

Consumer Behavior Analysis of McDonald's

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Abstract:

McDonald's has a large share of the global market in fast-food industry. It has more than 36000 restaurants in over 100 countries, which is biggest supplier all over the world^[5] (Corporate.mcdonalds.com, 2020). The market management, staff management and support strategies of McDonald's are the guarantee of the strong competitiveness.

Keywords:

McDonald's; Consumer behavior; Consumer culture.

This essay will analysis McDonald's through market strategy, consumer culture, formation of customer groups and management and communication.

1. Market strategy

Whether in the United States or other countries, the original purpose of fast-food industry is to bring convenience to people's lives. Few people will pay attention to whether fast food can bring the nutrition that people need in life. In the fast-food industry, there was a big increase of 194 billion dollars from 1970 to 2015 in America. One of the reasons for the rapid growth is the convenience and simplicity of fast food. However, customers pay more attention to the health and taste of the food in modern society, they want to know more about the ingredients of the food, whether it is healthy, it is good for them, it is in line with their appetite or not ^[3] (Carden et al. 2017). Therefore, this poses a huge threat to the fast-food industry, even McDonald's, which has the largest share in the world, must find a way to overcome this difficulty. In order to solve this problem, McDonald's make a market strategy. McDonald's offers more healthy food combinations to consumers, such as replacing high calorie fried foods with healthier vegetables and fruits, and labeling the calories of each food on the menu to provide reference for consumers. At the same time, in order to satisfied with most customers, McDonald's also provide high calorie food for consumers to choose^[4] (Carden et al. 2017).

Those changes were helpful for McDonald's, which could help it keep the consumers. However, I think there is a good choice for McDonald's to keep the competitive in the future. In recent years, consumers are paying more and more attention to food safety and they are willing pay more to get it ^[9] (Gagliardi, 2015). Consumers are concerned about what they eat, where the food comes from, whether it is nutritious or not. In this situation, McDonald's can add a link behind the different products on the menu. After opening the link, consumers could see the food quality inspection report, year of production, and transportation links. So that consumers can clear know about the food production process from the source and really feel at ease about the food they want to eat. According to CDC's report, the number of people who choose fast food increases with income ^[1] (abcactionnews.com, 2018). Since consumers' love for fast food will not decrease, I believe this strategy can not only ensure the number of consumers, but also eliminate consumers' concerns about food safety and nutrition. So that McDonald's can ensure the loyalty of its customers in this way.

2. Consumer culture

Consumer culture always influenced by cultural customs and hobbies. In America, fast food has become a main part of

the American diet. The data from the USA National Center for Health Statistics mentioned that, more 37% of adults of American ate fast food everyday between 2013 and 2016 (abcactionnews.com, 2018). In African American culture, they prefer fried food because of the former colonial culture's influence ^[2] (Belle, 2009). Therefore, there are plenty of fast-food restaurants around the area where African Americans live. McDonald's put more than 50% advertising to television shows, which are African Americans watch more just in 2010 ^[10] (Silvestri, 2016). In addition, it's not difficult to find that there are many children in McDonald's restaurants, who are fond of toys and cartoons at their age. Therefore, McDonald's put more than 25% advertises of the whole fast-food industry to children. Focus on children, McDonald's launched a new set meal-Happy Meal. McDonald's would provide popular toys, which are Disney cartoon characters, in each Happy Meal ^[8] (Howard, 2015). After that, I think McDonald's can expand its store and improve its decoration. It not only has children's activity area, but also can increase places for leisure and entertainment, so that consumers can memory McDonald's at the first time. In this way, it can increase the flow of people in the restaurant and increase sales.

3. Formation of Customer Groups

The target consumers of McDonald's are children, young people and family. McDonald's can provide Happy Meal for children with a toy, which is popular with children and the toys are the most popular movie or cartoon characters at that time (Howard, 2015). Children would like these movie characters very much, so it can be said that they went to McDonald's because of the toys provided by McDonald's. What's more, there are arcade games and some indoor games in some McDonald's restaurant, which also makes McDonald's an interesting place. The relax and happy environment of McDonald's also absorbed young people and family, they can use the free WIFI and enjoy the service and safety food in McDonald's. and the environment and the soft music and relaxed background of the restaurant highlight McDonald's promise of comfort. This is the main group of McDonald's target consumers-age group. The reason for classification by age is that McDonald's has corresponding marketing points for customers of different ages, and these customers are willing to choose McDonald's for consumption. According to statistics, there are 13486 McDonald's restaurants in the United States, 3383 in China and 2909 in Japan ^[9] (Ross, 2020). In American culture, Americans have taken fast food as their staple food, and there and take a place to relax and 44.9% of adults aged 20 to 39 eat fast food every day in America (abcactionnews.com, 2018). It can be seen that McDonald's still regards the United States as its main market. This is the geographic group of McDonald's. Although the number of McDonald's restaurants varies greatly in different countries, the main groups of McDonald's are divided by age, because McDonald's is aimed at the global market.

4. Management and Communication

It is worth mentioning that McDonald's manages and supports its employees. First of all, McDonald's work culture is diverse and inclusive, and supports employees' ideas fairly and provides them with help. Secondly, in order to solve the feedback of employees and customers, McDonald's set up a global advisory committee to support and promote the company's better development ^[6] (Corporate.mcdonalds.com, 2020). In terms of employee development, McDonald's employee business network promotes an inclusive work environment, promotes interpersonal relationships, supports career development opportunities, and helps businesses grow. Specifically, McDonald's will provide mentors to support employee development and provide them with information about senior leadership, career strategies and promotion opportunities. In order to support career and personal development, McDonald's provides targeted education and development plans, McDonald's provide more opportunities to help employees progress, so as to ensure that different talents can give full play to their potential in their own positions ^[7] (Corporate.mcdonalds.com, 2020). McDonald's always adheres to its social responsibility. That is committed to solving the problem of youth unemployment by implementing the youth opportunity program to provide pre-employment training and support for young people entering the workplace.

Conclusion

McDonald's current global status and the inclusiveness of different cultures make the company have great development potential. McDonald's excellent marketing strategy, accurate customer positioning and good cultural adaptability have attracted

a large number of loyal consumers. The strong staff management and support system has promoted the growth of the company. Besides, adhering to the determination and attitude of putting customers first, McDonald's has a strong market share and service ability.

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