

**A STUDY ON CUSTOMER RETENTION STRATEGIES**  
**AND CUSTOMER LOYALTY IN BURGER KING**  
**ORGANISATION**

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**SATHYABAMA INSTITUTE OF SCIENCE AND  
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## **DECLARATION**

I Yuvashri. E hereby declare that the Project Report entitled A STUDY ON CUSTOMER RETENTION STRATEGIES AND CUSTOMER LOYALTY IN BURGER KING ORGANISATION under the guidance of Ms.S.Shanthini M.com, NET (Internal) and submitted in partial fulfillment of the requirements for the award of Bachelor of Business Management degree in Sthyabama institute of science and technology.

DATE: 22/4/2022

PLACE: Chennai

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SIGNATURE OF THE CANDIDATE

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them. I convey my thanks to Dr. Bhuvaneshwari mam., Dean, School of Management and Dr Palani sir, Head of the Department, Dept. of Management studies for providing me necessary support and details at the right time during the progressive reviews. I would like to express my sincere and deep sense of gratitude to my Project Guide Ms Shantini for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work. I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Management studies who were helpful in many ways for the completion of the project

# Contents

S.No	Content	Page number
<b>1</b>	Introduction	<b>5</b>
<b>2</b>	Review of Literature	<b>11</b>
<b>3</b>	Profile of study	<b>21</b>
<b>4</b>	Data Analysis and Interpretation	<b>22</b>
<b>5</b>	Findings and Suggestions	<b>42</b>
<b>6</b>	Conclusion	<b>45</b>
<b>7</b>	Biblography	<b>46</b>

## List of tables

TABLE NO	PARTICULARS	PAGE NO
4.1	gender of the respondent	<b>25</b>
4.2	Family type	<b>26</b>
4.3	Occupation status	<b>27</b>
4.4	how likely you Recommend burger king	<b>28</b>
4.5	how do Burger king customer service	<b>29</b>
4.6	what is the rating	<b>30</b>
4.7	How much do you trust the burger king brand	<b>31</b>
4.8	How reliable is the burger king brand	<b>32</b>
4.9	How satisfied are you with burger king	<b>33</b>
4.10	Customer retention strategies of burger king	<b>34</b>
4.11	Which of the following did you buy more	<b>35</b>
4.12	From when you had started going for Burger King	<b>36</b>
4.13	what promoted you to buy burger king products	<b>37</b>
4.14	Are you loyal to the burger king organisation	<b>38</b>

<b>4.15</b>	what is the scale of burger king organisation	<b>39</b>
<b>4.16</b>	what is your favourite item in burger king organisation	<b>40</b>
<b>4.17</b>	how do you tell about the quality of burger	<b>41</b>

## **CHAPTER 1**

## INTRODUCTION

One of the biggest pitfalls for businesses across the globe is the thought of having a great product or service is enough as a strong customer retention strategy. The bitter truth is that it is only one aspect of marketing while there are many more strategies on how to retain customers.

While every business needs new clients, it is equally critical to improve customer retention as acquisition costs are five times more than retaining an existing customer.

***“Customer retention is a blend of art and science.”***

The art is to create & foster significant customer relationships by investing in extra efforts to go above and beyond your customer expectations.

The science behind customer retention is understanding their journey, ensuring consistent assistance from all touchpoints, and equipping your team with tools to deliver an extraordinary customer experience (CX).

**“The businesses that understand the importance of effective retention marketing, consciously invest in customer retention plans because they see it as the biggest revenue driver.”**

So what does client retention mean? And how to retain customers with different relationship-building strategies?

Let's explore the key concepts and examples of how you can build a successful client retention strategy to scale your business.

### **Customer retention strategy**

Customer retention is defined as the ideas and strategies that an organization should implement to keep their customers stay with their brand. The key goal behind having a successful client retention plan is to help businesses to retain customers and how they contribute to the growth of the business.

A good customer retention strategy always begins with the first contact a customer has with your business and continues throughout the lifetime of the relationship. Customer retention helps increase the profitability of your small business. Build lasting customer relationships by providing personalized quality service, communicating effectively, rewarding loyal customers, and offering innovative products and services. It may be beneficial for your business to use data analytics software to help understand your customers more thoroughly. Customers who are satisfied with your business are easier to retain.

Customer retention means satisfying existing customers so they continue buying from your brand instead of competitors. It takes



eight purchases for a customer to be considered a “regular” at a company, but customer retention is about much more than repeat orders.

## **Is customer retention important**

Optimizing the customer experience and listening to their needs leads to lifetime brand loyalty, plus major financial benefits. On average, attracting a new customer costs five times as much as keeping an existing one, plus up to 30 times the marketing cost. Customer retention measures not only how successful a company is at acquiring new customers but also how successful they are at satisfying existing customers.

## **Customer loyalty**

### **Customer loyalty**

Customer loyalty is when customers reward a company with repeat business over time. Loyal buyers consistently choose to do business with a particular brand and often defend it against its competitors.

Loyalty entails developing a customer base so devoted to your brand that they’re willing to buy whatever you offer—no matter the price—even when there are cheaper alternatives out there.

Loyal, happy customers can also become brand advocates, who promote your product or service to friends and family and stick by your brand even in tough times.

For customer loyalty to happen, a company must create an experience that inspires buyers to return again and again. The most loyal customers are often those who feel emotionally connected to a brand.

### **Customer loyalty important**

The importance of customer loyalty impacts almost every metric important to running a business. Without happy customers that continue to buy from you, the business won't survive. New customers (as we'll talk about below) tend to cost more to acquire, and don't spend as much money as loyal, repeat customers. Keeping customers coming back for more is critical to business success. And it's why short-term profit grabs don't work. Loyal customers are just better for business: they help you grow and they keep profits high.

### **Company profile:**

## Great Food Comes First

Every day, more than 11 million guests visit Burger King Restaurants around the world. And they do so because our restaurants are known for serving high-quality, great-tasting, and affordable food. Founded in 1954, Burger King is the second-largest fast-food hamburger chain in the world. The original Home of the Whopper, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years.

## **PRODUCT PROFILE:**

- Featured

- Family Bundles
- Breakfast Meals
- Breakfast Sandwiches
- Platters & Burritos
- Breakfast Sides
- Flame Grilled Burgers
- Chicken & More
- Sides
- Drinks & Coffee
- Sweets
- King Jr.

## **Chapter - 2**

### **Review of literature**

1) Lewis (2004), "The Influence of Loyalty Programs and Short-Term Promotions on Customer Retention", Reported that in many instances customers are loyal to several service providers while spurning others, and in such situations, the marketing goal of a firm becomes one of strengthening customer's preference for one provider over others, and well-designed loyalty programmes can aid in achieving this.

2) Kivetz and Simonson (2002) "Earning the Right to Indulge: Effort as a Determinant of Customer Preferences toward Frequency Program Rewards", Argued that loyalty rewards can induce feelings of intelligence and pride about having achieved or won something without having to pay the normal price, as well as a sense of appreciation among customers who relate rewards to being a preferred or special customer.

3) Lovelock and Wirtz (2007) "Services Marketing: People, Technology, Strategy, 7th edition" Classified loyalty rewards into three main categories, namely; financial rewards (incentives given to customers that have a financial value), non-financial rewards (provide customers with benefits or value that cannot be translated directly into monetary terms), recognition and appreciation (intangible in nature and are in the form of extra attention given to customers' needs).

4) (Dowling and Uncles, 1997; Uncles et al., 2003; Gee et al., 2008) “Do Customer Loyalty Programs Really Work?” There have been findings that showed positive effects of loyalty rewards on customer retention. In view of this, the study postulates that. There is a significant positive relationship between loyalty rewards and customer retention.

5) Bendapudi and Berry (1997) “Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality Journal of Service Research” Posits that Satisfaction need not be the only strategy but barriers to customer defection such as development of strong interpersonal relationships or imposition of switching costs, also represent a`n additional retention strategies.

6) Jonesetal. (2000) “Customer Retention Strategies and Customer Loyalty” As Defined by, a switching barrier is any factor that makes it difficult or costly for customers to change providers. Several studies have reported factors that constitute switching barriers. Among these factors are, switching cost, interpersonal relationships, attractiveness of competing alternatives and cross-selling.

7) (Ahn et al., 2003; King and Burgess, 2008) “Customer relationship management research (1992-2002)”. CRM has developed as an approach based on building and maintaining positive relationships with customers, increasing customer loyalty, and expanding customer lifetime value.

8) (Zablah et al., 2005),”How and When Does Customer Orientation Influence Frontline Employee Job Outcomes?” Literature referred to CRM as a comprehensive strategy and process of acquiring, retaining and collaborating with selective customers to create, maintain long-term partnerships and a means for achieving superior value and financial performance for the company and the customer.

9) Sin et al. (2005) “The Impact of CRM dimensions on Customer Retention in the Hospitality Industry”. Indicates that CRM activities involve management of customer complaints, establishment of long-term relationships with Customers through social bonds and instilling proper customer service in an organization.

10) Farquhar (2004) "Customer retention in retail financial services: An employee perspective". Also laid emphasis on banks awareness of the benefits of customer retention particularly in the retailing of financial services due to intense competition and market saturation in the sector. Therefore, the need for effective understanding of the reasons for the switching and designing appropriate marketing strategies to minimize the Trend has become necessary in modern banking.

11) Robert et al., 2003 "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development". Again, our search through literature revealed that, as market competition intensifies with diminishing customer loyalty, firms find ways to increase retention rate of their customers Hence the only strategic tool that banks can utilize to remain competitive in the industry would be to employ strategies to retain as many customers as possible.

12) Kangu et al. (2017) defined customer "Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer"

Loyalty in terms of their willingness to repeat purchases, referred new customers and loyalty programs. Using a sample of managers who are responsible for relationships with customers



of 147 hotels in Kenya, the researchers found a significant relationship between IT-based CRM applications and customer loyalty.

13) Stojkovic and Dubricic (2012), "Pillars of Customer retention: An empirical study on the influence of Customer satisfaction, Customer loyalty, Customer Profitability on customer retention". CRM philosophy refers to an iteration process of four activities, which are knowledge discovery, market planning, interaction with customers and customer's data analysis.

14) Arokiasamy (2005) "Pillars of customer retention: An empirical study on the influence of customer satisfaction, customer loyalty, customer profitability on customer retention". Investigated the impact of customer satisfaction on customer loyalty and intention to switch and points out a positive impact of customer satisfaction on customer loyalty, while there is no significant relationship between customer satisfaction and intention to switch.

15) Kangal (2012) "Pillars of customer retention an empirical study on the influence of customer satisfaction, customer loyalty, customer profitability on customer retention". Cited a number of

CRM definitions in which the concept is considered as an approach steered towards customers, either through the emphasis on their lifecycles, as a relational strategy, a market competition method, or as a customer-driven technology.

16) Khodakarami and Chan (2014) “Exploring the role of customer relationship management (CRM) systems in customer knowledge creation” categorized customer relationship management systems into three types: collaborative systems, analytical systems and Operational systems. Collaborative systems are used to manage the communication process between the company and the customer, while analytical systems are used to analysis customer data.

17) Reich held & Sasser, (1990). “The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Customer Retention, Recommendation, and Share-of-Wallet”. Retention marketing strategies provide many benefits to the company because loyal customers increase their spending at an increasing rate, purchase at a full margin rather than at discount prices, and create operating efficiencies. Moreover, acquiring new customers such as new account setup, credit searches, advertising and promotional expenses is costly compared to retaining a customer. The relationship start-up costs that are

incurred when a customer is acquired are quite high and it may take several years to gain profit from the relationship to recover those acquisition costs.

18) Buttle, (2009)

Customer relationship management: concepts and technologies besides, customers who are satisfied with the company are more willing to pay higher prices because they get their sense of value from more than price and in an established relationship they are also likely to be less responsive to price appeals offered by competitors.

19) (Murphy & Murphy, 2002) “Customer Retention Strategies and Customer Loyalty” Customer profitability tends to increase over the life of a retained customer because they buy more as their trust increase .80% of the company’s future profits come from just 20% of its existing customers A 5% decrease in customer defection rates can increase profits by 25% to 125 depending on the industry .A 2% increase in customer retention has the same effect as decreasing costs by 10%.

20) (Hisaka, 2013) “Customer Retention Strategies and Customer Loyalty”. According to the White House Office of

Consumer Affairs, it costs six to seven times more to acquire a new customer than Retain an existing one.

21 (Fiocca, 1982) “A value perspective on relationship portfolios marketing theory” It may not be beneficial to maintain relationships with all customers; especially with the customers who are too costly to serve. Companies require to focus their customer retention efforts on those who have profit potential or are strategically significant. The strategic importance of a customer can be determined by the value and/or volume of the customer’s purchases, the prestige of the customer, and potential of the customer in providing access to new markets/customers, and the customer’s impact on other relationships.

22) Dubihlela and Molise-Khosa (2014) “Impact of e-CRM Implementation on Customer Loyalty, Customer Retention and Customer Profitability for Hoteliers along the Vaal Meander of South Africa” Use a sample of managers of hotels to test the relationship between e-CRM, customer loyalty, customer Retention, and customer profitability. Their results accept the hypothesis that customer profitability is significantly associated to customer retention.

23) Asabi, 2015 “Pillars of customer retention: An empirical study on the influence of customer satisfaction, customer loyalty, and customer profitability on customer retention” While customer satisfaction is measured in terms of the fulfilment of the gap between customer expectation and customer actual experience, customer retention refers to the continuity of relationships between the organization and the customer.

24) (Bhattacharya & Bolton, 2000) “Relationship marketing in mass markets” Customers are more likely to enter into a relationship when the future value of the relational behaviour is high. The future value of the relationship will be high, if the relational behaviour provides high perceived benefits due to customization, superior service, outstanding customer experience, product bundling and so on, and/or lower costs due to the reduced mental processing, search costs, and risks associated with the purchasing.

25) ElKordy (2014)

“Factors affecting in customer relationship management system adoption in small and medium enterprise in Palestine” Adds that this process comprises the integration of sub-process, technology and customer orientation, which aims at enhancing

the organization capability to effectively manage its profitable Interactions with customers.

26) Bhattacharya & Bolton (2000) “Relationship marketing in mass markets” Customers are more likely to enter into a relationship when the future value of the relational behaviour is high. The future value of the relationship will be high, if the relational behaviour provides high perceived benefits due to customization, superior service, outstanding customer experience, product bundling and so on, and/or lower costs due to the reduced mental processing, search costs, and risks associated with the purchasing.

## **Chapter – 3**

### **Profile of the study**

#### **SCOPE OF THE STUDY**

To know the various strategies of customer retention.

To study the key aspects of customer loyalty programs.

## **OBJECTIVES**

- To understand the strategies made by the organisation to retention of customers.
- To analyse why Burger king leads the competition in the market.
- Get the exact data of competitors.
- Advantages of customer retention programs.

## **RESEARCH METHODOLOGY**

A research methodology encompasses the way in which you intend to carry out your research. This includes how you plan to tackle things like collection methods, statistical analysis, participant observations, and more.

### **Period of the study**

The study covers a period of 3 months. Whenever needed occurring beyond this period was also considered.

### **Research design**

The researcher aims to measure the satisfaction of customer retention. Purposive technique is used to collect the data.

### **Area of the study**

The customer survey was done by connecting with the customers of the organisation through virtual.

## **Chapter – 4**

### **Data analysis and inferences**

#### **Gender Of Respondents:**

The table 4.1 describes gender wise distribution of respondents. The gender of the respondent is classified as male and female.

Table 4.1

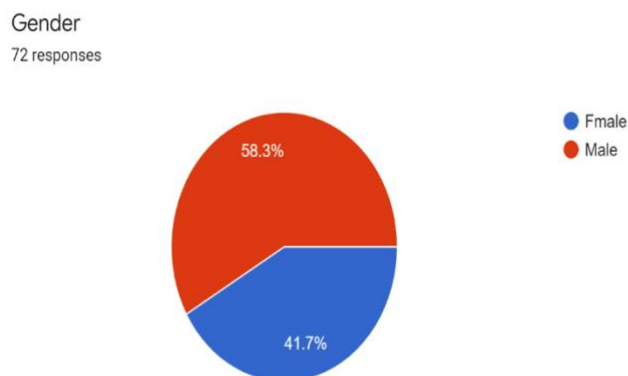
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	30	41.1	41.1	41.1



### Interpretation:

It is found from the above table that 42.5 percent respondents are male and 41.5 percent respondent's are female. It is inferred that majority (68.3 per cent) of the respondents are male

Exhibit - 4.1



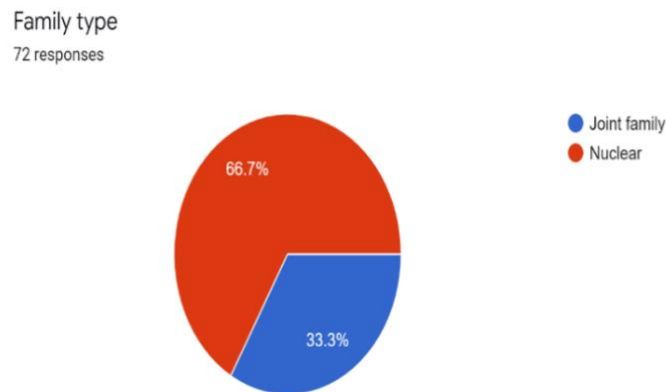
### Family

The table 4.2 describes Family type wise distribution of respondents. The Family type of the respondent is classified as Joint family, Nuclear family.

Table 4.2

Familytype					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family type	1	1.4	1.4	1.4
	Joint family	24	32.9	32.9	34.2
	Nuclear	48	65.8	65.8	100.0
	Total	73	100.0	100.0	

Exhibit 4.2



### Interpretation:

It is found from the above table that 32.9 percent respondents are joint family and 65.8 percent respondents are Nuclear family. It is inferred that majority (65.8 per cent) of the respondents are Nuclear family.

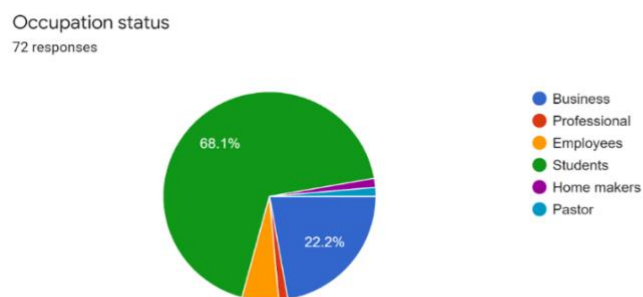
### Occupation Status

The table 4.3 describes Occupation status wise distribution of respondents. The occupation status of the respondent is classified as Business, Employees, Home makers, Occupation status, Pastor, Professional, and Students.

Table 4.3

occupationstatus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	16	21.9	21.9	21.9
	Employees	4	5.5	5.5	27.4
	Home makers	1	1.4	1.4	28.8
	Occupation status	1	1.4	1.4	30.1
	Pastor	1	1.4	1.4	31.5

Exhibit 4.3



**Interpretation:**

It is found from the above table that 21.9 percent respondents are Business and 67.1 percent respondents are students. It is inferred that majority (67.1 per cent) of the respondents are students.

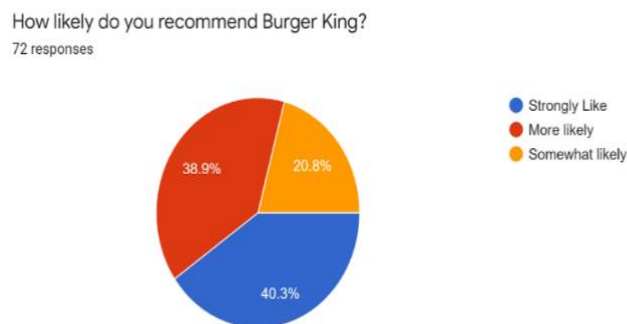
**How likely do you Recommend Burger King?**

The table 4.4 describes how likely you Recommend burger king wise distribution of respondents. The you Recommend burger king of the respondent is classified as How likely do you recommend burger king, more likely, somewhat likely, strong like.

Table 4.4

Howlikelydoyourecommend					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How likely do you recommend Burger King?	1	1.4	1.4	1.4
	More likely	28	38.4	38.4	39.7
	Somewhat likely	15	20.5	20.5	60.3
	Strongly Like	29	39.7	39.7	100.0
	Total	73	100.0	100.0	

Exhibit 4.4



## Interpretation:

It is found from the above table that 38.4 percent respondents are More likely 20.5 percent respondents are somewhat likely and strongly like . It is inferred that majority (67.1 per cent) of the respondents are strongly like to recommend burger king.

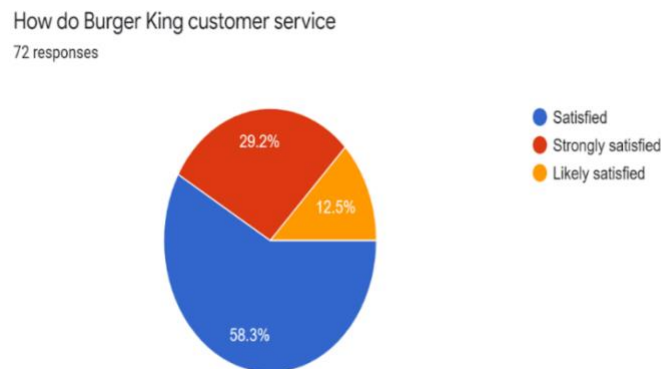
## How do Burger King customer service

The table 4.5 describes how do Burger king customer service wise distribution of respondents. How do burger king customer service of the respondent is classified as How likely do Burger king customer service, likely satisfied, satisfied, strongly satisfied.

Table 4.5

Howdoburgerkingcustomerservice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How do Burger King customer service	1	1.4	1.4	1.4
	Likely satisfied	9	12.3	12.3	13.7
	Satisfied	42	57.5	57.5	71.2
	Strongly satisfied	21	28.8	28.8	100.0
	Total	73	100.0	100.0	

Exhibit 4.5



## Interpretation:

It is found from the above table that 12.3 percent respondents are likely satisfied, 57.5 percent respondents are Satisfied and 28.8 percent are strongly like . It is inferred that majority (57.5 per cent) of the respondents are satisfied to burger king customer service.

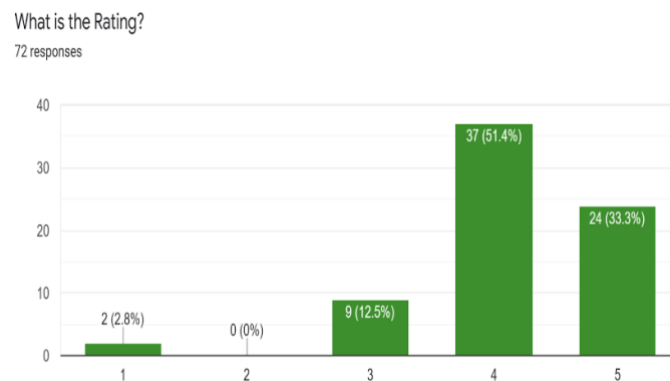
## What is the rating?

The table 4.6 describes what is the rating wise distribution of respondents . It is classified as 1,2,3,4,5.

Table 4.6

Whatistherating					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.7	2.8	2.8
	3	9	12.3	12.5	15.3
	4	37	50.7	51.4	66.7
	5	24	32.9	33.3	100.0
	Total	72	98.6	100.0	
Missing	System	1	1.4		
Total		73	100.0		

Exhibit 4.6



### Interpretation:

It is found from the above table that 50.7 percent respondents are choosing rating as 4, 32.9 percent respondents are choosing rating as 5. It is inferred that majority (50.7 per cent) of the respondents have choosed as rating 4..

### How much do you trust the burger king brand?

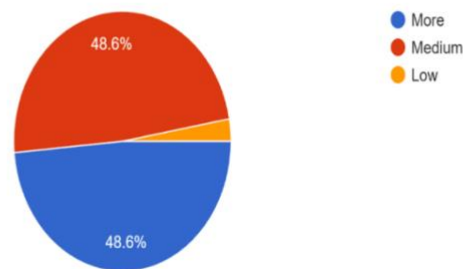
The table 4.7 describes How much do you trust the burger king brand wise distribution of respondents. It is classified as Low, medium, more.

Table 4.7

Howmuchdoyoutrusttheburgerkingbrand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How much do you trust the Burger King brand?	1	1.4	1.4	1.4
	Low	2	2.7	2.7	4.1
	Medium	35	47.9	47.9	52.1
	More	35	47.9	47.9	100.0
	Total	73	100.0	100.0	

## Exhibit 4.7

How much do you trust the Burger King brand?  
72 responses



### Interpretation:

It is found from the above table that 47.9 percent respondents are choosing medium trustable and 47.9 percent respondents are choosing more trustable as well. It is inferred that majority (47.9 per cent) of the respondents have choosed both medium and more trustable.

## How reliable is the burger king brand?

The table 4.8 describes How reliable is the burger king brand wise distribution of respondents. It is classified as Less and more.

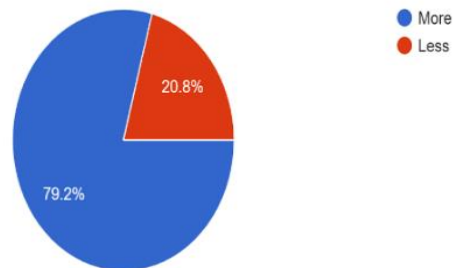
Table 4.8

How reliable is the burger king brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How reliable is the Burger King brand?	1	1.4	1.4	1.4
	Less	15	20.5	20.5	21.9
	More	57	78.1	78.1	100.0
	Total	73	100.0	100.0	

## Exhibit 4.8

How reliable is the Burger King brand?

72 responses



### Interpretation:

It is found from the above table that 20.5 percent respondents are choosing less reliable and 78.1 percent respondents are choosing more reliable. It is inferred that majority (78.1 per cent) of the respondents have choose more reliable.

## How satisfied are you with Burger King Products?

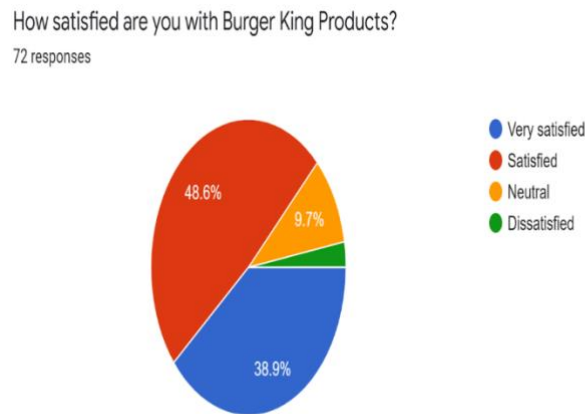
The table 4.9 describes How satisfied are you with burger king brand wise distribution of respondents. It is classified as Neutral, satisfied, very satisfied.

Table 4.9

Howsatisfiedareyouwithburgerkingproducts					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	2	2.7	2.7	2.7
	How satisfied are you with Burger King Products?	1	1.4	1.4	4.1
	Neutral	7	9.6	9.6	13.7
	Satisfied	35	47.9	47.9	61.6
	Very satisfied	28	38.4	38.4	100.0
	Total	73	100.0	100.0	



Exhibit 4.9



### Interpretation:

It is found from the above table that 47.9 percent respondents are choosing satisfied and 38.4 percent respondents are choosing more very satisfied. It is inferred that majority (47.9 per cent) of the respondents have choose satisfied with burger king products.

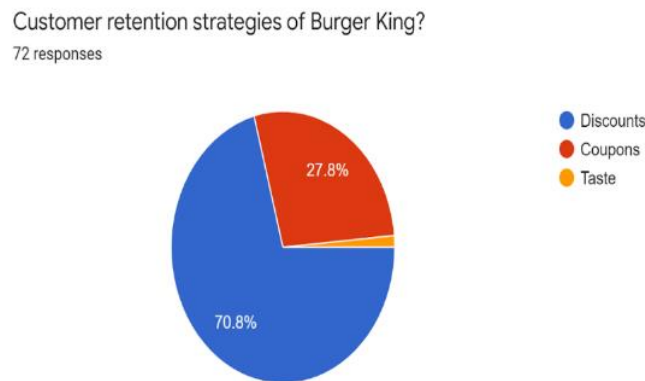
### Customer retention strategies of Burger King?

The table 4.10 describes Customer retention strategies of burger king brand wise distribution of respondents. It is classified as Discounts, Coupons and Taste.

Table 4.10

Customer retention strategies of burger king					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Coupons	20	27.4	27.4	27.4
	Customer retention strategies of Burger King?	1	1.4	1.4	28.8
	Discounts	51	69.9	69.9	98.6
	Taste	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

Exhibit 4.10



### Interpretation:

It is found from the above table that 27.4 percent respondents are choosing coupons and 69.9 percent respondents are choosing Discounts. It is inferred that majority (69.9 per cent) of the respondents have choose the customer retention strategies as Discounts.

### Which of the following did you buy more?

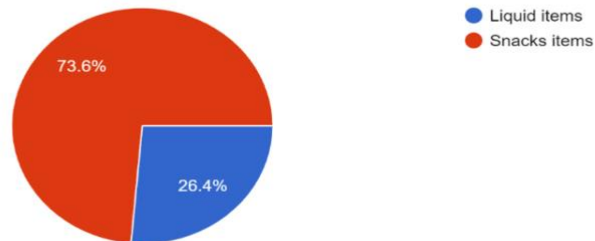
The table 4.11 describes Which of the following did you buy more, wise distribution of respondents. It is classified as Liquid items and snacks items.

Table 4.11

Which of the following did you buy more					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liquid items	19	26.0	26.0	26.0
	Snacks items	53	72.6	72.6	98.6
	Which of the following did you buy more?	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

Exhibit 4.11

Which of the following did you buy more?  
72 responses



### Interpretation:

It is found from the above table that 26.0 percent respondents are choosing liquid items and 72.6 percent respondents are choosing snacks items. It is inferred that majority (72.6 per cent) of the respondents have choose the customer retention strategies as snacks items.

### From when you had started going for Burger King?

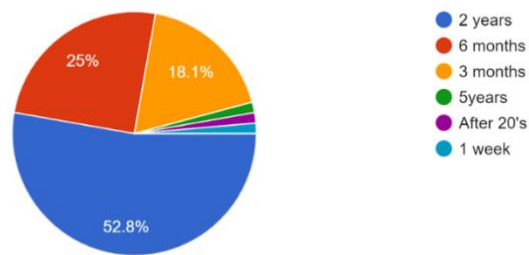
The table 4.12 describes From when you had started going for Burger King, wise distribution of respondents. It is classified as 1 week, 2 years, 3 months, 5 years, 6 months, after 20's.

Table 4.12

Fromwhenyouhadstartedgoingforburgerking					
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	1 week	1	1.4	1.4	1.4
	2 years	38	52.1	52.1	53.4
	3 months	13	17.8	17.8	71.2
	5years	1	1.4	1.4	72.6
	6 months	18	24.7	24.7	97.3
	After 20's	1	1.4	1.4	98.6
	From when you had started going for Burger King?	1	1.4	1.4	100.0

Exhibit 4.12

From when you had started going for Burger King?  
72 responses



### Interpretation:

It is found from the above table that 52.1 percent respondents are choosing as from 2 years and 24.7 percent respondents are choosing as 6 months. It is inferred that majority (52.1 per cent) of the respondents have choose from 2 years.

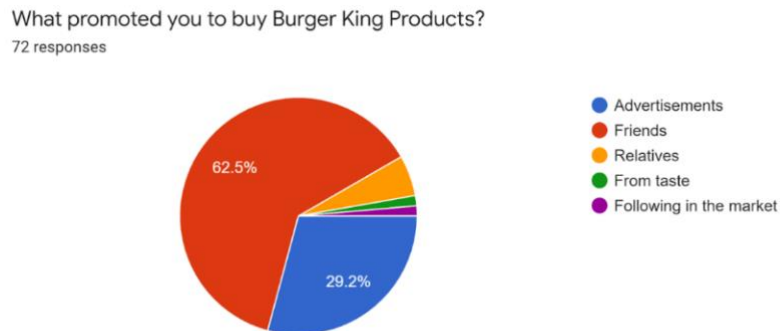
### What promoted you to buy Burger King Products?

The table 4.13 describes what promoted you to buy burger king products, wise distribution of respondents. It is classified as Advertisements, friends, from taste, relatives, following in the market.

Table 4.13

Whatpromotedyoutobuyburgerkingproducts					
		Frequen	Percent	Valid Percent	Cumulative
		cy			Percent
Valid	Advertisements	21	28.8	28.8	28.8
	Following in the market	1	1.4	1.4	30.1
	Friends	45	61.6	61.6	91.8
	From taste	1	1.4	1.4	93.2
	Relatives	4	5.5	5.5	98.6
	What promoted you to	1	1.4	1.4	100.0
buy Burger King Products?					

Exhibit 4.13



### Interpretation:

It is found from the above table that 28.8 percent respondents are choosing as advertisements and 61.6 percent respondents are choosing as Friends. It is inferred that majority (61.6 per cent) of the respondents have choose from friends.

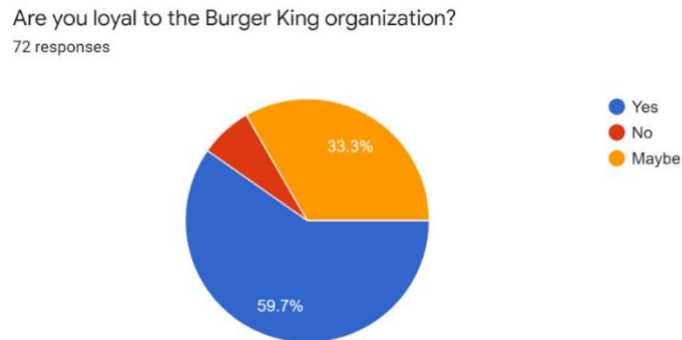
### Are you loyal to the Burger King organization?

The table 4.14 describes Are you loyal to the burger king organisation, wise distribution of respondents. It is classified as May be, no, yes.

Table 4.14

Areyouloyaltotheburgerkingorganisation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Are you loyal to the Burger King organization?	1	1.4	1.4	1.4
	Maybe	24	32.9	32.9	34.2
	No	5	6.8	6.8	41.1
	Yes	43	58.9	58.9	100.0
	Total	73	100.0	100.0	

Exhibit 4.14



### Interpretation:

It is found from the above table that 32.9 percent respondents are choosing as may be and 58.9 percent respondents are choosing as yes. It is inferred that majority (58.9 per cent) of the respondents have choose as yes.

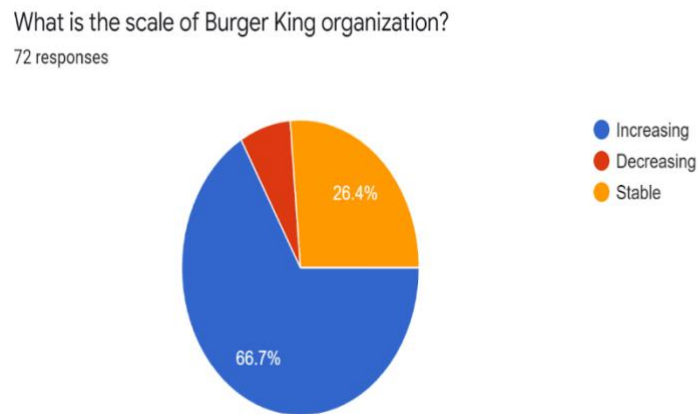
### What is the scale of Burger King organization?

The table 4.15 describes what is the scale of burger king organisation, wise distribution of respondents. It is classified as increasing, decreasing, stable.

Table 4.15

Whatisthescaleofburgerkingorganisation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decreasing	5	6.8	6.8	6.8
	Increasing	48	65.8	65.8	72.6
	Stable	19	26.0	26.0	98.6
	What is the scale of Burger King organization?	1	1.4	1.4	100.0
Total		73	100.0	100.0	

Exhibit 4.15



### Interpretation:

It is found from the above table that 65.8 percent respondents are choosing as increasing and 26.0 percent respondents are choosing as stable. It is inferred that majority (65.8 per cent) of the respondents have choose as the scale is increasing.

## What is your favourite item in Burger King?

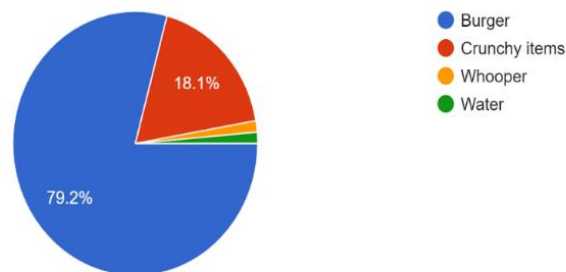
The table 4.16 describes what is your favourite item in burger king organisation, wise distribution of respondents. It is classified as burger, crunchy items, whooper, water.

Table 4.16

Whatisyourfavoriteiteminburgerking					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Burger	57	78.1	78.1	78.1
	Crunchy items	13	17.8	17.8	95.9
	Water	1	1.4	1.4	97.3
	What is your favorite item in Burger King?	1	1.4	1.4	98.6
	Whooper	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

Exhibit 4.16

What is your favorite item in Burger King?  
72 responses



### Interpretation:

It is found from the above table that 78.1 percent respondents are choosing as burger and 17.8 percent respondents are choosing as crunchy items. It is inferred that majority (78.1 per cent) of the respondents have choose as burger is the favourite item in burger king.



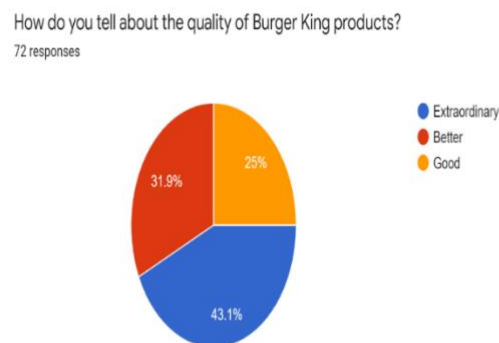
## How do you tell about the quality of Burger King products?

The table 4.17 describes how do you tell about the quality of burger, wise king products distribution of respondents. It is classified as better, extraordinary, good.

Table 4.17

Howdoyoutellaboutthequalityofburgerkingproducts					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better	23	31.5	31.5	31.5
	Extraordinary	31	42.5	42.5	74.0
	Good	18	24.7	24.7	98.6
	How do you tell about the quality of Burger King products?	1	1.4	1.4	100.0
	Total	73	100.0	100.0	

Exhibit 4.17



### Interpretation:

It is found from the above table that 31.5 percent respondents are choosing as better and 42.5 percent respondents are choosing as extraordinary. It is inferred that majority (42.5 per cent) of the respondents have choose as extraordinary.

## Hypothesis

- Here are 2 variables : 1 Demographic Factor that is AGE and How satisfied are you with burger king products .From the above table it is clear that p value is greater than the level of significance. i.e. 0.05Hence Null Hypothesis is rejected. Alternate Hypothesis is Accepted

Age * How satisfied are you with burger king products Cross tabulation						
Count						
		Howsatisfiedareyouwithburgerkingproducts				Total
		Dissatisfie d	Neutral	Satisfied	Very satisfied	
Age	16	0	0	1	0	1
	17	0	0	0	1	1
	18	0	0	2	1	3
	19	1	3	6	5	15
	20	1	4	13	6	24
	21	0	0	6	4	10
	22	0	0	2	4	6
	23	0	0	2	1	3
	25	0	0	0	1	1
	26	0	0	0	1	1
	27	0	0	0	1	1
	40	0	0	1	1	2
	45	0	0	0	2	2
	52	0	0	1	0	1
	53	0	0	1	0	1
Total		2	7	35	28	72

## Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
--	-------	----	---

Pearson Chi-Square	23.357 <sup>a</sup>	42	.991
Likelihood Ratio	28.517	42	.944
N of Valid Cases	72		

- Here are 2 variables : 1 Demographic Factor that is Occupation Status and How much do you trust the burger king brand. From the above table it is clear that p value is Less than the level of significance. i.e. 0.05. Hence Null Hypothesis is Accepted. . Alternate Hypothesis is Rejected.

Occupation status \* How much do you trust the burger king brand Cross tabulation

Count		Howmuchdoyoutrusttheburgerkingbrand				Total
		How much do you trust the Burger King brand?	Low	Medium	More	
occupationstatus	Business	0	0	7	9	16
	Employees	0	0	1	3	4
	Home makers	0	0	1	0	1
	Occupation status	1	0	0	0	1
	Pastor	0	0	1	0	1
	Professional	0	0	0	1	1
	Students	0	2	25	22	49

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.603 <sup>a</sup>	18	<.001
Likelihood Ratio	17.781	18	.470
N of Valid Cases	73		

## **Chapter – 5**

### **FINDINGS OF THE STUDY**

- Majority (39.7) of respondents are strongly like to recommend Burger king
- Majority (57.5%) of Respondents are likely satisfied to Burger king Customer Service
- Majority (47.9%) of Respondents medium and more trust on Burger King Brand
- Majority (78%) of Respondents have more reliability
- Majority (47.9%) of Respondents are satisfied with the Burger king
- Majority (69.9%) of respondents given Discount as the Customer retention Strategies
- Majority (52.1%) of Respondents Started going for Burger King from 2 years ago
- Majority ( 61.6%) of Respondents are been promoted by friends.

- Majority (58.9%) of Respondents are being loyal to the Burger King Brand

## **LIMITATIONS OF THE STUDY**

The study is confined to only 2 states( Tamil Nadu and AP )

- Due to shortage of time and other constraints, the study has been limited to 77 Respondents only.
- The Data Collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

## **Chapter – 6**

### **CONCLUSION**

- Apart from the inevitable Covid19-related issues, a persistent challenge for Burger King India is in the form of unorganized players, who form almost 60% of the Indian food services market. And as per the above information from Respondents Burger King gains powerful and positive feedback.
- The taste and customer service from the Burger King invites new customers day by day.
- The loyalty from the customers was always towards Burger King, as seen in the Respondents Response as well.



## **Chapter - 7**

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## QUESTIONNAIRE

### A STUDY ON CUSTOMER RETENTION STRATEGIES AND LOYALTY IN BURGER KING ORGANISATION

Name

Email

Age

Gender

- Female
- Male

State

Family type

- Joint family
- Nuclear

Occupation status

- Business
- Professional
- Employees
- Students

How likely do you recommend Burger King?

- Strongly Like
- More likely
- Somewhat likely

How do Burger King customer service

- Satisfied
- Strongly satisfied
- Likely satisfied

What is the Rating?

- 1
- 2
- 3
- 4
- 5

How much do you trust the Burger King brand?

- More
- Medium
- Low

How reliable is the Burger King brand?

- More
- Less

How satisfied are you with Burger King Products?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied

Customer retention strategies of Burger King?

- Discounts
- Coupons

Which of the following did you buy more?

- Liquid items
- Snacks items

From when you had started going for Burger King?

- 2 years
- 6 months
- 3 months

What promoted you to buy Burger King Products?

- Advertisements
- Friends
- Relatives

Are you loyal to the Burger King organization?

- Yes
- No
- Maybe

What is the scale of Burger King organization?

- Increasing
- Decreasing
- Stable

What is your favorite item in Burger King?

- Burger
- Crunchy items

How do you tell about the quality of Burger King products?

- Extraordinary
- Better
- Good



**THE END**