

“A Study on Marketing Strategy on McDonalds”**By****Mr. Vishal Shendage****Student, GNVS Institute of Management****Abstract**

McDonald's is a globally successful fast-food restaurant. From the time of its birth, it has gained enormous success and is growing at the international level. The powerful entry through franchisee system, the standardization and adaptation strategy play an important role in gaining the huge success of McDonald's and brand image of McDonald's. McDonald's strategy of standardizing their products on its preparation, techniques of presentation along with the adaptation strategy has created a difference in McDonald's as compared to that of its competitors. Marketing being my subject interest, knowing the strategy of one of the most successful fast-food companies will really help me out.

The major objective is to find out the customer satisfaction towards McDonald's services. The study about various trends in fast food. Questionnaires were used to collect the data. The results gathered from the study suggest that McDonald's is the most preferred fast food outlet in India.

Studying McDonald's and its marketing system has helped me a lot in understanding the marketing subject in a better manner, marketing techniques and practically understand the McDonald's strategy of standardization and adaptation.

Keywords: Marketing Strategy, Franchise Model, Promotion Mix.

1. INTRODUCTION

Marketing strategy is very important in the development of any business. Without you, a business venture to attract customers is unplanned and ineffective. The main focus of your strategy is to ensure that your product must meet customer requirements and maintain long-term relationships with those customers. To achieve this, you will need to develop a flexible strategy that responds to changes in customer needs and vision. It can also provide brand names on your product that will help you run your business in new markets in a smooth and efficient

way. First and foremost, the main purpose of your marketing strategy should be to determine whether the target customers are satisfied with your product and your business services.

You have created and implemented your strategy, try to identify the feed for your customer and if there are any changes or me, improvements need to apply to the greater customer satisfaction. This helps you identify where your strategy needs to be developed and how it can be improved, in order to implement it effectively. Prior to implementing any business plan, appropriate planning must be done within the organization. This helps you to identify that where your strategy needs to be improved and how it can be developed, so that it can be implemented for effective action. Before applying any strategy in the business proper planning programs must be organized within the members of the organization.

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

From the above definition we are able to understand that a successful marketing deals with satisfaction of both the parties. The definition basically explains that there is a simple process i.e., is “selling something to somebody” however, the definition conveys that an exchange of goods and services without any barter system and having common currencies, that exchange is called a sale. So, while achieving the goals of the marketing by selling, it is not compulsory that both the parties should agree upon the transaction.

2. REVIEW OF LITERATURE

A. Satya Nandini has written research paper on McDonald’s success story in India, the world’s largest fast-food chain is a global trade symbol founded by Ray Krock serving approximately 68 million customers daily in 119 countries. An international company, McDonald’s manufactures products in many countries and sells them worldwide. McDonald’s restaurant is operated by a franchisee, a partner company, or the organization itself. The company introduces new products and expands the menu according to changes in taste and customer preferences. The diversity of McDonald's leading to its success is also discussed.

Sameer, Sharanbir Kaur (2012) on Strategy and Repositioning the Brand McDonald’s in India, despite global slowdown, Indian economy is resurgent and offers fresh opportunities as well as challenges to global players. McDonald ‘s philosophy of Quality, Service, Cleanliness and Value (QSC&V) is the guiding force behind its stellar service to the customers. However, there is still a huge potential in the Indian food market that remains untapped in terms of family

restaurants, quick service restaurants and breakfast eateries. There is a need to critically evaluate the right marketing mix. The article is focused upon assessing the marketing efforts in India in terms of positioning of McDonald's.

Shikha Tilwani, Vijesh Patel, Shivangi Singh, Manveer Singh, Nikhil Goyal in (2020), McDonalds was started In India around 23 years ago. Currently it has more than 300 outlets and is among the most loved fast-food chains by the Indians. This research paper focuses on the problems faced by McDonald's while entering into the Indian market. The first phase of the project involves the challenges faced by McDonald's which includes the cultural, political and environment factors that caused hindrance to McDonalds while capturing the Indian market. The second part talks about the comparison of McDonalds with its major competitor KFC while trying to gain popularity in the Indian market.

3. OBJECTIVES:

1. To study the marketing strategies used by McDonald's.
2. To determine the customer response on services of McDonald's.

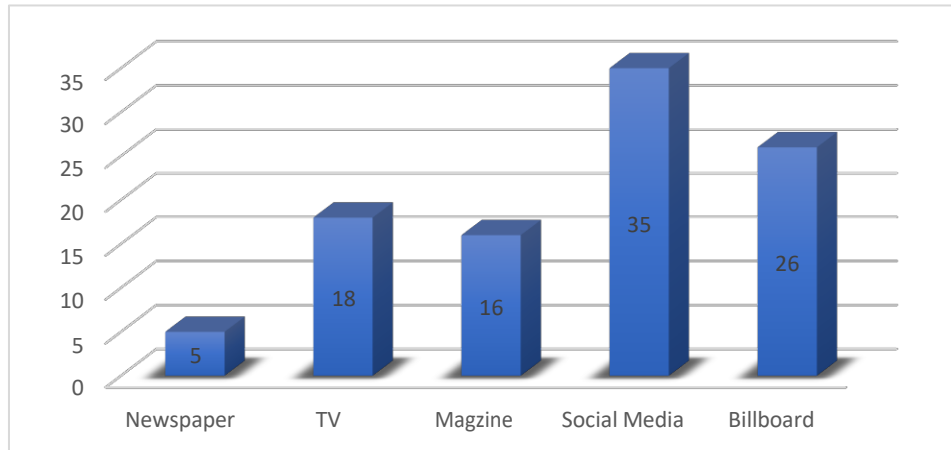
4. RESEARCH & METHODOLOGY

The following research project is a study conducted to perform a thorough market analysis of McDonalds along with a detailed analysis of its marketing strategies. In Primary Data collection, the data was collected through using qualitative and quantitative methods. The questionnaire was created with the help of Google form which was in a format of Electronic Survey Form and the Questionnaire was easily uploaded on various social networking sites and submit it online and forward the questionnaire to their contacts and give references from respondents to get more forms to be filled. The sample size was 100 respondents. The first part of the questionnaire included questions about Fast Food, the respondents such as how frequent they eat fast food, what time they prefer to eat, do they like McDonalds food, which is most favourite product. The second part consisted of questions to know about McDonalds services, customers satisfaction etc. The third part consisted of their demographic profile like gender, age, education and income.

5. RESULT & DISCUSSION

5.1. To study the marketing strategies used by McDonald's

5.1.1 People usually see the ads



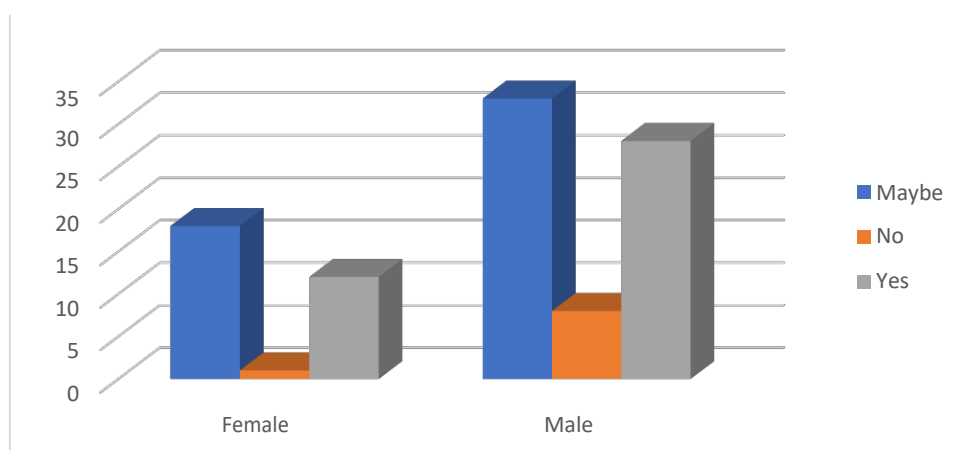
(Primary data)

Interpretation:

In this above graph out of 100 respondents, 35 respondents saw the McDonalds promoting ads in social media, 26 respondents saw the McDonalds ads in Billboard, 18 respondents saw the ads in television and remaining 16 and 5 respondents saw the McDonalds ads in Magazine and Newspapers.

5.2 To determine the customer response on services of McDonald's.

5.2.1 understand people behaviour towards McDonalds changing their image become healthy

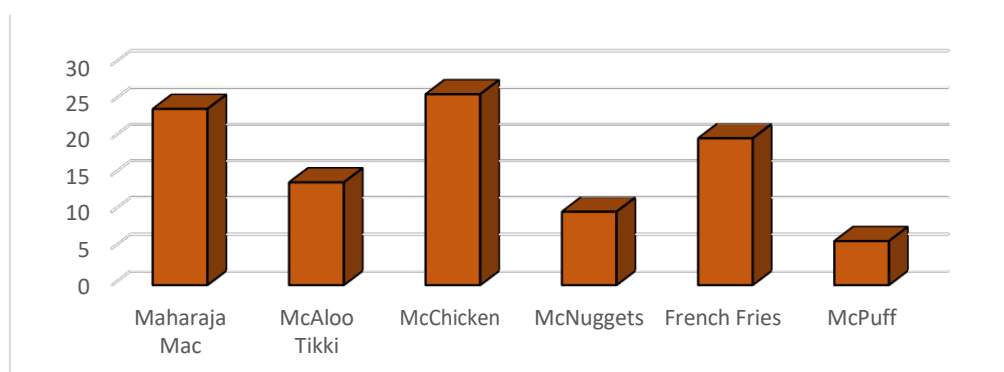


(Primary Data)

Interpretation:

The above graph is related to people behavior towards McDonalds is changing their image become healthy, out of 100 respondent 69 respondents are male in that 33 male respondents says maybe McDonald is changing their image become a healthy and 28 respondents says Yes McDonalds is become a healthy and 8 respondents says McDonald remaining 31 respondents are female in that 18 respondents says maybe McDonald is changing their image become a healthy and 12 respondents says Yes McDonalds is become a healthy and 1 respondents says No McDonald is not provide a healthy food.

5.2.2. Most favourite product at McDonald's



(Primary Data)

Interpretation:

In the above graph out of 100 respondents, 69 people say their favourite food is McChicken, 62 people say they like Maharaja Mac, 53 people say they like Frech Fries, 37 people like McAloo Tikki, 30 people like McNuggets, 16 people like McPuff.

5.2.3. Customer response towards pricing of the McDonalds food.

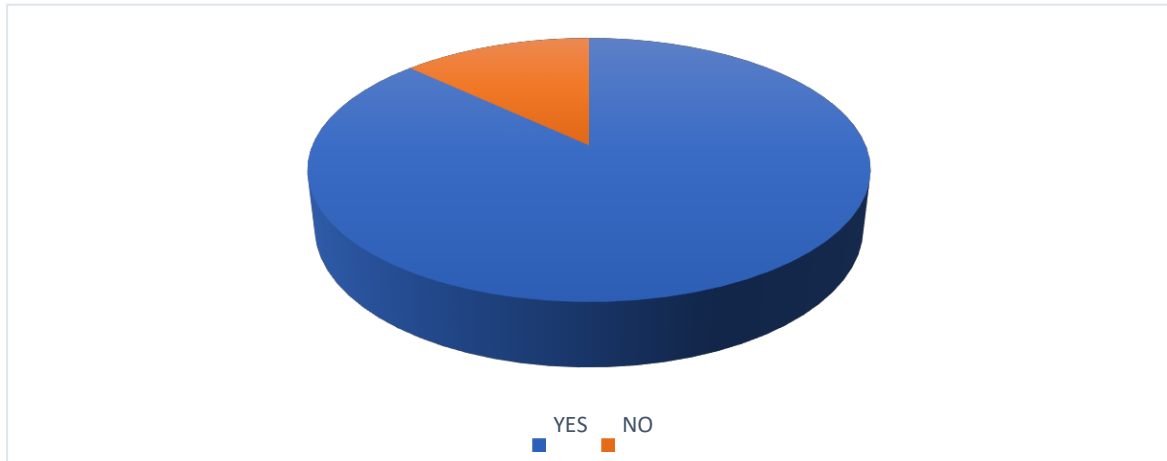
Response	People (%)
Extremely cheap	02
Cheap	20
Expensive	51
Extremely expensive	27
Total	100

(Primary Data)

Interpretation:

From the above table out of 100 respondents, 51 respondents say McDonald's food is expensive, 27 respondents say McDonald's food is extremely expensive, 20 respondents say McDonald's food is cheap and remaining 2 respondents say McDonald's food is extremely cheap.

5.2.4 To know the customer satisfaction towards McDonalds



(Primary Data)

Interpretation:

From the above graph out of 100 respondents 87 respondents are satisfied with McDonalds services and remaining 13 respondents are not satisfied with McDonalds services.

6. CONCLUSION:

McDonald's Marketing Strategy clearly provides all the complete information needed to grow and develop a business. Basically, McDonald's strategies include many of the most important features such as market research, new ideas, customer views, customer demand prediction, planning, planning etc., these are just a few key factors that play an important role in a successful business. and in creating a brand name. Today, in a fast-paced world, the demand for goods and services is growing at an alarming rate because of the growing power and dominant competitors in the market. Therefore, many companies use different types of marketing strategies to help their customers in a better and more efficient way than their competitors so that their business can easily survive in the market. This means that marketing strategies provide competitiveness across all business units.

From the above information it is very clear that McDonald's is aggressive about its Indian performance and this fast-food chain is there to always feed millions of Jai ho Indians the way

they think local action.

7. REFERENCE:

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