



A Study on Advertisement and Sales Promotion Strategies at Mc DONALD'S & BURGERKING: An empirical study

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ABSTRACT

Based on the comparison of McDonald's and Burger King in terms of their customers' loyalty and branding, this research project is all about. Both companies are the most well-known fast-food chains in Pakistan and around the world. Due to the short preparation and delivery times, fast food restaurants are a familiar sight in the industrialized world. Fast-food restaurants, for example, must work hard to keep their clients loyal in the age of increasing globalization of services and brands. Fast food chains like as McDonald's and Burger King compete for customer loyalty, which is increasingly important in the fast food industry because it can be used to gauge how well an organization is performing as a whole. This project includes a comparison table showing the key differences between the two brands.

KEYWORDS: Marketing strategy, consumer perception, Sales promotion, Loyalty and branding.

INTRODUCTION

McDonald's segments the market based on a combination of demographic, geographic, and psychographic factors, while also taking into account shifting consumer tastes and preferences. A value-based positioning strategy has replaced McDonald's original product-based positioning approach since its founding. As of 2017, the Inter brand ranked McDonald's as the world's twelfth-most successful brand. From last year to this year, McDonald's brand value climbed by five percent. McDonald's serves millions of people every day in 117 countries across the world. It's interesting looking at how Mc Donald's has been able to maintain such a strong global brand presence despite its many challenges.

Due to the dynamic & saturated nature of the international quick service market, Burger King has adopted a four-pronged marketing strategy. In order to carry out a marketing strategy, the marketing mix consists of strategies and tactics. As a result, the marketing strategy employed by Burger King is designed to help it stay on par with a wide range of rivals. There are many ways that Burger King promotes its products. It's here that the marketing mix's techniques for promoting the company's offerings are laid out. According to importance, Burger King employs the following promotion/marketing stats: Public relations, sales promotion, and advertising

Burger King promotes their products primarily through advertising. The corporation advertises online, on television, and in newspapers and magazines. In contrast, Burger King makes use of discounts and other deals on its website and app to promote its products. Customers at the company's restaurants are often encouraged to order more items from the menu, including desserts, in addition to what they've already purchased. When it comes to utilising public affairs, the Burger King Mc Lamore Foundation does more than just provide scholarships and grant money to worthy educational institutions. Using a variety of promotional strategies, the corporation is able to address this part of its marketing mix.

McDonald's stated goal is to "provide economically priced excellent cuisine, served in an attractive and clean environment." The organization's expected outcomes are outlined in this mission statement. The following are the main points of Burger King's mission statement: Affordably priced goods Exceptional Meals Delivered Quickly The surrounds are neat and appealing. QSR business with a strong franchise model and the top employees in the world, providing the world's tastiest hamburgers. "Teamwork, excellence, and respect" are the guiding principles of Burger King.

OBJECTIVE OF THE STUDY

- To study the advertisement and sales promotion strategies at MC Donald's and Burger King.
- To obtain the information regarding promotional strategies at MC Donald's & Burger King.
- To find out the factors that influencethesales promotionactivities.

REVIEW OF LITERATURE

There had been an almost double McDonald's established strengths. In the first place, the company's supplier ties were important. While serving as an example of how to effectively network with intermediary producers, McDonald's stood out as an industry leader in this regard. Second, McDonald's supply & syndication process had accrued good consistency, which was important to customer loyalty through its fast-food chain operation. It is necessary for McDonald's to use environmental concerns as a chance to create an environmentally competitive position despite its negative environmental reputation. The fundamental goal of McDonald's is to create a dynamic position in the market that would allow environmental issues to become a constant concern for the company's activities. However, it was expected that McDonald's would only be able to make it through a normal societal environment website without even wanting to be economically recompensed for its sustainability in such strategies, which is what makes it so appealing. McDonald decided to improve its regular market networks by creating environmental concern throughout the entire significance chain.

The non-market fundamentals have been used by McDonald's as a tool to improve the services and reputation of its distribution system. McDonald's, for example, has significantly boosted the recycled content of the boxes it receives from suppliers and created a market again for recycled goods that its own outlets have amassed. Non-market-driven advantages in the network were the ultimate goal of the company's first-delivery strategy. As a result of the Environmental Defense Account, McDonald's imaginative and energetic ability to work with environmental concern received a threefold bottom inspired by McDonald's supplier performance.

Fast food chains like McDonald's, Subway, and KFC all grew more faster than Burger King in terms of global expansion. As a result, both positive and negative consequences resulted from this fact. Since relevant suppliers could operate in tiny markets, this late arrival has the major drawback of increasing company competitiveness. As a result, later participants can be extremely successful and beneficial because earlier participants had already built some popularity of fast food and organised food infrastructure. Burger King might focus on promoting its own goods and services in a new country.

Remember how local restaurants can adjust their main menus and cater to different local tastes by paying heed to their foreign fast-food rivals' success. For Burger King, two-thirds of its locations and sales are located in the Americas region, while just one-third are located outside the Americas. Because of this, Burger King needs to alter its connection with this supplier in order to extend its market, attract more consumers, and so raise its sales revenue. Fundamentally relevant activities & tools can help to transform this connection and improve the company's global competitiveness.

RESEARCH METHODOLOGY

The research approach employed in this study is discussed in detail in this chapter. It includes a thorough explanation of the methodology used in this investigation. In the next sections, we discussed the study's methodology, including its research design, participants, instruments, and data collection and data analysis techniques.

Descriptive research was used in this study. In descriptive research, data are gathered that describe events, and then the data are analyzed and organized in a way that illustrates, depicts, summarizes, and characterizes them. If you're a visual learner, graphs and charts can help you grasp the distribution of data and so provide you a better knowledge of internet advertising, which in turn helps you make a more informed purchasing decision. In this strategy, the researcher has no influence over the variables and can only report on what has happened or is currently occurring.

This research focused on students around the world since of their diverse backgrounds and increased exposure to advertising on the internet, making it more likely that they would see online ads through social media.

Prototype conception Convenience The study relied on sampling. People in an area that is simple to reach or contact are referred to as "convenience samples," a non-probability sampling method. So, the sample is made up of people who are easily accessible to the researcher. You can't have a random outcome. This sampling technique makes it simple to gather data from the intended audience. Google forms were used to disseminate the questionnaires to the responders, and the data was gathered through that method. The total samples taken from the population under research is known as the sample size. The study's sample size is 100, which is a large number.

how to answer a question If you're looking to collect feedback from your customers, an open-ended question is the best way to go. Closed-ended questions are those in which the reply has just one option from which to pick. Respondents are given the option of selecting more than one option from a list of available options. Just for convenience or additional analysis, these would be coded by assigning distinct numbers to each of the attributes of interest that are of interest. A single comment is posed, however there are several possible answers. "Strongly disagree" and "Strongly agree" are the two extremes of a Likert scale, with "disagree" and "not a green or disagree" in the exact middle. In most cases, a rating scale of one to five is employed. An object's favorability or unfavorability is elicited using a 5 or 7 point scale. Questions using a rating scale (sometimes referred to it as ordinal questions) present a range of possible answers (0 to 100, 1 to 10, etc.). The respondent chooses the number that best reflects their answer. From one to five, there are a variety of answer choices.

DISCUSSION

McDonalds and Burger King are compared in terms of their advertising and sales promotion tactics in this study. McDonald's has produced a number of memorable TV commercials, but Burger King's campaigns are clearly their area of expertise. McDonalds and Burger King face off in a variety of commercials and marketing efforts. Both companies' advertising and sales promotion techniques are studied here in this comparative investigation.

The users' favorite eatery is Mc Donald's. Burger King's Creative Ads won over the hearts of the respondents, making them desire to dine there again after they completed the survey. People go to McDonald's for the following reasons: This isn't your typical "oh, I'm so addicted to video games as well as the city" kind of addiction, but rather the real deal, which involves opioids, dopamine, and receptors and other strange-sounding substances. Addiction to sweets and salt is a real problem. Marketing-Happy Meals, Expanded Sizes. It's all a ruse to make sure you get what you want. Because it provides immediate satisfaction. They research everything, including their consumers, their competitors, and even their employees. The hue of the ketchup box to the ketchup's viscosity. It has a pleasant flavour. It's all because of evolution. They have a good marketing strategy and enticing images of their burgers to entice customers to try their place. Ads and customer service have always been on the cutting edge for them. It's the best of both worlds: evolution and marketing!

CONCLUSION

Reasons why people frequented Mc Donald's are listed below. On a calorie-per-dollar basis, McDonald's is far less expensive than many other dietary options. They're everywhere, therefore they're convenient. McDonald's may be found on nearly every corner in some places. Many establishments are open 24 hours a day, seven days a week. Having a hard time eating since you don't have a lot of time? The complete McDonald's meal can be ordered and consumed in some few minutes and even beyond our route, if necessary. McDonald's food is delicious! This is something that even those who don't consume McDonald's for other reasons are likely to agree on. It's not uncommon for folks to be apprehensive about trying new foods when they're on the road. Mc Donald's is a dependable and well-known substitute. a fond memory: many people's first encounter with McDonald's was as children (along with happy meals and collect able toys). Having a meal there can evoke pleasant recollections of childhood playtime. Children adore it: Most parents understand that McDonald's is a hit with their children, whether it's a treat or a bribe. In order to keep customers coming back year after year, McDonald's invests much in marketing. Not surprisingly, health isn't included on the list of priorities. As a general rule, McDonald's is unhealthy, thus many individuals limit how very much they eat.

While McDonald's came out on top in the outset of the poll, Burger King has consistently come up with one of the most powerful responses and ads. This has prompted McDonald's to compete & come up with similarly creative ads. Compared to Mc Donald's ads, people preferred the ones from Burger King. Many respondents changed their minds about where they wanted to eat after viewing the Ad Videos in the Questionnaire, and Burger King was the most popular choice. This demonstrates unequivocally that advertising has had an effect. The finest burger, witty social criticism, and tongue-in-cheek humor.

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