

## An Exploratory Study to Find Unique Marketing Strategies of China's Rapid Growing Multi-National Fast-Food Chains

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### Abstract

*In China, the fast-food business has expanded dramatically during the last several decades. Consumers in China are becoming pickier about the foods they buy, reflecting the country's expanding level of consumption. The emphasis of this research is on the moderating effect of gender on the relationships between customer satisfaction, loyalty, & happiness. Five hundred Chinese respondents who have eaten at Western fast-food restaurants (KFC, McDonald's, etc.) filled out an online survey to compile the data. There was a favorable correlation between consumer satisfaction and the quality of the perceived pricing, food,*

*service, & physical setting. Customers' evaluations of a restaurant's quality on a variety of parameters might be heavily influenced by how much they feel they paid. Moreover, client joy and contentment may inspire devoted patronage. The connection between contentment and dedication is mediated by happiness. Yet, researchers found that there is a small gender gap in how evaluates the value of a meal based on the cost, as well as how satisfied they are with the quality of the service they received. Future research will benefit from this study since it will improve our comprehension of management and theoretical viewpoints.*

**KEYWORDS:** *Service quality, Food quality, Fast-food, Price and value, Consumer convenience, Customer loyalty.*

### INTRODUCTION

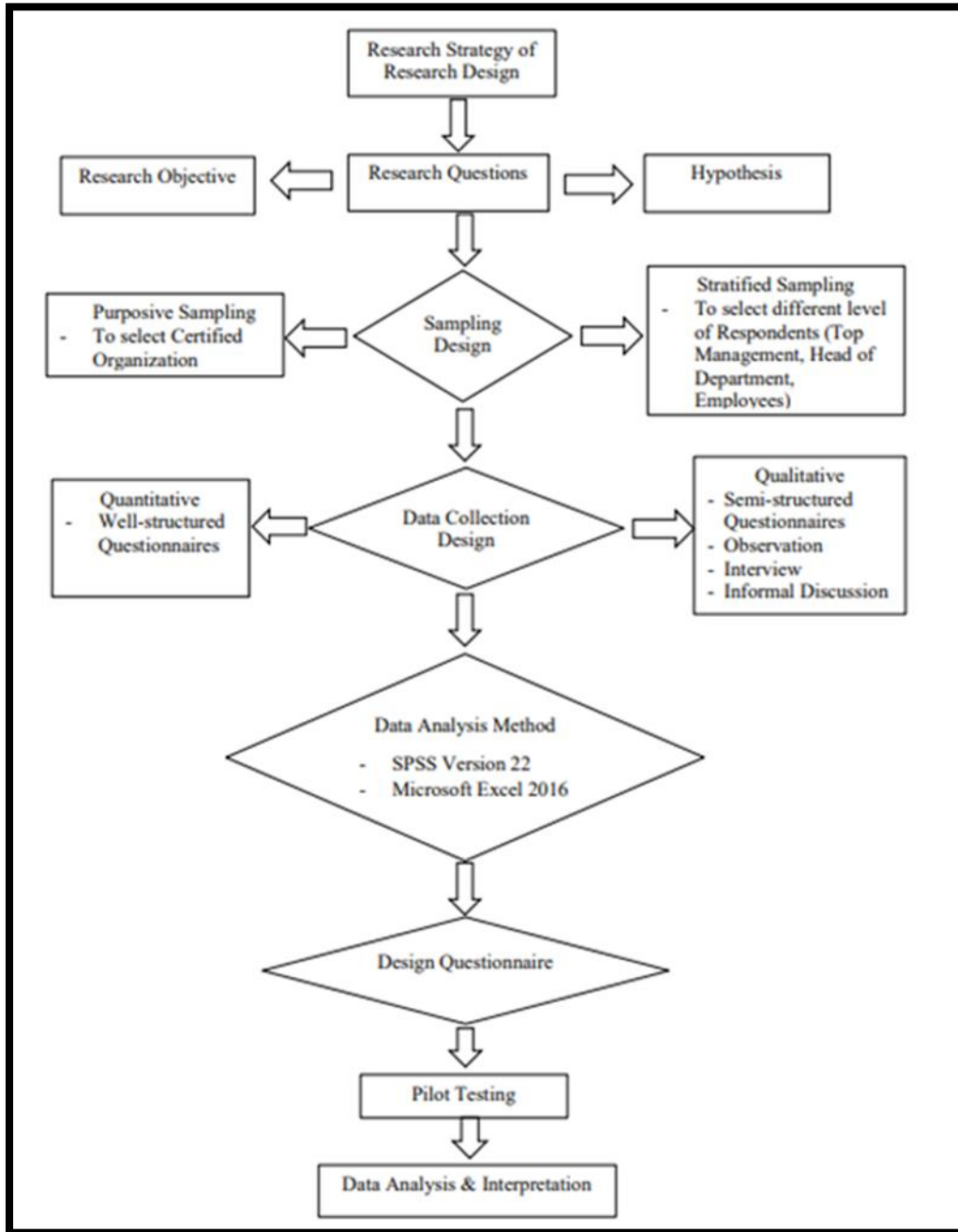
Fast food chains have become ubiquitous in modern society, offering quick and affordable food options to consumers around the world. (Dastane & Fazlin, 2017). In recent decades, multinational fast-food chains have expanded rapidly in China, becoming an integral part of the country's food culture. This growth has been fueled by a combination of factors, including changing consumer preferences, the rise of the middle class, and advanced marketing strategies. The presence of multinational fast-food chains in China has had a significant impact on the local economy and society. These chains have created thousands of jobs, generated significant tax revenue, and

introduced Chinese consumers to new and innovative food products. However, their growth has not been without controversy. Critics argue that multinational fast-food chains promote unhealthy eating habits and threaten the survival of local food businesses. In this study, researcher was examining the history and current state of multinational fast-food chains in China, their impact on the local economy and society, and the challenges and opportunities that lie ahead (Tan, Oriade, and Fallon, 2014). Multinational fast-food chains in China face a number of challenges and opportunities in the years ahead. One of the biggest challenges is the increasing competition from local fast-food chains. The fast-food industry has been a key driver of economic growth and cultural change in China over the past few decades. Multinational fast-food chains such as McDonald's, KFC, and Pizza Hut have rapidly expanded across the country, providing affordable and convenient food options to a growing middle class. However, their growth has also sparked controversy, with critics arguing that they contribute to rising rates of obesity and threaten traditional Chinese cuisine. In this introduction, researchers were exploring the history and current state of multinational fast-food chains in China, their impact on the local economy and society, and the challenges and opportunities they face in the years ahead (Dastane & Fazlin, 2017).

### **RESEARCH METHODOLOGY**

All respondents were reached at the aforementioned locations using a convenience sample method. Participants were questioned regarding the price, variety of food, promotional deals, timely service, ambience, and convenience. The members of the study surveyed were unemployed, self-employed, private-employee and government-employee respondents respectively. The factors of the survey aimed their age, gender, income, technical abilities, employment, etc. The survey provided information about the study and the researcher was available to answer any questions they may have had while they waited to complete the monitoring process. If a respondent did not have the ability to read or write, or if they were confined to a wheelchair, the researcher would read the survey questions and answer categories to them, and they would then enter their replies in the survey form verbatim. In certain areas, residents were handed a batch of questionnaires at once.

### **Figure 1: Research Strategy of Research Design**



### METHOD OF ANALYSIS:

It is possible to examine data using a variety of statistical tests using SPSS software, version 25. As part of this study, SPSS will be used to analyse data from the survey questionnaire. It is expected that frequency and cross-tabulation tables will be compiled and presented in (Data analysis).

### Descriptive Statistic Method, Reliability Test,

The purpose of this sort of test developed by the researchers is to determine if there's a gender gap in terms of familiarity with customers' preferences between online and traditional retail. The level of statistical significance is set at 5%, and 95% confidence intervals are used in the analysis.

## **ANALYZING AND FINDINGS**

The primary goal of the results section is to present the facts in a manner that emphasises how they contribute to solving the research challenge (s). (Law, R., 2014)

The findings of the research should be included in the results section, and only the findings of the study should be included there. The following are the findings:

- Information provided in the form of tables, charts, graphs, and other figures
- A contextual analysis of this data that explains its significance in sentence form
- Every piece of information that is relevant to the primary research topic (s).

### **4.1. PILOT STUDY:**

The researcher ran a pilot test on a worldwide scale with 10-20 responders to see whether there were any questions that were confusing or ambiguous. Reworked or eliminated questions that were too vague. Survey completion time averaged out to around 20 minutes after the questionnaire was pilot tested by a group of students. The major study did not include responders from the pilot survey, as previously stated. To provide insight into the internal consistency of measurement instruments, a reliability study was conducted, during which both the characteristics of the instruments themselves and the questions which made it onto the final scale were analysed

### **RESPONSE:**

**Table 1: Survey Responses**

Questionnaire sent	550
Questionnaire received	537
Response rate	$(537/550) * 100 = 97.64\%$ return

A total of 550 questionnaires were distributed to the respondents. Out of this number 537 sets or 97.64% of the questionnaire were returned and 500 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

### **DEMOGRAPHIC DETAILS:**

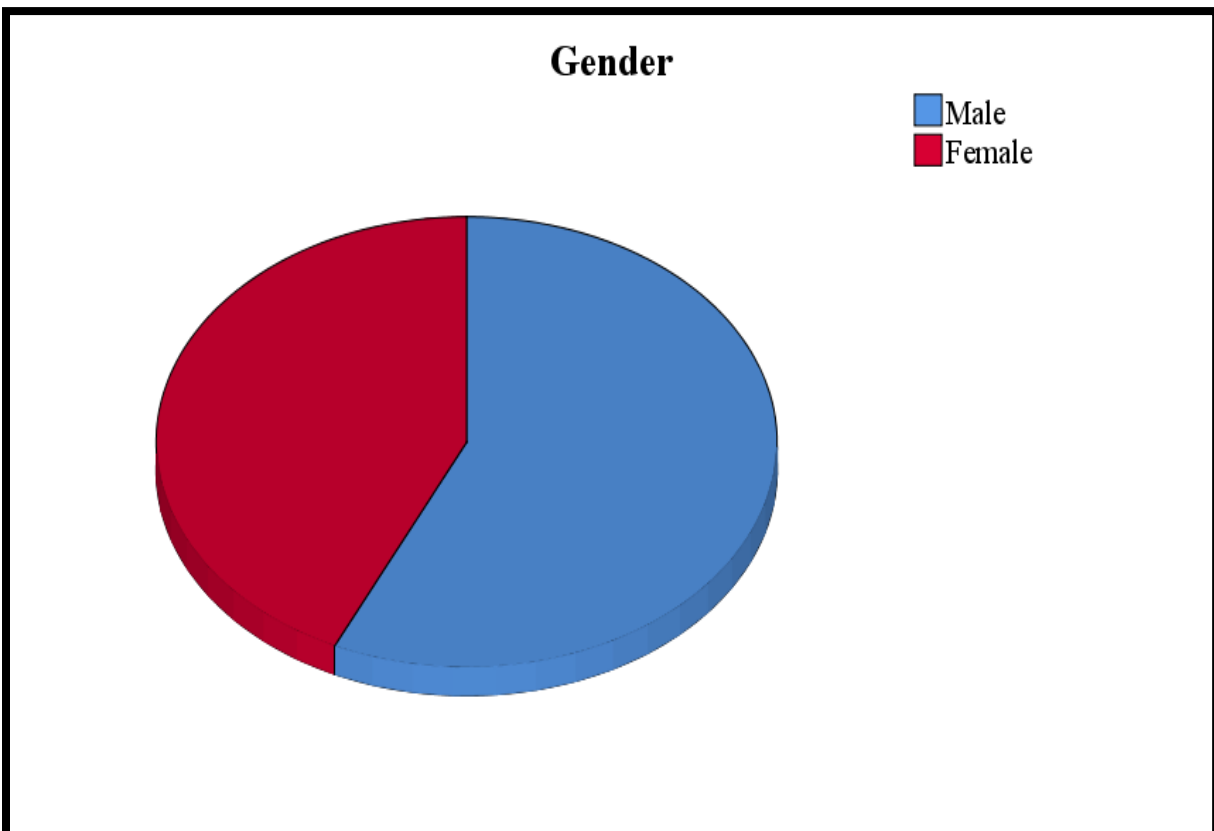
Demographics are a subset of statistics that provide light on societal trends and individual lives. The demographics of a population are what set it apart from others. Demography may be used for studying whole societies or just samplings of people. Age, gender, profession, technical skills, &

income are all examples of demographics. Many demographic factors (such as age, gender, income, technical abilities, employment, etc.) may be used to divide the population into subgroups for the purposes of research.

**Table 2: Gender**

		<b>Gender</b>			
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Male</b>	265	57.0	57.0	57.0
	<b>Female</b>	235	43.0	43.0	100.0
	<b>Total</b>	500	100.0	100.0	

Figure 2: Gender chart



As per table and figure 3 the demographic information of gender for the participants in the study is shown. A total of 500 respondents included in this study, among them 53.0% (N=265) were male and 47.0% (N=235) were female. According to the illustrated table above, there was almost equal distribution of female and male which will give a more standard data.

Table 3: Age

		<b>Age</b>			
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>18-25</b>	160	32.0	32.0	32.0
	<b>26-40</b>	180	36.0	36.0	68.0
	<b>41-60</b>	95	19.0	19.0	87.0
	<b>&gt;60</b>	65	13.0	13.0	100.0
	<b>Total</b>	500	100.0	100.0	

Figure 2: Age chart

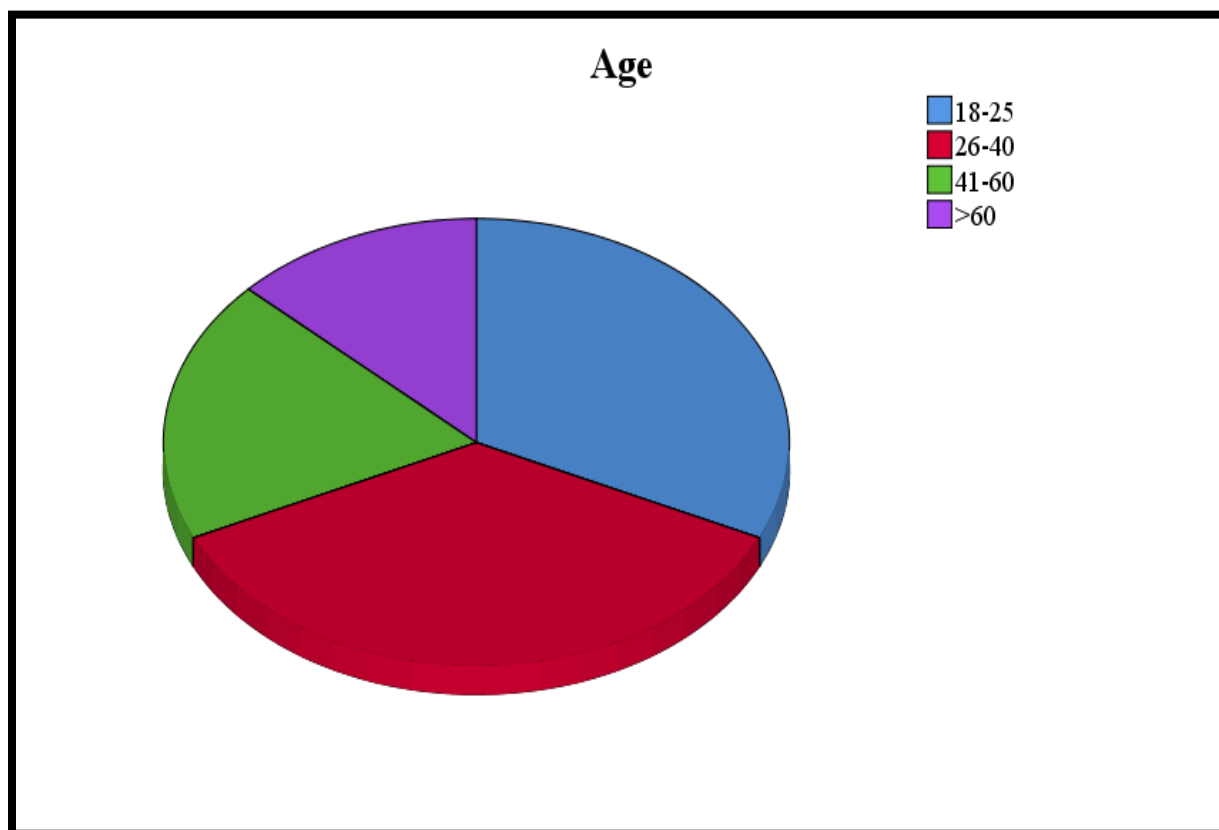


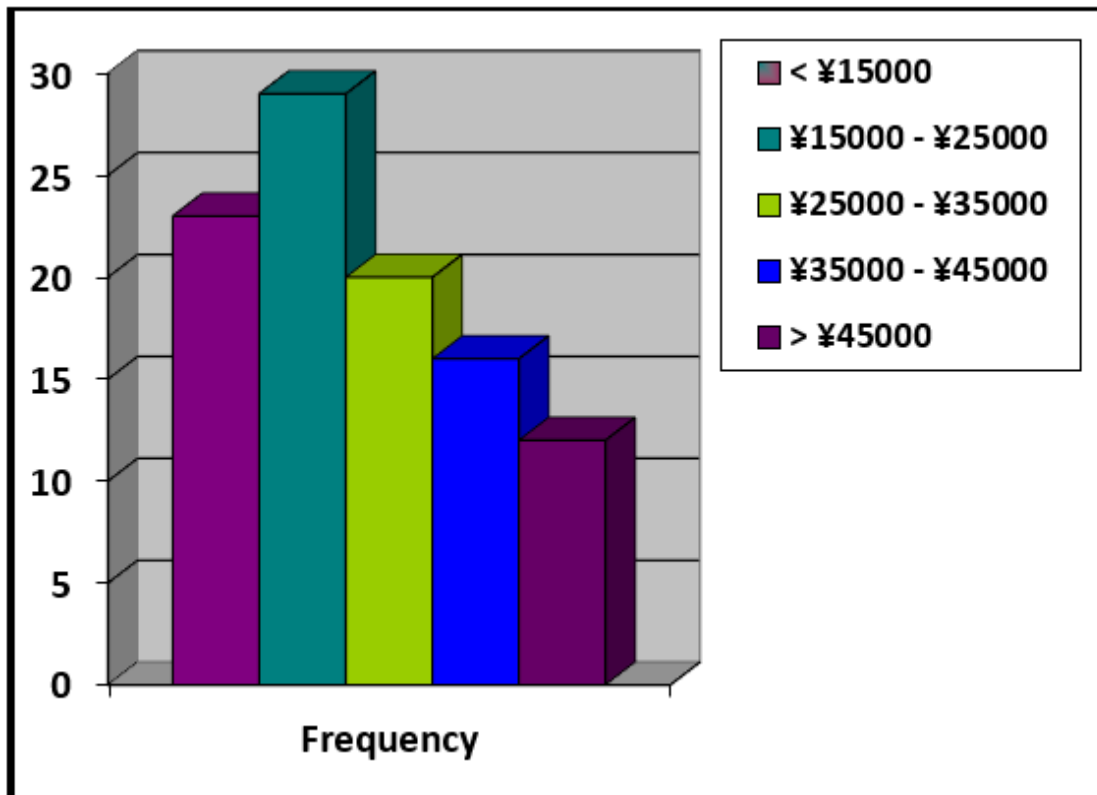
Table and figure 4 showed the demographic information of the respondent's age where majority of the participants respondents in this study were within the age of 26-40 years with the highest percentage of 36.0% (N=180). The second largest number of respondents were in the category of 18-25 years with the percentage of 32.0% (N=160). And the least respondents were at the age of 41-60 years reached 13.0% (N=65).

**AN EXPLORATORY STUDY TO FIND UNIQUE MARKETING STRATEGIES OF CHINA'S RAPID GROWING MULTI-NATIONAL FAST-FOOD CHAINS**

Table 4: Income

		<b>Income</b>			
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>&lt; ¥15000</b>	115	23.0	23.0	23.0
	<b>¥15000 - ¥25000</b>	145	29.0	29.0	52.0
	<b>¥25000 - ¥35000</b>	100	20.0	20.0	72.0
	<b>¥35000 - ¥45000</b>	80	16.0	16.0	88.0
	<b>&gt; ¥45000</b>	60	12.0	12.0	100.0
	<b>Total</b>	500	100.0	100.0	

Figure 3: Income chart



As per the table and figure 5 the demographic information of income for the participants in the study is shown. The highest number of respondents for the income group was ¥15000 - ¥25000 29.0% (N=145) and the least income of the respondent's is > ¥45000 12.0% (N=60).

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Table 5: Work Experience

Work Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5 years	175	35.0	35.0	35.0
	5-10 years	155	31.0	31.0	66.0
	10-15 years	100	20.0	20.0	86.0
	More than 15 years	70	14.0	14.0	100.0
	<b>Total</b>	500	100.0	100.0	

Figure 4: Work Experience

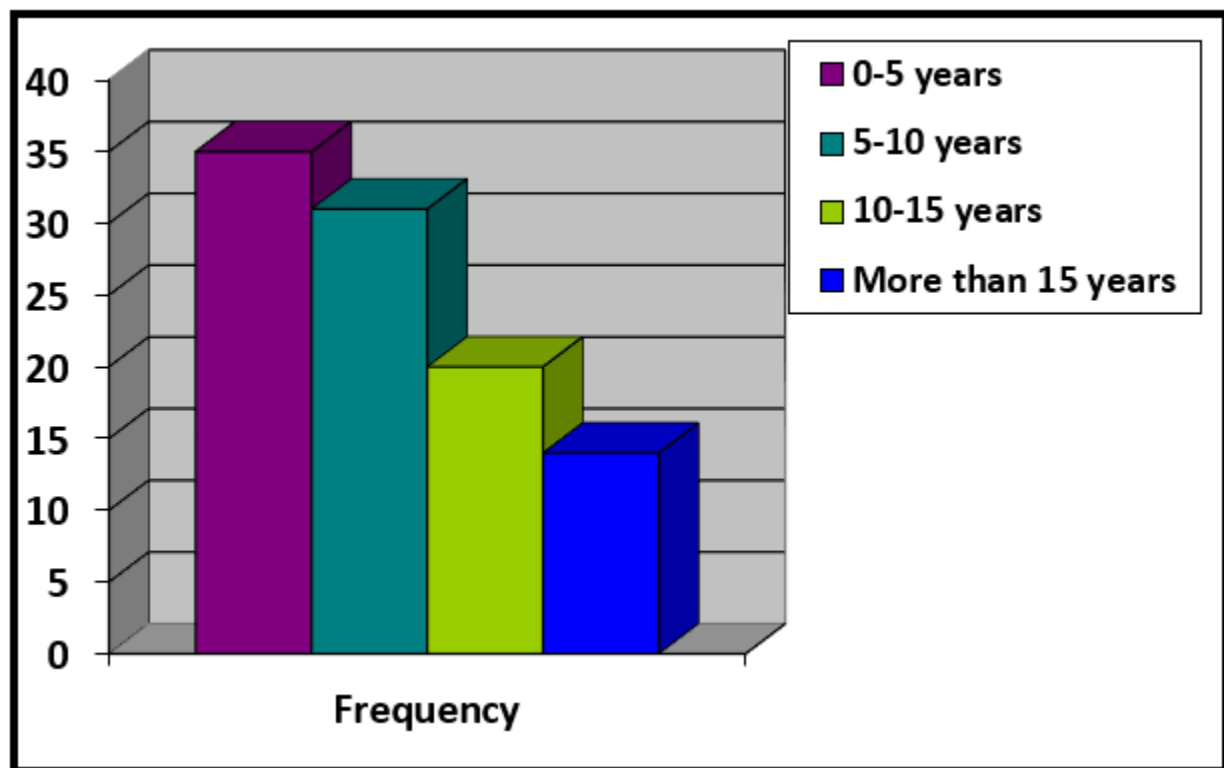


Table and figure 6 showed the demographic information of the respondent's work experience. In this study the data comprised of the highest work experience of the respondents is 0-5 years 35.0% (N=175) and the least number of work experience of the respondents is more than 15 years 14.0% (N=70).



**Table 6: Designation**

		<b>Designation</b>			
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Un-Employed</b>	150	30.0	30.0	30.0
	<b>Self-Employed</b>	185	37.0	37.0	67.0
	<b>Private-Employed</b>	100	20.0	20.0	87.0
	<b>Government-Employed</b>	65	13.0	13.0	100.0
	<b>Total</b>	500	100.0	100.0	

Figure 5: Designation

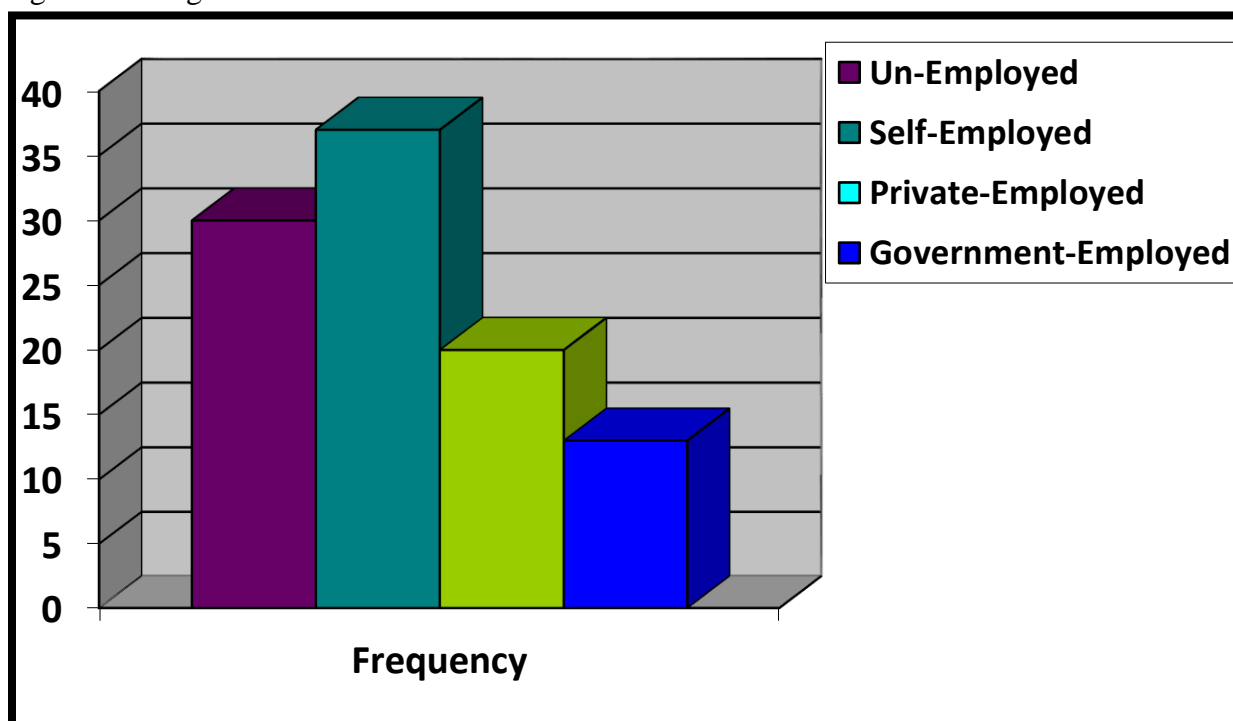


Table and Figure 7 showed the demographic information of the respondent's designation. In this study the data comprised of the highest number designation of the respondents is Self-Employed 37.0% (N=175), Un-Employed 30.0% (N=150), Private-Employed 20.0% (N=100) and the least number of designations for the respondents is Government-Employed 13.0% (N=65).

## CONCLUSIONS

The purpose of this research was to examine previous work done on the subject of dinner contentment in the fast-food industry. Based on the findings of a comprehensive literature analysis,

researchers know that the quality of service, the qualities of the food served, and the ambiance of the establishment are the three most important variables that contribute to a customer's overall happiness with a dining establishment. The findings of this research should be used by marketing professionals in the food (Watson, 2006a) service industry to formulate a marketing plan. McDonald's and KFC's localization process in China is a good example of how transnational practices negotiate with indigenous routine over the social development of new urban space. Both parties then exchange concessions. The global networks have sacrificed some degree of uniformity in order to be more adaptable and nimbler; one might even argue if their adaptability to varied local conditions is less than standard. The findings corroborate earlier studies documenting McDonald's adaptive localization in a number of Asian locales (Watson, 2006a). Yet, diners in China have shifted their perspective and use of restaurants from emotional and discretionary to logical and habitual. Some people still visit as a special treat or out of sheer curiosity, but the majority of diners now consider the restaurant to be a staple of trendy, urban youth culture.

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