve as a symbol for how people see and feel about a product's functionality.

While attempting to sort out how much a brand is worth, "brand value" can be utilized.

Brand equity is described as "the differential impact that brand name knowledge has on customer response to the product or its marketing" by Kotler and Armstrong (13th Edition).

On the other hand, Boone and Kurtz (2005) define brand equity as "the additional value that a particular brand name adds to a product in the marketplace."

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[3] Brand Image - Meaning and Concept of Brand Image (managementstudyguide.com)

Also, according to Weng (2006, 147), brand equity is an expression of the assets and financial commitments associated with a brand, whose identity either increases or decreases the value provided to a business or customers. Moreover, brand equity might be regarded from a financial standpoint, a consumer-based viewpoint, and a brand expansion perspective (Aaker, 1991).

It is important to emphasize that, in contrast to generic or unbranded products, a brand has positive brand equity when customers' reactions to it are favorable. On the other side, if consumers' responses to the latter are unfavorable, they have negative brand equity. (Thirteenth Edition of Kotler and Armstrong)

Also, studies have revealed a link between brand equity and business revenues.

Not only have well-known companies like McDonald's, Coca-Cola, Facebook, Manchester United, Apple, and Samsung reigned for a long time, but they have also connected the goods to the customers.
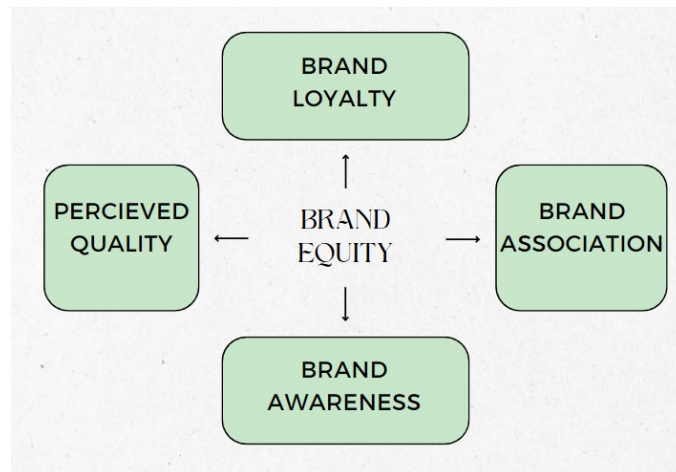
Figure 2 – Sources of Brand Equity

1. **Brand Awareness** - This is the level of customer brand recognition for a certain product. This causes customers to form solid relationships with the associated product and may lead to more regular purchases.
2. **Perceived Quality** - The consumer's perception of a brand's or product's ability to live up to expectations is represented by this. The typical foundation for this is the brand or identity of the business.
3. **Brand Associations** - In this scenario, people identify with a particular brand due to its logo, identifying elements, or catchphrases.
4. **Brand Loyalty** - The degree of brand loyalty is a crucial consideration when determining a brand's worth. Customers tend to repurchase the brand in that way.

2.5 Characteristics of a Brand
All brands have qualities, which is why some people are willing to pay a premium to own them. Below are a few traits that are connected to a brand.

1. A brand is a resource or a blueprint (logo, form, colour) that the business or organisation actively and vigorously protects through legal channels. (Brad and

Derick, 2008). Every well-known trademark in the world is legally protected. It is the trademark under which the company does its business. For instance, one cannot just use the brand to do whatever they choose without receiving the necessary licence; failing to do so would result in legal repercussions.

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3. Also, the brand may be exchanged as an asset and utilised as security for debts. For instance, the American Glaziers family purchased the Manchester United brand and has subsequently made considerable profits from it.

     a. The same may be said of Roman Abramovich, a Russian multimillionaire, who purchased Chelsea.

4. Branding serves to communicate the organization's values. As an illustration, you immediately think of a fast-food marketer when you see the Mc Donald's brand. The same is true of well-known computer manufacturers like Apple, Dell, Compaq, and others.

2.6 Significance of a Brand

A brand offers a variety of benefits to both the company and the customer. It consists of the following. -

1. Branding aids in market segmentation for the vendor. For instance, Toyota Motor Corporation is a great example. It provides main brands like Lexus, Toyota, and Scion, each with a variety of sub-brands, including Prius, Camry, Yaris, Matrix, Tundra, Land Cruiser, and others (Kotler and Armstrong, 2009). Apple offers a variety of I phones at a variety of price points. like the I4, I4s, I5, and the newest I phone, the 5c.

2. Second, branding contributes to the value of a good or service. People do form relationships with brands and give them significance. For instance, unlike water that is not labelled, the majority of consumers consider Aquafina water in a bottle to be of high quality.

3. Consumers may discover goods and services that can be very beneficial to them thanks to brands. Branding can provide information about the offers or quality of a product. –
Customers that consistently buy from the same brand are aware that each time they buy, they will receive the same advantages and level of quality.

2.7 Brand Strategies

As was referenced in the primary part of the presentation, a few organizations even recruit brand chiefs, who are totally responsible for the brand's everyday execution and act as the organization's client contact.

With the aid of Kotler's model of brand strategies, a corporation has four possibilities when it comes to the development of its brands.

Figure 3 -Product Category (Kotler 13th Ed.)

1. **Line Extension** - Businesses frequently expand their brands in the same product area that they sell on the market. Consequently, it includes new colours, sizes, components, or tastes of an existing product. Most businesses use this to reduce the risk associated with introducing a new product to the market. They may also have the strategic purpose of meeting the market's various client wants. Customers, on the other hand, are perplexed by the prospect of selecting from a plethora of brands. Jeep SUVs, for example, have seven models: Commander, Grand Cherokee, Compass, Patriot, Liberty, Wrangler, and Wrangler Unlimited.

2. **Brand Extension/Stretching** - A brand extension strategy is one in which a firm expands an established brand name to a new product category. Some brands become so well-known that the company behind them use the brand names to market unrelated items. Adidas, for example, is a well-known sportswear manufacturer that has used its strong brand equity to produce unrelated items such as perfume and shower gel that bear the adidas trademark to their advantage throughout the years.

3. **Multi – Brands** - Another technique for brand growth open to a company is to introduce new brand names in the same product category.

4. **New Brands** - The fourth method involves new brands, in which the company debuts a new brand name along with a new product category. This is especially true when a company discovers that its existing brands are fading. Toyota, for example, offers a distinct Scion aimed towards youthful people. Even if a company has legal protection for its distinctive brand, there are still issues about its brands. For example, some persons may mimic or reproduce the general stimuli (product). Original Nokia phones replicated as opposed to Chinese phones imported into the Ghanaian market are examples. Second, imitation trademarks tarnish the image of generic items, especially when they fail to meet expectations.

2.8 Advantages And Disadvantages of Brand Image

2.8.2 Advantages

1. If a firm has a strong brand image, it can have a direct impact over how clients shop.
2. A favourable brand image can facilitate decision making.
3. When a firm already has a strong brand image and devoted consumers, introducing new items into the market is frequently easier and less expensive.
4. A positive brand image helps to distinguish a company's product or service in the marketplace.
5. A strong brand image helps to increase client recognition. This implies that whether a consumer is looking for a certain product or evaluating a firm to provide a service, they are aware that the company is a contender.
6. Good brand image communicates the success of the product or service, resulting in higher sales and income.

2.8.2 Disadvantages

1. A poor or unfavourable image discredits the firm, making it impossible to bring the same brand back later.
2. Unless additional modifications in the brand image are suggested, the brand and its goods will always be recognised with the image.
3. When a product or service encounters a bad occurrence, it becomes associated with the brand.

2.9 What is Rebranding

A company rebrands by changing its logo, motto, vision, goal, values, name, target audience, or market in order to create a new brand identity in the eyes of leads, customers, competitors, and partners. It aids brands in expanding their customer base, remaining relevant, distinguishing themselves from rivals, and gaining recognition.

According to Keller (1999), Brand image and awareness can help bring back to life a brand's meaning and uniqueness as a product. To strengthen a functional brand and strengthen product-related performance connections with potential customers, it is necessary to strengthen product innovation, manufacturing, product design, and merchandising. The brand's overall meaning must remain unchanged, even if the functional product is modified to promote CBBE and enhance the brand's image. To strengthen non-thing related imagery affiliations, meaningful brands should highlight 'importance in client and use imagery' [Keller, (1999), p.109]. This is crucial for supporting established premium fashion businesses, according to Keller (2009b). Keller (1999) emphasizes the importance of not switching between brand performance connections that are related to products and those that are not related to products in order to maintain and establish a consistent brand image. When relating this to luxury fashion brands, they should always emphasize quality, strategy, and history rather than switching to more useful, identical brand exhibitions.

Unlike Keller's (1999) method, Aaker (1996b) proposes focusing on the company's legacy, which allows a brand to be revitalized by using existing values. This is known as 'retro branding,' which is defined as "the resurrection or relaunch of a product or service brand from a previous historical time, which is usually but not always modified

to modern standards of performance, functionality, or taste" [Brown (2003)]. This notion is consistent with Aaker's (1996a) belief that brand renewal is based on exploitation of the brand's legacy and preferred connections.

As shown by Forbes, you have seven seconds to lay out a fair first association. Customers may not be able to find their way to a business if it uses the wrong logo, has a difficult or unappealing name, or has a vision and goal that aren't clear.

Patterns change daily, making it necessary for businesses to adapt in order to attract new customers. Rebranding makes it possible for this. After a consolidation with another business, you may just have to rebrand your organization, plan another logo, or name, or proclaim new corporate objectives, objectives, or dreams.

2.9.1 Benefits of Rebranding

- New Audience
- Higher Relevancy
- Improved Brand Recognition
- Improved Google Ranking
- Streamlined Teamwork

2.9.2 Types of Rebranding

- **Reactive** - When a corporation answers, or 'reacts,' it is said to be reactive. Sometimes it is a reaction to a sequence of events that have changed the image of the firm or a product. When the goal is to fully modify or cease the company's image, the term "reactive" is used. This might be due to legal issues or bad press. It may also be the result of a merger or purchase.
- **Proactive** - Proactive rebranding is initiated by company executives when they identify a potential growth opportunity or plan for the future. Potential explanations include entering a new market, shifting emphasis, or reconnecting with clients. Maybe it is just a desire to be creative.

2.9.3 Steps of Rebranding

Association rebrands to execute changes and lift business improvement by attracting to a greater group. Changes that aren't required, then again, sit around, exertion, and cash. Rebranding can also harm consumers' perceptions if done incorrectly. [4]

1. Start with the end in mind
2. Determine the reasons of rebranding
3. Consider current employees and customers
4. Communicate why you are making changes
5. Define core company values
6. Conduct market research
7. Assess your data
8. Seek feedback from stakeholders

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[4] https://www.forbes.com/sites/forbesbusinesscouncil/2022/03/29/thinking-of-rebranding-14-steps-for-successfully-making-changes/?sh=78df12262380 – "Thinking of Rebranding?"

9. Examine recent failures
10. Find your unique niche
11. Establish a firm brand voice
12. Trat rebranding as a project
13. Ensure employees understand why
14. Balance customers need and change that fest engagement

2.9.4 Factors of Rebranding

- Market Research – It is used to identify the target audience to understand their opinions about the brand identity.
- Business Goals – Aligning with the company's objectives should be reflected in the rebranding
- Competition – Taking in account of the competition to differentiate among others
- Brand History – The history should be considered with the present and the rebranding will affect it all
- Budget – Rebranding is an expensive process; the financial resources should be planned and available accordingly.
- Implementation – A smooth transaction to ensure a good customer experience with well-planned and well executed rebranding
- Communication – Internal and external communication should be strong and done properly. Transparency is key during such times.

Before   **After**

Figure 4 – Rebranding; McDonalds – Before & After

2.10   The Consumer Decision – Making Process

This refers to the various steps a consumer takes before making a purchase decision. The following depicts the numerous stages gleaned from various works. –

1. **Problem Recognition -** Problem identification is the first step in the customer decision-making process. During this step of the process, the customer notices a significant difference between the desired and apparent situations. The customer attempts to resolve the issue to return to normal now that they are aware that they do not have a particular need or issue. For instance, when someone is starving, he feels compelled to purchase food, which eventually becomes a necessity. According to Boone and Kurtz (2005), if a customer is

dissatisfied with a particular purchase, such as milk, or simply wishes to switch brands, the realization of a customer's need may also turn into an opportunity.

2. **Information Search -** The search for knowledge in response to the requirement outlined in the first stage characterizes the second stage. High-involvement purchases may save you the trouble of searching for substantial information, whereas low-involvement purchases only require a brief search. Inside, the customer collects information. Because of an ongoing interest, this could appear as saved pictures, notices, or communicated data about unambiguous items. Examples of external information sources include friends, reference groups, pamphlets, and advertisements from various sources.

3. **Evaluation of Alternatives -** The third step is to look at your options in terms of the various brands that can meet your needs. In light of the specified requirement, the customer compares and contrasts several brands in this section. When it comes to shopping, people are very cautious and sometimes think rationally, but other times, they do almost nothing and buy without much thought. If you think you will need to buy a car, you should carefully consider the various car manufacturers. Style, interior design, fuel economy, cost, and safety may all be taken into account during the evaluation process..

4. **Purchase Decision –** After evaluating and narrowing down the many brands available, the customer moves on to making the final purchase decision. Kotler (2009, p. 179) proposes that there could be two purposes behind a purchaser's choice to make a buy. The first is other people's mentality. If someone important to the customer accepts that a low-cost brand should be purchased, the likelihood of buying a costly one decreases. When a customer wants to buy a certain brand of car but the economy is in turmoil or a competitor dramatically lowers its prices, the decision to buy could change in a matter of seconds, which is the second unexpected aspect of the situation.

5. **Post Purchase Decision –** The final step is post-purchase, and there are two things that happen here. The purchaser is either pleased or dissatisfied with the purchase. The choosing part of whether or not a purchaser is bright lies between the customer's assumption for the brand before to purchase and the real show that it gives after purchase. The customer is satisfied, as long as the product performs as expected; The customer is pleased if the actual result is better than the usual result; and if the product falls short, the customer is dissatisfied." The more noteworthy the difference among presumptions and transport, the more frustrated the buyer," says Kotler (13th Ed., 179).

2.11 Fast Food Industry

The Indian fast-food industry has developed over time to accommodate customers of all ages and socioeconomic classes. One example of a business that started in a single room and grew into a chain with hundreds of locations is McDonald's in India.

According to a recent study titled "Indian Fast Food Market Analysis," India is one of the fastest-growing fast food markets in the world. It is anticipated that the Indian fast-food industry will be worth 32.22 billion USD by 2028, growing at a CGAR of 14.2%. Practically all the significant cheap food organizations on the planet have laid out a

presence in the nation, and a large portion of them are extending fundamentally. In spite of the business' quick development as of late, a large portion of it is as yet undiscovered and packed in significant urban communities. However, there is a lot of room for expansion in largely unexplored tier-II and tier-III cities. As a result, the fast food industry's future is in the hands of people living in India's tier-II and tier-III cities.

The fast-food industry is expected to grow at a compound annual growth rate of about 10% per year. By 2027, India's food market is supposed to develop by 7.23 percent, arriving at a worth of US $1274.00 billion.

Most of the world's biggest cheap food chains have laid out tasks in the nation, and most of them are encountering critical extension.

Indians burn through 23% of their pay on food, while Chinese burn through 20%. Subsequently, one potential end is that Indians would prefer to eat at home and burn through cash on preparing supplies than inexpensive food. Nevertheless, this is not exactly encouraging news for the region. It is typical to see the ascent of new modest food associations with a rage, including worldwide behemoths like Dunkin Doughnuts and Starbucks

Food, toiletries, housekeeping, and health are the four key consumer categories in the FMCG sector (Nayyab et al., 2011:804). The following are some of the primary features of FMCGs (Tiwari, 2012:168).

1. The customer makes frequent purchases.
2. Consumer participation is low, with little or no product involvement.
3. Products with a high level of brand loyalty are exceptions to this rule.
4. The marketer's price approach is low.
5. High volume objectives are anticipated.
6. Contributions to the marketed product basket offering with low margins.
7. Broad distribution networks.
8. Stock turnover is high.

Due to strong customer interest or the product's rapid demise, FMCGs have a short period of realistic usability. Fruits and vegetables, dairy products, baked goods, meat, and FMCGs are all highly perishable. Other goods with high turnover rates include cleaning supplies, alcohol, pre-packaged meals, soft drinks, and toiletries.

Doubtlessly because of expanded interest in the FMCG business, the degree of contest among FMCG organizations is rising. For instance, with a yearly market value of more than US$20.1 billion, the FMCG industry in India is recognized as one of the largest in the world. The availability of essential raw materials, inexpensive labor, a well-established distribution network, fierce competition between organized and unorganized segments, and low operational costs are all contributing factors to the expansion of the FMCG industry in India.

CHAPTER 3: Research Methodology

3.1 Study Design

With a qualitative approach, this web–based study was conducted using the convenience sampling technique to gather information regarding consumer purchase intention. The data, which primarily consisted of primary data, were gathered through the use of a questionnaire. Websites that were featured in newspapers, magazines, and journals also provided secondary data. Through WhatsApp and other social media platforms, participants were invited to participate.

For this research, hypothesis testing has been used which is used for making statistical inferences regarding the population data. It is a method of analysis in which assumptions are evaluated and the likelihood of something is determined with a predetermined level of accuracy. The testing of hypotheses is one method for determining the dependability of an experiment's outcomes. An invalid speculation and an elective theory are laid out preceding testing the theories. The decision regarding the population sample that was taken is made easier as a result of this.

3.2 Study Participants and Dissemination

Being unable to perform a systematic community–based survey in India due to restrictions in time, I opted for an internet poll, between March and April 2023. The generated survey was made available to ten participants for a pilot study to see if the self–reported questionnaire was clear and acceptable. The questionnaire was distributed via a URL link in the English language with a standardized description after revision to aid comprehension. Because WhatsApp and Facebook are the most prominent social media networks, they were chosen to distribute the questionnaire.

3.3 Conceptual Model
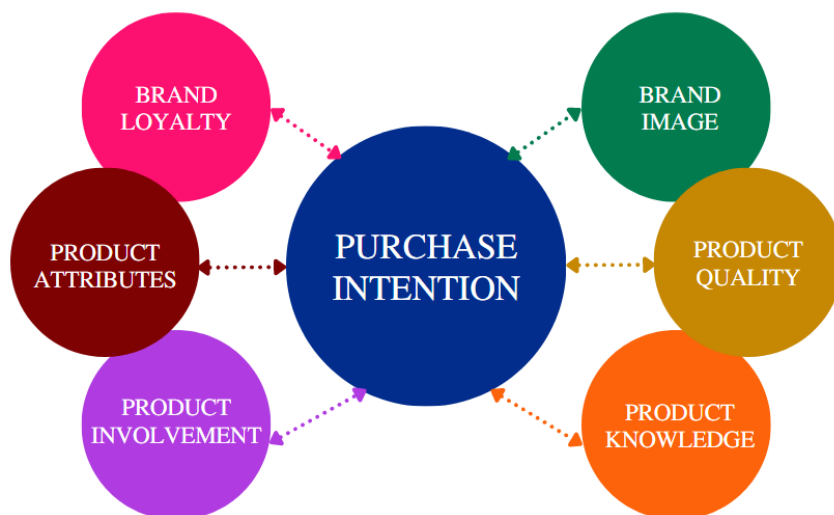
Figure 5 – Circular Purchase Intention Map
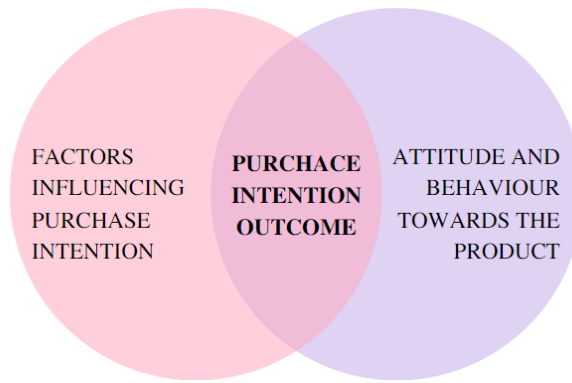
Figure 6 – Research Outcome for Purchase Intention of a Consumer

This study within its larger context and demonstrates to the reader how this study enriches previous work on the selected issue. As a result, it identifies, analyses, compares, and contrasts other writers' perspectives and theories regarding the study issue. It also analyses the survey using hypothesis formation, i.e., null, and alternative hypotheses. Based on the chi – square testing, rejecting, or not rejecting them.

1. **Research Type:** Explanatory Research – It aims at establishing cause & effect relationship between variables.
2. **Data Collection Method:** The method of data collection is questionnaire method.
3. **Sample unit**: Each respondent was considered as a single unit in the survey.
4. **Sample Size**: The sample was done taking 112 units.
5. **Population Size**: The population size is taken to be 372.
6. **Collection Of Data**: Mostly, the information which has been collected is primary in nature. Some secondary data have also been extracted from the various websites, published journals, magazines, and newspapers.
7. **Data Analysis Method & tools**: Hypothesis testing for proportion. Based on significance level and Chi Square Testing
8. **Significance level:** The significance level is assumed to be 95% with an error of 5%

A data analysis that is essentially based on observations of a random set of variables is called a chi-squared test (symbolized as 2). Typically, it is an assessment of two real enlightening assortments. In 1900, Karl Pearson fostered this test for absolute information examination and circulation. As a result, the Pearson chi-squared test was used to measure it.

The chi-square test is used to check how likely the discernments that are made would be, by considering the doubt of the invalid hypothesis as clear.

A hypothesis is an idea that can be tested later and suggests that a particular condition or statement might be true. The number of squared blunders or falsities over the example fluctuation is normally the beginning stage for chi-squared tests.

CHAPTER 4: McDonalds

4.1 History

Dick and Mac McDonald, who started McDonald's in San Bernardino, California, U.S.A., in the late 1940s, were looking for a way to grow their small drive-in restaurant. They came up with a completely new idea that emphasized quick service, low prices, and large quantities. The company quickly developed a following; They received over 300 establishment inquiries per month from all over the country in 1952. When Ray Kroc joined the company in 1954 and established McDonald's Corporation, it marked a turning point in its history. Today, McDonald's is the largest and most well-known foodservice product retailer. In October 1996, McDonald's made its first appearance in quite some time. Some of the cities they serve include Mumbai, Delhi, Pune, Ahmedabad, Vadodara, Ludhiana, Jaipur, Noida, Faridabad, Doraha, Manesar, and Gurgaon.

McDonald's India is a 50/50 joint endeavor between two Indian business people and McDonald's Organization (USA). Pvt. Amit Jatia's Hardcastle Restaurants Ltd. claims and operates McDonald's locations throughout Western India. Connaught Plaza Food & Beverage Pvt. is in charge of the Northern operations as owner and operator. Ltd, under Vikram Bakshi's direction.

Indian diversity and religious and cultural constraints: Most of Indians are vegans, and many are worried about the newness, beginning, and beginning of the burger meat. For each of these reasons, burgers should not be eaten. Normal and animal activists conflicted with the introduction of drive-through diners (like KFC and Mcdonald's): Because of their utilization of creature items, such foundations were banned, inciting fights from activists. There are a ton of narratives that make sense of how chickens are reproduced to be greater. These hybrid chickens destroy the animal's ecosystem and are unfit for human consumption. According to studies, junk food disturbs the ecological balance and causes a variety of behavioral issues due to the presence of fatty and harmful components. Weight, for instance, is turning into a more normal issue for individuals. Everyone can afford the burgers, which retail for as little as 35 rupees. Undergraduates typically consume more of them because they are inexpensive and easy to find. Lacking Transportation and Nonattendance of Decent Establishment: Product quality standards are affected by India's inadequate transportation and infrastructure. This includes the storage facilities for meat and other components. Clients who become sick in the wake of eating these burgers or comparative things are straightforwardly impacted by this. Changes in national politics: Organizations, especially unfamiliar brands, endure because of the nation's guidelines and techniques being modified by political disturbances. For instance, demonetization in India results in a sharp decline in the Indian market, causing all businesses, particularly those owned by foreigners, to incur significant losses.

4.2 Logo Design

James Schindler created the McDonald's logo in 1962. He was had the opportunity to give the image a more business appearance. By drawing and joining two arches, he created one of the world's most famous trademarks.

The McDonald's golden arches are imposing and strong whenever you pass one. The enormous yellow curves give the impression that McDonald's is a dependable, low-cost food giant.

"The Brilliant Curves" is frequently used to refer to the McDonald's logo. Customers were instructed to "look for the golden arches" in an early McDonald's advertisement.

One of the parts of the McDonald's logo that has shown to be the best as far as configuration is its likeness to two brilliant earthy colored French fries wound into the state of an "M." A finesse declaration progresses one of McDonald's most well-known menu things without the watcher knowing.

One more significant part of the plan is the McDonald's logo's effortlessness. McDonald's was by then a remarkable and powerful chain when the ongoing logo was uncovered. There was no need for a logo to help explain what the company did because everyone already knew. All things considered, they need a logo that is easy to understand from a good angle, clear, and obvious.

Figure 7 – Evolution of McDonalds Logo

4.6 Product Strategy

In the beginning, McDonald's wanted to make sure that all of their products tasted the same. However, McDonald's has discovered that while uniformity saves money, success is ensured by adapting to local tastes. As a result, McDonald's has adopted the motto "think global, act local."

The McDonald's menu includes five main courses: potatoes, bread, chicken, and milk. Burgers, sandwiches, fries, desserts, breakfast, snacks, and sides are the primary items on their menu. As well as offering a "McCafe" region with a determination of drinks, including espressos boosts, they likewise offer a choice of breakfast and sweet choices. They frequently alter their menu to meet changing requirements, preferences, and tastes. Before another item is added to the menu, it is widely tried in the market to decide its true capacity.

The Happy Meal was marketed at children by McDonald's. When asked where they want a Happy Meal, a child only says " MCDONALDS!"

By providing low prices, high-quality meals, and an engaging environment for children, the company revolutionized the inexpensive food industry. At that point, the market was searching for these elements, and the organization conveyed in spades.

4.3 Interior Design
The aim was to develop the traditional 'family restaurant' image while incorporating a new café style with specific young appeal.

A new aesthetic palette was envisioned with fresh and young images, bold colours, and textures. Various features, such as the floating light box, lounge chairs, bar stools, pouffes, indoor-outdoor zones, and a new language of wall graphics, were conceived and detailed to fit into the new branding idea.

By introducing new components and varying the character and experiences inside the same store.

Figure 8 – Updated Interiors

4.3 Hygiene
Six years prior to the opening of its first restaurant in India, McDonald's and its foreign suppliers collaborated with local Indian businesses to produce items that met the strict quality standards set by McDonald's. The Indian government's food, health, and cleanliness regulations were the foundation for product development. In order to accomplish this, McDonald's brought cutting-edge food handling technology to India, enabling Indian businesses to expand and strengthen their ability to compete in global markets.

Radhakrishna Foodland transport concentrate moreover stays aware of amazing standards of disinfection, including individual neatness for drivers, packaging, and temperature testing of the food it passes on to various bistros. The organization keeps broad information logs to follow the transportation of each bunch of food items. In the event of a complaint about a food item at any McDonald's location, the data logs assist McDonald's in determining the batch from which it originated. The company will either issue a warning or decide to pull the batch from which the food was derived after that point. This ensures that each McDonald's location receives high-quality

meals. Not startlingly, the firm has achieved American Association of Cooks and HACCP quality standards certificate.

4.4 Change in Brand Recognition

According to research conducted by the effectiveness company System1, McDonald's current campaign receives an "exceptional" brand recognition score of 98, despite being the first commercial for the fast-food chain that does not feature either its locations or its food. Do you wish to have a McDonald's? was made by Leo Burnett UK and shows a gathering of office laborers making a proposal to get McDonald's food without saying a word with a knowing, raised eyebrow.

Testing commercials with 150 clients, System1's Test Your Promotion stage viewed that as 98% of them perceived the 60-second piece as a McDonald's notice before it finished. The business's "uncommon" brand mindfulness is suggested by the class's typical score of 91 percent. At the point when the post-it note initially shows up in the commercial, acknowledgment expanded inside the initial ten seconds. When the post-it note appeared at the end, it rose once more, and it did so for the next fifty seconds.

4.5 Perception of the Brand

McDonald's is often regarded as the archetypal Western brand. Many people look up to this brand. As a result, for many consumers who wish to sample 'western fast food,' McDonald's is the first brand choice. In the Indian context, it enjoys the greatest levels of customer trust today. From a broader viewpoint, putting in a lot of effort to make it a highly modern and futuristic brand. For example, they implemented several digital technologies in our shop to improve the customer experience, such as self-operating displays, which eliminate the need for the customer to stand in queue at the counter. In addition, several of their restaurants now provide table service.

4.6 Quality

The location, time of day, and individual franchise management all have an impact on the quality of McDonald's food. On the other hand, McDonald's has taken a number of quality control measures to make sure that the food they serve is up to a certain standard in all of their locations. For instance, McDonald's has developed a "Supplier Quality Management System" that specifies requirements for food safety, quality, and sustainability for their suppliers. This incorporates customary reviews and examinations of providers' offices to guarantee consistence with these norms.

In addition, McDonald's has established a "Global Quality Center" in order to monitor the quality of their food products on a regular basis. As part of this, the taste, texture, appearance, and nutrition are all looked at.

Lastly, McDonald's has implemented employee training programs to ensure that food is prepared and served in accordance with established guidelines. Hygiene, quality control, and food safety are all covered in this. While there have been responses of

McDonald's food quality beforehand, the association has taken the necessary steps to address these concerns and work on the overall idea of their food things.

4.7 Rebranding Impact

Invigorated picture: In 2018, McDonald's launched yet another global bundling strategy that emphasizes striking typography and vibrant tones. The brand's new plan gives it a fresh look that appeals to younger customers.

From a menu that is better for you: McDonald's has recently added healthier and more nutritious options to its menu, such as smoothies, oatmeal, and salads. This rebranding effort has helped with changing the impression of McDonald's as a modest pecking order that fundamental serves unwanted food.

Technology advancement: As of late, McDonald's has made huge interests in computerized innovation, including self-administration booths, conveyance, and versatile requesting. These digital innovations have aided the brand's modernization and appeal to tech-savvy customers.

Participation in the community: McDonald's has recently launched two community-focused initiatives: the Ronald McDonald House Charities and the "McDonald's Gives Back" program. McDonald's has been able to establish itself as a socially responsible brand that is concerned not only about its clients but also about the communities in which it conducts business.

The rebranding failed: McDonald's attempted to rebrand itself as a more upscale coffeehouse-style chain in the middle of the 2000s with the introduction of its McCafé line of coffee drinks. This rebranding effort was largely unsuccessful because customers continued to view McDonald's as a fast-food chain that primarily serves burgers and fries.

4.8 Brand Loyalty

Consistency: Because every McDonald's has a uniform menu and preparation process across all of its locations, customers know what to expect no matter where they go. Brand faithfulness is developed because of this consistency's commonality and steadfastness.

Convenience: Since McDonald's has many locations worldwide, customers can easily locate a McDonald's location wherever they are. This convenience factor significantly influences brand loyalty.

Monetary efficiency: Clients who are searching for a decent arrangement will be satisfied by McDonald's sensible costs on its menu things. Emotional connection: Through its efforts in public relations and brand education, McDonald's has established a personal connection with its customers.

For example, the brand's popular "I'm Lovin' It" jingle has transformed into an unquestionable piece of standard society and develops the up close and personal affiliation that clients have with the brand.

Acknowledgment of a brand: McDonald's is one of the most well-known brands in the world thanks to its easily recognizable Golden Arches logo and red and yellow color scheme. Clients become more open to your image because of this acknowledgment.
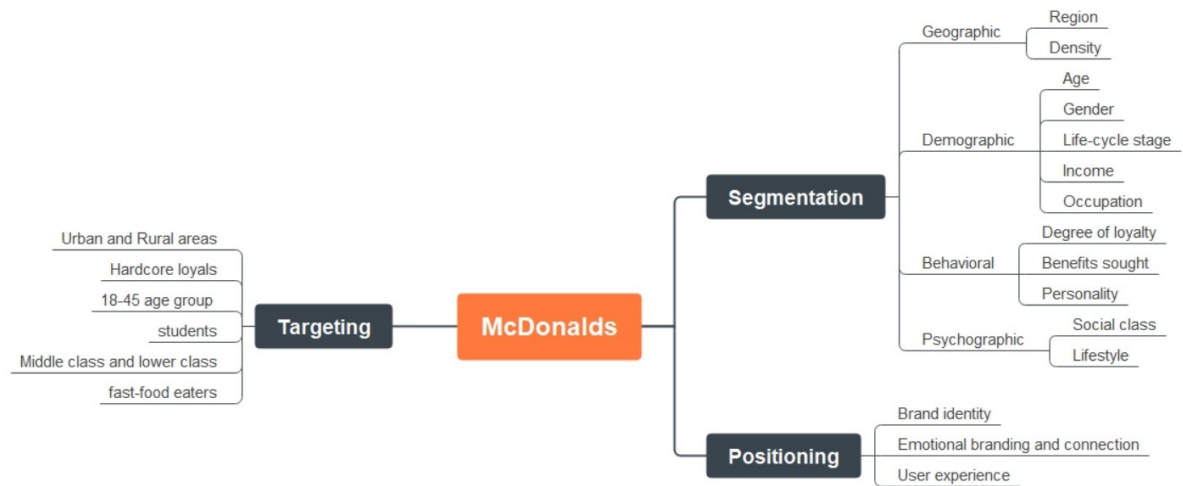
Figure 9 – STP of McDonald's

4.9 Future Scope
Adding new products, expanding seating, adding birthday party spaces, home delivery, and expanding throughout India are some of McDonald's strategies for increasing participation in its areas. McDonald's has expanded its breakfast menu to include McSpicy and McEgg, as well as changed its restaurant hours from noon to midnight.

McDonald's is filling in additional unobtrusive organizations despite Metros and Class I towns. McDonald's plans to open additional vegetarian restaurants near the Vaishno Devi Temple in Jammu and the Golden Temple in Amritsar. Restaurants are already operating in cities close to these shrines, so the region already has a functioning supply chain. The iconic McAloo Tikki burger, which was developed in-house by the company, is gaining popularity abroad and accounts for 25% of total sales.

One of the future plans is to collaborate with highway fuel stations to target drive-through restaurants; 100 new locations will replace the existing 40. There are currently over 250 McDonald's locations serving approximately 400,000 customers per day in over 50 Indian cities. Hardcastle has 130 cafés and Connaught Square has 120 restaurants, both of which will quadruple to 500 in the next three years.

It is striking that, following 23 years, no coordinated player has arrived at 100 Indian urban communities. To achieve this goal, McDonald's intends to significantly expand its operations and supply chain. Each McDonald's café is attracting a large number of

young people, demonstrating India's growing acceptance of western cuisine and culture.

By offering clever hand wash frameworks, the company has expanded its manageability efforts and will save approximately 4 lakh gallons of water annually. At these foundations, it has also installed energy-efficient Drove lighting, reusable cups, and biodegradable cutlery. In addition, McDonald's claims that online orders placed through the app and website account for approximately half of sales and has updated its delivery app.

CHAPTER 5: ANALYSIS AND INTERPRETATION

H0 - Age and how often do you eat at McDonald's are not related so these classifications are independent

H1 – Age and how often do you eat at McDonald's are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How often do you eat at McDonalds?	112	100.0%	0	0.0%	112	100.0%

Age * How often do you eat at McDonalds? Crosstabulation
Count

		How often do you eat at McDonalds?				
		Few times a month	Few times a week	Not at all	Once a year	Total
Age	15-20	23	1	1	2	27
	20-25	52	9	4	9	74
	25-30	7	0	0	2	9
	45-50	2	0	0	0	2
Total		84	10	5	13	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.653[a]	9	.774
Likelihood Ratio	7.345	9	.601
N of Valid Cases	112		

a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .09.

FAIL TO REJECT H0

At the given degrees of freedom, 9, the critical value obtained from the chi square table is 16.919. As the chi square value comes out to be 5.653, which is smaller than 16.919. Therefore, we fail to reject the null hypothesis.

H0 – Age and product prices are not related so these classifications are independent.
H1 – Age and product prices are related so these classifications are not independent.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * What do you think of the product prices?	112	100.0%	0	0.0%	112	100.0%

Age * What do you think of the product prices? Crosstabulation
Count

		What do you think of the product prices?			Total
		Average	Consumer Friendly (light on the pocket)	Highly Expensive	
Age	15-20	10	15	2	27
	20-25	37	35	2	74
	25-30	7	2	0	9
	45-50	0	2	0	2
Total		54	54	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.694[a]	6	.261
Likelihood Ratio	8.642	6	.195
N of Valid Cases	112		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .07.

FAIL TO REJECT H0
At the given degrees of freedom, 6, the critical value obtained from the chi square table is 12.592. As the chi square value comes out to be 7.694, which is smaller than 12.592Therefore, we fail to reject the null hypothesis.

H0 – Age and health factor are not related so these classifications are independent

H1 – Age and health factor are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Would you say that McDonalds is healthy?	112	100.0%	0	0.0%	112	100.0%

Age * Would you say that McDonalds is healthy? Crosstabulation

Count

		Would you say that McDonalds is healthy?			
		Maybe	No	Yes	Total
Age	15-20	6	20	1	27
	20-25	18	50	6	74
	25-30	1	6	2	9
	45-50	2	0	0	2
Total		27	76	9	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.010[a]	6	.124
Likelihood Ratio	8.981	6	.175
N of Valid Cases	112		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .16.

FAIL TO REJECT H0

At the given degrees of freedom, 6, the critical value obtained from the chi square table is 12.592. As the chi square value comes out to be 10.010, which is smaller than 12.592. Therefore, we fail to reject the null hypothesis.

H0 - Age and pricing post rebranding is not related so these classifications are independent

H1 - Age and pricing post rebranding is not related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Rate your preferences (if rebranding is done) [Price]	112	100.0%	0	0.0%	112	100.0%

Age * Rate your preferences (if rebranding is done) [Price] Crosstabulation

Count

		Rate your preferences (if rebranding is done) [Price]					
		Burger king	Burger Singh	KFC	Mc Donald's	Wendy's	Total
Age	15-20	7	2	2	14	2	27
	20-25	13	12	4	43	2	74
	25-30	1	3	1	4	0	9
	45-50	0	0	0	2	0	2
Total		21	17	7	63	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.147[a]	12	.774
Likelihood Ratio	8.638	12	.733
N of Valid Cases	112		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .07.

FAIL TO REJECT H0

At the given degrees of freedom, 12, the critical value obtained from the chi square table is 21.026. As the chi square value comes out to be 8.147, which is smaller than 21.026. Therefore, we fail to reject the null hypothesis.

H0 - Price and expenditure is not related **so** these classifications are independent

H1 - Price and expenditure is related **so** these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
In a month, how much do you roughly spend at McDonalds? * Rate your preferences (if rebranding is done) [Price]	112	100.0%	0	0.0%	112	100.0%

In a month, how much do you roughly spend at McDonalds? * Rate your preferences (if rebranding is done) [Price] Crosstabulation

Count

		Rate your preferences (if rebranding is done) [Price]					
		Burger King	Burger Singh	KFC	Mc Donald's	Wendy's	Total
In a month, how much do you roughly spend at McDonalds?	less than Rs 1000	17	13	4	45	4	83
	More than Rs 4000	0	1	0	1	0	2
	Rs 1000 to Rs 2000	3	3	3	14	0	23
	Rs 2000 to Rs 3000	1	0	0	2	0	3
	Rs 3000 to Rs 4000	0	0	0	1	0	1
Total		21	17	7	63	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.025[a]	16	.948
Likelihood Ratio	9.491	16	.892
N of Valid Cases	112		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

FAIL TO REJECT H0

At the given degrees of freedom, 16, the critical value obtained from the chi square table is 26.296. As the chi square value comes out to be 8.025, which is smaller than 26.296. Therefore, we fail to reject the null hypothesis.

H0 – Gender and expenditure are not related so these classifications are independent

H1 – Gender and expenditure are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * In a month, how much do you roughly spend at McDonalds?	112	100.0%	0	0.0%	112	100.0%

Gender * In a month, how much do you roughly spend at McDonalds? Crosstabulation

Count

		In a month, how much do you roughly spend at McDonalds?					
		less than Rs 1000	More than Rs 4000	Rs 1000 to Rs 2000	Rs 2000 to Rs 3000	Rs 3000 to Rs 4000	Total
Gender	Female	35	1	7	0	1	44
	Male	48	1	16	3	0	68
Total		83	2	23	3	1	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.628[a]	4	.328
Likelihood Ratio	6.024	4	.197
N of Valid Cases	112		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .39.

FAIL TO REJECT H0

At the given degrees of freedom, 4, the critical value obtained from the chi square table is 9.488. As the chi square value comes out to be 4.628, which is smaller than 9.488. Therefore, we fail to reject the null hypothesis.

H0 – Gender and when do you eat at McDonalds are not related so these classifications are independent

H1 – Gender and when do you eat at McDonalds are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * What time of the day do you prefer to eat there?	112	100.0%	0	0.0%	112	100.0%

Gender * What time of the day do you prefer to eat there? Crosstabulation

Count

		What time of the day do you prefer to eat there?				Total
		Afternoon	Evening	Morning	Night	
Gender	Female	10	28	3	3	44
	Male	31	29	0	8	68
Total		41	57	3	11	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.428[a]	3	.010
Likelihood Ratio	12.636	3	.005
N of Valid Cases	112		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.18.

REJECT H0

At the given degrees of freedom, 3, the critical value obtained from the chi square table is 7.815. As the chi square value comes out to be 11.428, which is larger than 7.815. Therefore, reject the null hypothesis.

H0 – Gender and healthy food are not related so their classifications are independent

H1 – Gender and healthy food are related so their classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Would you say that McDonalds is healthy?	112	100.0%	0	0.0%	112	100.0%

Gender * Would you say that McDonalds is healthy? Crosstabulation
Count

		Would you say that McDonalds is healthy?			
		Maybe	No	Yes	Total
Gender	Female	10	31	3	44
	Male	17	45	6	68
Total		27	76	9	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.263ª	2	.877
Likelihood Ratio	.266	2	.876
N of Valid Cases	112		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.54.

FAIL TO REJECT H0

At the given degrees of freedom, 2, the critical value obtained from the chi square table is 5.991. As the chi square value comes out to be 0.263, which is smaller than 5.991. Therefore, we fail to reject the null hypothesis.

H0 – Gender and Brand Loyalty are not related so their classifications are independent

H1 – Gender and Brand Loyalty are related so their classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Rate your preferences(if rebranding is done) [Brand loyalty]	112	100.0%	0	0.0%	112	100.0%

Gender * Rate your preferences (if rebranding is done) [Brand loyalty] Crosstabulation

Count

		Rate your preferences (if rebranding is done) [Brand loyalty]					
		Burger king	Burger Singh	KFC	Mc Donald's	Wendy's	Total
Gender	Female	6	0	5	31	2	44
	Male	14	6	10	36	2	68
Total		20	6	15	67	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.390[a]	4	.172
Likelihood Ratio	8.499	4	.075
N of Valid Cases	112		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.57.

FAIL TO REJECT H0

At the given degrees of freedom, 4, the critical value obtained from the chi square table is 9.488. As the chi square value comes out to be 6.390, which is smaller than 9.488. Therefore, we fail to reject the null hypothesis

H0 - Frequency of visit and brand loyalty are not related so these classifications are independent
H1 - Frequency of visit and brand loyalty are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How often do you eat at McDonalds? * Rate your preferences(if rebranding is done) [Brand loyalty]	112	100.0%	0	0.0%	112	100.0%

How often do you eat at McDonalds? * Rate your preferences (if rebranding is done) [Brand loyalty] Crosstabulation

Count

		Rate your preferences (if rebranding is done) [Brand loyalty]					
		Burger King	Burger Singh	KFC	Mc Donald's	Wendy's	Total
How often do you eat at McDonalds?	Few times a month	11	4	13	54	2	84
	Few times a week	5	0	0	5	0	10
	Not at all	0	2	0	3	0	5
	Once a year	4	0	2	5	2	13
Total		20	6	15	67	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.149[a]	12	.002
Likelihood Ratio	25.039	12	.015
N of Valid Cases	112		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .18.

REJECT H0
At the given degrees of freedom, 12, the critical value obtained from the chi square table is 21.026. As the chi square value comes out to be 31.149, which is greater than 21.026. Therefore, reject the null hypothesis.

H0 – Frequency of consumption and problems faced are not related so these classifications are independent
H1 – Frequency of consumption and problems faced are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How often do you eat at McDonalds? * What is the main problem you faced at McDonald's?	112	100.0%	0	0.0%	112	100.0%

How often do you eat at McDonalds? * What is the main problem you faced at McDonald's? Crosstabulation
Count

		What is the main problem you faced at McDonald's?					
		Ambience	Hygiene	Long Queues	No problem is faced	Variety to choose from	Total
How often do you eat at McDonalds?	Few times a month	9	6	37	18	14	84
	Few times a week	0	0	8	2	0	10
	Not at all	0	0	2	3	0	5
	Once a year	4	0	4	3	2	13
Total		13	6	51	26	16	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.778[a]	12	.158
Likelihood Ratio	19.511	12	.077
N of Valid Cases	112		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .27.

FAIL TO REJECT H0
At the given degrees of freedom, 12, the critical value obtained from the chi square table is 21.026. As the chi square value comes out to be 16.778, which is smaller than 21.026. Therefore, fail to reject the null hypothesis.

H0 – Quality of food and the service quality are not related so these classifications are independent
H1 – Quality of food and the service quality are related so these classifications are not independent

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Rate your preferences(if rebranding is done) [Quality] * How would you rate the service at McDonalds'	112	100.0%	0	0.0%	112	100.0%

Rate your preferences (if rebranding is done) [Quality] * How would you rate the service at McDonalds' Crosstabulation

Count

		How would you rate the service at McDonalds'					Total
		1	2	3	4	5	
Rate your preferences(if rebranding is done) [Quality]	Burger king	2	0	9	20	1	32
	Burger Singh	2	0	1	3	0	6
	KFC	1	0	4	10	0	15
	Mc Donald's	0	1	8	25	14	48
	Wendy's	0	1	5	4	1	11
Total		5	2	27	62	16	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.980[a]	16	.002
Likelihood Ratio	34.627	16	.004
N of Valid Cases	112		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .11.

REJECT H0
At the given degrees of freedom, 16, the critical value obtained from the chi square table is 26.296. As the chi square value comes out to be 36.980, which is greater than 26.296. Therefore, we reject the null hypothesis.

CHAPTER 6: RECOMMENDATIONS, CONCLUSION & LIMITATIONS

Recommendations

Only one variable was rejected namely ambience, the others were accepted.

The following hypothesis were accepted –

Table 1 – Hypothesis Testing Results

Sr. No.	Hypothesis	Reject H0/Fail to Reject H0
1	Age and how often do you eat at McDonald's are not related so these classifications are independent	Fail to Reject H0
2	Age and product prices are not related so these classifications are independent.	Fail to Reject H0
3	Age and health factor are not related so these classifications are independent	Fail to Reject H0
4	Age and pricing post rebranding is not related so these classifications are independent	Fail to Reject H0
5	Price and expenditure are not related so these classifications are independent	Fail to Reject H0
6	Gender and expenditure are not related so these classifications are independent	Fail to Reject H0
7	Gender and when do you eat at McDonalds are related so these classifications are not independent	Reject H0
8	Gender and healthy food are not related so their classifications are independent	Fail to Reject H0
9	Gender and brand loyalty are not related so their classifications are independent	Fail to Reject H0
10	Frequency of visit and brand loyalty are related so these classifications are not independent	Reject H0
11	Frequency of consumption and problems faced are not related so these classifications are independent	Fail to Reject H0
12	Quality of food and the service quality are related so these classifications are not independent	Reject H0

Out of 12 hypothesis which were created, we get to know that in only 3 cases the null hypothesis was rejected. Gender and when do you eat at McDonalds, frequency of visit and brand loyalty and quality of food and service quality are related to each other and are not independent, which means they go hand in hand, change in one would affect the other. Which implies that rebranding has a positive impact on consumer purchase intention.

Other factors, age and how often you eat, age and product prices, age and health factor, age and pricing, price and expenditure, gender and expenditure, gender and healthy food, frequency of consumption and brand loyalty are independent of the other variable. Even if there is an increase in the pricing of McDonalds, consumers will eat at McDonalds. This shows that even if rebranding is done, there will be positive impact on the purchase intentions of the customers.

If we take the example of age and product prices, which are independent of each other. A person who is 45 would eat at McDonalds and on the other hand an infant of 15 years old will also eat at McDonalds giving it an upper hand as compared to other fast-food joints.

Every place or outlet cannot be perfect and as one of the hypothesis states that frequency of consumption and the problems faced are not related. This means that customers have a trust in McDonalds that some way or the other their grievances would be solved by this fast-food chain. And a hypothesis also shows us that, frequency of visit and brand loyalty are related, this implies that customers believe in what McDonalds is providing to the public and would continue to do the same.

Factors like visual design, logo, interiors are visual factors that attract consumers, as our study shows the design and visual factors appeal to the customer in the modern digital world. Designing and developing a creative and appealing place for consumers to come and sit for a few hours in a casual setting is achieved by the company through its new rebranding campaign. Similarly, the packaging change, the minimalistic approach of their product packaging has also caught an eye of the consumer.

Becoming digital and providing discounts on their application has added to their brand recognition. The application currently has roughly 3 million users in India. The brand is very well recognized among the age group of 20 – 30 years old as per the research. The research defines that this age group likes to visit the stores in evening or at night for a snack. Their most preferred item ranges from a burger to wraps.

The pricing of McDonalds is very competitive as their very basic burger Mc Aloo Tikki is priced at Rs. 35 which competes with a road side burger that costs roughly around Rs.20. The meals range from Rs. 150 – 300 depending on the consumer preferences.

As per the results, McDonalds has not only rebranded efficiently they have also made sure that their competitors follow their footsteps and entre the same café business. Having a large market share and being the trend setter in the fast-food industry they have been able to maintain their consumers and expand their consumer base as well post the rebranding. They sell more than 7crore burgers a day all over the world. Their profit margins per burger is just 1rs, with that a new store of McDonalds opens every 15 hours all around the world.

They have also come up with women centric stores like one near Statue of Unity, the first ever store of McDonalds that is only run by females. Coming up with new ideas and innovations to attract consumers, opening stores in unexpected location like near holy places with customized food items – no non veg in the outlet near Vaishno Devi. Such product and place strategies and placement of product has made them a leader in what they are today.

Their main business being about real estate, they've definitely bought land and developed good real estate in location with great appreciation providing great profits.

Conclusion

In this report, the consumer purchase intention after rebranding of McDonalds has been analyzed and understood via many variables. Starting from the basics of marketing to understand a brand and why does a brand really need to rebrand itself. The consumers reaction and the need of rebranding when a company reached near maturity stage or to increase their number of consumers or footfall in the stores. Priorly understanding rebranding and its variable and their relevance to McDonalds. These variables helped define a basic structure to the research as they were the backbone of the questionnaire distributed among the population. The populations' reaction and behavior were understood post the forms to analyze their preferences and purchase intention post rebranding was done. If the consumer preferred the chain as per their responses.

The variables were then compared using chi-square testing to understand their interrelation and their dependency on each other. If the variable we concluded had a relevant impact on rebranding. If those variables did have an impact and their relation was viable then the rebranding done had a positive reaction on the consumer – varied from variable to variable. The analysis was conducted on SPSS using chi-square method to analyze the dependency of variables on each other. The research concludes with that the rebranding done by the fast-food chain has not only increased the customer purchase intention but the rebranding was done in a very strategic manner to change the companies position in the market.

Limitations

Several factors limited this study, including the following:
- Very much like some other exploration, going from inaccessibility of required exact materials on the subject under study, powerlessness to get information
- Monetary requirement was looked by the scientist, in getting significant materials and in printing and ordering surveys
- Time factor: time factor represents one more limitation since moving between the composition of the examination and taking part in other scholastic work makes it uncomfortable for the analyst
- There are, multiple other factors that have not yet been analyzed to be studied in the future scope.
- Analyzing all the variables in the given time is not feasible leading to limited number of hypotheses.

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Annexure

Questionnaire

Q1. Gender
1. Male
2. Female
3. Prefer not to say

Q2. Age
1. 15 - 20
2. 21 - 25
3. 26 - 30
4. 31 - 35
5. 36 - 40
6. 41 - 45
7. 46 – 50

Q3. Do you think a change in interiors or product line would affect your decision to visit the fast-food chain?
1. Yes
2. No
3. Maybe

Q4. How would you rate the service at McDonalds?

Poor 1 2 3 4 5 Excellent

Q5. What do you think of the product price?
1. Consumer friendly (light on the pocket)
2. Average
3. Highly expensive

Q6. How often do you eat at McDonalds?
1. Once a year
2. Few times a month
3. Few times a week
4. Not at all

Q7. Would you say that McDonalds is healthy?
1. Yes
2. No
3. Maybe

Q8. In a month, how much do you roughly spend at McDonalds?
1. Less than Rs. 1000
2. Rs. 1001 – Rs. 2000
3. Rs. 2001 – Rs. 3000
4. Rs. 3001 – Rs. 4000
5. More than Rs. 4000

Q9. What time of the day do you prefer to eat there?
1. Morning
2. Afternoon
3. Evening

4. Night

Q10. What is your favorite dish at McDonalds?

Q11. Why is McDonalds your preferred fast-food joint?
1. Tastes good
2. Pocket friendly
3. Convenient
4. Range in menu
5. Brand name
6. I don't eat at McDonalds

Q12. What is the main problem you Faced at McDonalds?
1. Long Queues
2. Variety to choose from
3. Hygiene
4. Ambience
5. No problem faced

Q13. Which area do you think needs the most improvement?
1. No suggestions
2. Better music
3. Faster delivery of services to consumers (Take away, Dine in and Delivery)
4. More variety
5. More space

Q14. What are the unique selling propositions of McDonalds?
1. Food quality
2. Hygiene
3. Ambience
4. Quick service
5. Location

Q15. Do you think any change in the logo of McDonalds would change your perception about the brand?
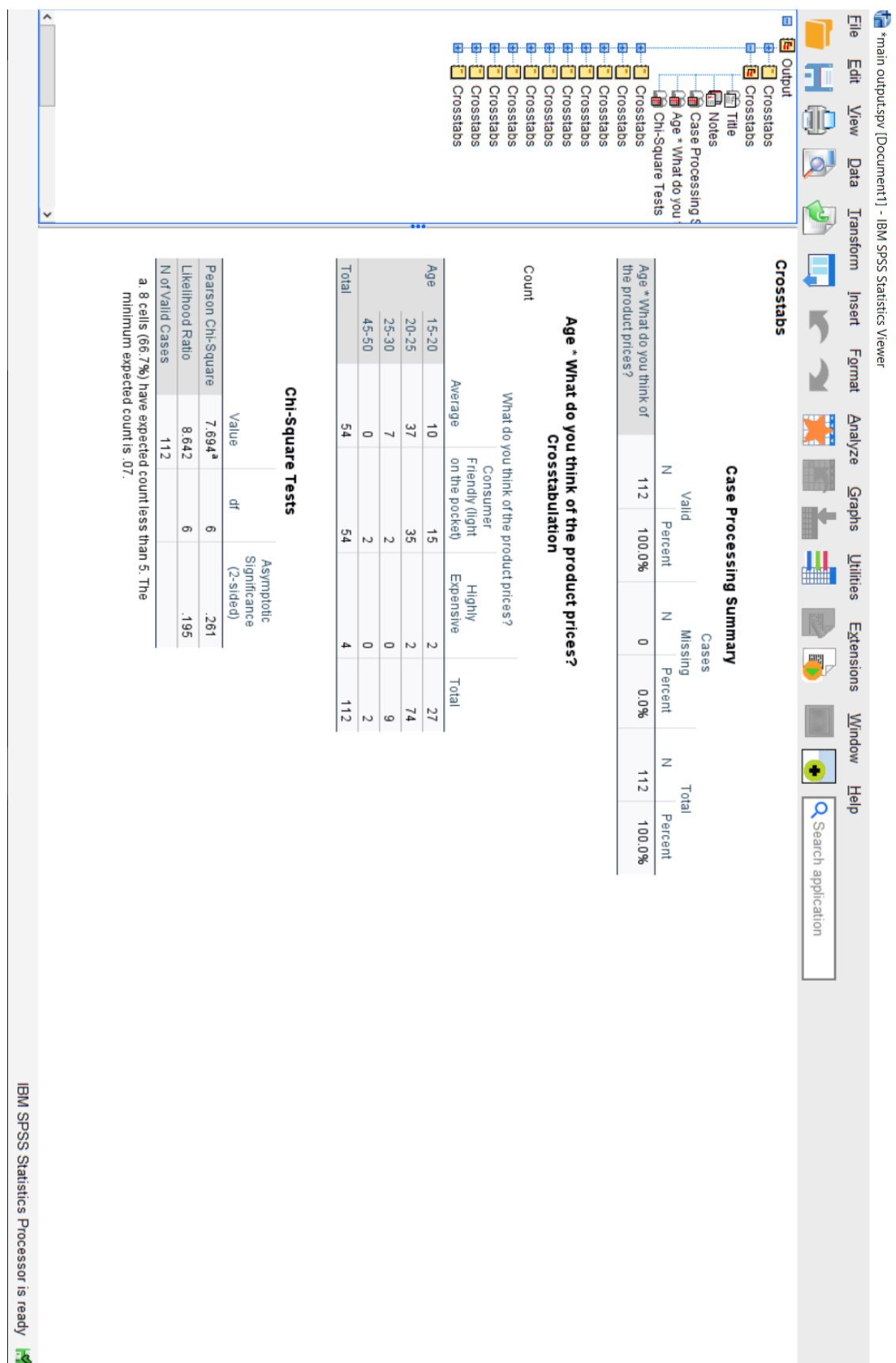1. Yes
2. No
3. Maybe

Q16. Rate your preference among the top brands for the listed features as per their rebranding.

	McDonalds	Burger King	KFC	Burger Singh	Wendy's
Product Range	☐	☐	☐	☐	☐
Hygiene	☐	☐	☐	☐	☐
Price	☐	☐	☐	☐	☐
Brand Loyalty	☐	☐	☐	☐	☐
Quality	☐	☐	☐	☐	☐
Ambience	☐	☐	☐	☐	☐

Chi – Square Probabilities Table

df	0.995	0.99	0.975	0.95	0.90	0.10	0.05	0.025	0.01	0.005
1	---	---	0.001	0.004	0.016	2.706	3.841	5.024	6.635	7.879
2	0.010	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210	10.597
3	0.072	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345	12.838
4	0.207	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277	14.860
5	0.412	0.554	0.831	1.145	1.610	9.236	11.070	12.833	15.086	16.750
6	0.676	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812	18.548
7	0.989	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475	20.278
8	1.344	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090	21.955
9	1.735	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666	23.589
10	2.156	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209	25.188
11	2.603	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725	26.757
12	3.074	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217	28.300
13	3.565	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688	29.819
14	4.075	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141	31.319
15	4.601	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578	32.801
16	5.142	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000	34.267
17	5.697	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409	35.718
18	6.265	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805	37.156
19	6.844	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191	38.582
20	7.434	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566	39.997
21	8.034	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932	41.401
22	8.643	9.542	10.982	12.338	14.041	30.813	33.924	36.781	40.289	42.796

Software UI Screenshot

File Edit View Data Transform Insert Format Analyze Graphs Utilities Extensions Window Help

Search application

Output
- Title
- Notes
- Case Processing S...
- Age * What do you...
- Chi-Square Tests
- Crosstabs
- Crosstabs
- Crosstabs
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- Crosstabs

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * What do you think of the product prices?	112	100.0%	0	0.0%	112	100.0%

Age * What do you think of the product prices? Crosstabulation

Count

		What do you think of the product prices?			Total
		Consumer Friendly (light on the pocket)	Average	Highly Expensive	
Age	15-20	10	15	2	27
	20-25	37	35	2	74
	25-30	7	2	0	9
	45-50	0	2	0	2
Total		54	54	4	112

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.694a	6	.261
Likelihood Ratio	8.642	6	.195
N of Valid Cases	112		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .07.

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