

MARKETING MIX FACTORS THAT CONTRIBUTE TO MAINTAIN BRAND LOYALTY:

A CASE STUDY OF MCDONALD

By

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22643

A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



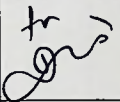
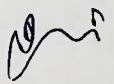
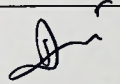
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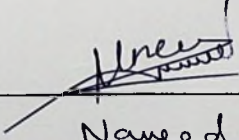
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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5		university	ch - Data Analysis	
6		?	ch - Debate	
7		?	ch. conclusion & Recommendation	

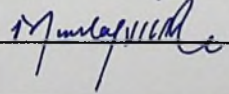
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1. ABSTRACT —

Fast food has now become a need of today's fast moving world and keeping in view this fact fast food industry is facing an intensive competition among local and international fast food brands. So, every fast food restaurant is now trying to grab customer's attention and secondly retain that customer or in other words makes customer loyal to that of a brand. For this purpose restaurants apply different strategies to gain higher level of customer satisfaction that leads them to repurchase of a product. Major aim of this study is directed towards evaluating 4 p's of marketing mix that are product, price, place and promotion contribution towards maintaining of brand loyalty in customers of McDonalds.

METHODOLOGY/SAMPLE:

Structured questionnaire based on 13 close ended questions is used in order to gain responses from overall 400 loyal customers of McDonald's including four different age groups. This research falls in the category of descriptive research. Non-probability convenience sampling is used to process data. Data is analyzed by the help of statistical tools application that are regression, coefficient and ANOVA. The data collected is further analyzed and illustrated by the help of software SPSS20.

FINDINGS:

The analysis and illustrated results drawn by statistical tests has reflected that all of the factors of marketing mix have great impact on brand loyalty of customers but varies within age groups.

PRACTICAL IMPLICATIONS:

Findings of this study can be useful for McDonald,s to target its customer of various age group aggressively and diversely.

KEY WORDS:

Marketing mix factors, product, price, promotion, place, brand loyalty, customer satisfaction.

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