

Research Report on McDonald's Kuwait (4000 words)

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Abstracts

Consumers' Purchase Intentions in McDonald's an Empirical Study on Students of Kuwait (400 words)

Contents

1- INTRODUCTION

- 1.1-Back ground
- 1.2 Research Question
- 1.3 Research Objective
- 1.4-Research method
- 1.5 Where and When Research was conducted.
- 1.6 Describe Sampling methods
- 1.7 Who will be the sample and population?
- 1.8 Describe the data collected

2- SURVEY FINDINGS

- What is your gender
- How frequently I go to visits Mac Donald's
- Service quality dimensions positively impact on intention to buy
- What is most important dimension of quality of service
- Rate the quality of service on following scale
- What satisfies you most and causes you to purchase at Mac Donald's again?
- Give any recommendation related to the most important service quality dimension

3- CONCLUSION

4- RECOMMENDATIONS

- 4.1- On Basis of Results
- 4.2- On basis of feed Back
- Appendix
- Questionnaire
- References

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