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CONSUMER LOYALTY TO THE BRAND IN THE SEGMENT FAST FOOD RESTAURANTS
(on the example of McDonald's restaurants)

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the thesis is customer loyalty. The subject of the research is consumer loyalty in the fast food restaurant segment. The aim of the thesis is to determine the features of consumer loyalty in the fast food restaurant segment on the example of a McDonald's restaurant. Methodological basis of the thesis was constituted by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, as well as private scientific methods used in conducting sociological research (polling method)

In the course of writing the thesis, the following results were obtained: the concept of "consumer loyalty" was defined; the relationship between customer satisfaction and loyalty was studied; methods for assessing customer loyalty were considered; the features of the fast food restaurant segment were determined; the possibilities of managing consumer loyalty in the fast food restaurant segment were considered.

The scientific novelty of the results is due to the lack of understanding of the possibilities of managing the loyalty of visitors to McDonald's fast food restaurants. The results obtained are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in improving the mobile application of fast food restaurants McDonald's.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Keywords: loyalty, consumer loyalty, customer satisfaction, customer loyalty management, loyalty program, consumer loyalty index, consumer loyalty score, fast food restaurants, mobile app.