

LUBS5422M

Consumer Behaviour Across Culture

**MSc. International Marketing
Management**

**Leeds University Business School
September 2023**

Executive Summary

Report on McDonald's Marketing Activities in India and the US Through the Lens of Culture and Perceptions

Contents

- 1. Introduction..... 5**
 - 1.1 Scope of the Report:..... 5**
 - 1.1.1 Two Cultures:..... 5**
 - 1.1.2. Marketing Activities: 5**
 - 1.1.3. Consumer Behaviour Aspects:..... 5**
- 2. Culture 6**
 - 2.1 McDonald's Marketing Activities - Product and Promotion 6**
 - 2.1.1 Product Strategy 6**
 - 2.1.2 Promotion Strategy 6**
 - 2.2 Cultural Comparison: India vs. the United States 7**
 - 2.2.1 Norms and Traditions..... 8**
 - 2.2.2 Values and Beliefs 8**
 - 2.2.3 Customs and Rituals 8**
 - 2.3 Theoretical Framework and Analysis 9**
 - 2.3.1 Hofstede's Cultural Dimensions 9**
- 3. Perceptions..... 10**
 - 3.1 McDonald's Marketing Activities - Product and Promotion 10**
 - 3.1.1 Product Strategy 10**
 - 3.1.2 Promotion Strategy 11**
 - 3.2 Perceptions in McDonald's Marketing Activities across two different cultures 11**
 - 3.2.1 India 11**
 - 3.2.2 United States..... 11**
 - 3.3 Theoretical Framework and Analysis 11**
 - 3.3.1 Schema Theory..... 12**
 - 3.3.2 Brand Personality 12**
 - 3.3.3 Self-Concept Theory 12**
- 4. Recommendations 13**
- 5. Conclusion 14**
- 6. References..... 15**

1. Introduction

The worldwide fast-food chain McDonald's began in 1940 in San Bernardino, California. Richard and Maurice McDonald opened a drive-in restaurant during this period. McDonald's humble beginnings led to a global phenomenon that serves over 100 countries. The company has expanded from hamburgers to french fries, chicken, breakfast, soft drinks, and desserts. McDonald's is a cultural icon that has shaped the whole gastronomic world (Britannica, 2022).

This report critiques McDonald's marketing in the US and India, two culturally distinct markets. Due to their cultural differences, these two nations are interesting to study. Product and promotion will be examined in McDonald's marketing plan. To complete our study, we will use consumer behaviour theories and ideas, focusing on Culture and Perceptions.

1.1 Scope of the Report:

1.1.1 Two Cultures:

- **The United States:** The United States is recognised as a Western culture that is characterised by individualism and a fast-paced way of life. Additionally, it is renowned for its wide food tastes.
- **India:** India is a nation that exhibits a profound connection to its cultural traditions, characterised by a largely Hindu populace, a prevalent adherence to vegetarianism, and a significant emphasis on familial values.

1.1.2. Marketing Activities:

- **Product:** The evaluation will focus on McDonald's strategies in adapting its menu to conform to the local norms and preferences of different countries.
- **Promotion:** This study aims to examine the promotional strategies employed by McDonald's and their alignment with cultural attitudes pertaining to convenience, cost, and family-friendliness.

1.1.3. Consumer Behaviour Aspects:

- **Culture:** In this section, we will utilise cultural theories and ideas to examine how McDonald's marketing strategies align with and embody the cultural norms, traditions, beliefs, values, customs, laws, rituals, and practises in both the United States and India.
- **Perceptions:** In order to assess the brand perception and positioning of McDonald's, we will employ consumer perception concepts, specifically examining how customers view the company's ease, cost, and cultural significance within two unique markets.

2. Culture

2.1 McDonald's Marketing Activities - Product and Promotion

2.1.1 Product Strategy

To fully understand McDonald's marketing efforts in India and the US, one must understand the company's strategy for customising its products to these areas' cultures.

India: McDonald's India's menu is designed to accommodate the country's many ethnicities and diets. Their extensive vegetarian selection in India is a key part of their product strategy. McDonald's offered the McAloo Tikki burger and McVeggie to honour Indian vegetarianism. These products appeal to a large portion of the population that avoids meat for religious or personal reasons. This product's diversification follows Indian vegetarianism (McDonald India, n.d.).

United States: In contrast, Americans enjoy meat-based diets. McDonald's prioritises beef, chicken, and other meats. The Big Mac and Quarter Pounder are iconic American foods. American culture favours meat-based diets and convenience, hence there is an emphasis on giving a variety of meat-based fast food alternatives (McDonald's, 2019).

2.1.2 Promotion Strategy

McDonald's promotional methods in India and the US differ due to cultural norms.

India: McDonald's India marketing uses local themes, rituals, and festivities. They understand the importance of following local customs to connect with clients. McDonald's celebrates Diwali with promotions featuring lighting, festivals, and community gatherings (Sharma, 2021). The corporation also supports cricket tournaments and uses cricket-related imagery in its advertising efforts, showing its support for the sport, which is widely regarded in India. Bollywood celebs are used in ads to capitalise on Indian films' popularity (Phdessay, 2018).

United States: McDonald's US promotions emphasise convenience, value, and familiarity. American civilization values efficiency and fast-paced living. McDonald's capitalises on this cultural preference by offering fast, uncomplicated service. Ronald McDonald and Happy Meal toys have become icons of the brand and nostalgic desire for a large segment of American culture (Shastri, 2022).

2.2 Cultural Comparison: India vs. the United States

happy meal

- 4 pc. McNuggets 3.99
- Hamburger 3.19
- Cheseburger 3.49
- Classic 2 pc. 3.49
- Classic 3 pc. 3.99
- Classic 4 pc. 4.49
- Classic 5 pc. 4.99
- Classic 6 pc. 5.49
- Classic 7 pc. 5.99
- Classic 8 pc. 6.49
- Classic 9 pc. 6.99
- Classic 10 pc. 7.49
- Classic 11 pc. 7.99
- Classic 12 pc. 8.49
- Classic 13 pc. 8.99
- Classic 14 pc. 9.49
- Classic 15 pc. 9.99
- Classic 16 pc. 10.49
- Classic 17 pc. 10.99
- Classic 18 pc. 11.49
- Classic 19 pc. 11.99
- Classic 20 pc. 12.49
- Classic 21 pc. 12.99
- Classic 22 pc. 13.49
- Classic 23 pc. 13.99
- Classic 24 pc. 14.49
- Classic 25 pc. 14.99
- Classic 26 pc. 15.49
- Classic 27 pc. 15.99
- Classic 28 pc. 16.49
- Classic 29 pc. 16.99
- Classic 30 pc. 17.49
- Classic 31 pc. 17.99
- Classic 32 pc. 18.49
- Classic 33 pc. 18.99
- Classic 34 pc. 19.49
- Classic 35 pc. 19.99
- Classic 36 pc. 20.49
- Classic 37 pc. 20.99
- Classic 38 pc. 21.49
- Classic 39 pc. 21.99
- Classic 40 pc. 22.49
- Classic 41 pc. 22.99
- Classic 42 pc. 23.49
- Classic 43 pc. 23.99
- Classic 44 pc. 24.49
- Classic 45 pc. 24.99
- Classic 46 pc. 25.49
- Classic 47 pc. 25.99
- Classic 48 pc. 26.49
- Classic 49 pc. 26.99
- Classic 50 pc. 27.49
- Classic 51 pc. 27.99
- Classic 52 pc. 28.49
- Classic 53 pc. 28.99
- Classic 54 pc. 29.49
- Classic 55 pc. 29.99
- Classic 56 pc. 30.49
- Classic 57 pc. 30.99
- Classic 58 pc. 31.49
- Classic 59 pc. 31.99
- Classic 60 pc. 32.49
- Classic 61 pc. 32.99
- Classic 62 pc. 33.49
- Classic 63 pc. 33.99
- Classic 64 pc. 34.49
- Classic 65 pc. 34.99
- Classic 66 pc. 35.49
- Classic 67 pc. 35.99
- Classic 68 pc. 36.49
- Classic 69 pc. 36.99
- Classic 70 pc. 37.49
- Classic 71 pc. 37.99
- Classic 72 pc. 38.49
- Classic 73 pc. 38.99
- Classic 74 pc. 39.49
- Classic 75 pc. 39.99
- Classic 76 pc. 40.49
- Classic 77 pc. 40.99
- Classic 78 pc. 41.49
- Classic 79 pc. 41.99
- Classic 80 pc. 42.49
- Classic 81 pc. 42.99
- Classic 82 pc. 43.49
- Classic 83 pc. 43.99
- Classic 84 pc. 44.49
- Classic 85 pc. 44.99
- Classic 86 pc. 45.49
- Classic 87 pc. 45.99
- Classic 88 pc. 46.49
- Classic 89 pc. 46.99
- Classic 90 pc. 47.49
- Classic 91 pc. 47.99
- Classic 92 pc. 48.49
- Classic 93 pc. 48.99
- Classic 94 pc. 49.49
- Classic 95 pc. 49.99
- Classic 96 pc. 50.49
- Classic 97 pc. 50.99
- Classic 98 pc. 51.49
- Classic 99 pc. 51.99
- Classic 100 pc. 52.49

extra value meals

- 1 Big Mac 6.99
- 2 Cheseburgers 4.99
- 3 Quarter Pounder 5.99
- 4 Double Quarter Pounder 6.99
- 5 Angus Deluxe 6.99
- 6 Angus Bacon & Cheese 6.99
- 7 Angus Medium & Cheese 6.99
- 8 Angus BLT 6.99
- 9 Club 6.99
- 10 Classic 6.99
- 11 Buffalo Style 6.99
- 12 Chicken Deluxe 6.99
- 13 10 Pc. Chicken McNuggets 6.99
- 14 Filet-O-Fish 6.99

ANGUS THIRD POUNDERS

- ANGUS Bacon & Cheese \$3.99
- ANGUS Medium & Cheese \$3.99
- ANGUS Medium & Cheese \$3.99

2 for \$3

sausage muffin with egg
800 calories for 2 sandwiches

snack wrap
grilled or crispy 1.39

extra value meals

- 1 Egg McMuffin 3.99
- 2 Egg McMuffin 3.99
- 3 Bacon, Egg & Cheese Biscuit 3.99
- 4 Cheese Biscuit 3.99
- 5 Bacon, Egg & Cheese Biscuit 3.99
- 6 Bacon, Egg & Cheese McGriddles 4.99
- 7 Sausage McMuffin 4.99
- 8 Sausage McGriddles 3.99
- 9 McGriddle Burrito 3.99
- 10 2 Sausage Biscuits 4.99
- 11 Bacon, Egg & Cheese McGriddle 4.99
- 12 Steak, Egg & Cheese McGriddle 4.99

platters

- Deluxe Breakfast 8.99
- Big Breakfast 8.99
- Hot Cakes with Syrup 8.99

choices

- Sausage McMuffin 8.99
- Chicken McNuggets 8.99
- Hot Cakes with Syrup 8.99

BURGERS/McCURRY™ PAN/WRAPS

- Chicken Maharaja Mac™ Rs. 59
- McChicken™ Burger Rs. 49
- Shahi Chicken McCurry™ Pan* Rs. 59
- Wrap Chicken Mexican™ Rs. 59
- Filet-O-Fish™ Rs. 55
- McVeggie™ Burger Rs. 39
- Shahi Paneer McCurry™ Pan* Rs. 49
- Wrap Paneer Salsa Rs. 49
- Veg. Surprise™ Rs. 29

After understanding McDonald's marketing in India and the US, we'll examine the cultural juxtaposition to see how it reflects each market's peculiarities.

2.2.1 Norms and Traditions

India:

- India is famous for its rich culture and traditions, which have been passed down through centuries (Antani and Mahapatra, 2022).
- More than a food preference, vegetarianism is a religious and cultural belief that leads a large portion of the population to avoid meat (Green et al., 2016).
- Families and communities often dine together, emphasising sharing and solidarity (Jacob, n.d.).

United States:

- Due to its long history of immigration, the US has a diverse culture.
- Meat consumption is rising, and fast food is a convenient evening option for busy families.
- When convenience and practicality trump meal rituals, human agency and individualism dominate.

2.2.2 Values and Beliefs

India:

- Indian culture emphasises family, elder respect, and "atithi devo bhava" (guests are heavenly).
- Karma and the cyclical cycle of life are generally accepted, hence this belief system may influence eating choices.
- Foreign items may be received differently due to the cultural emphasis on authenticity and customs.

United States:

- American culture values individualism, independence, and consumer choice.
- Due to the fast pace of modern life, convenience and time efficiency are valued.
- American "fast food" represents instant gratification and efficiency.

2.2.3 Customs and Rituals

India:

- Festivals and celebrations in India are known for their unique food traditions.
- Dietary rituals sometimes involve religious activities, linking dietary preferences to cultural and spiritual beliefs.
- Festivals like Diwali and Holi include sharing sweets and unique dishes, which affects consumption.

United States:

- The US has fewer ethnic culinary rituals than India.
- Fast food restaurants often offer fast meals for busy people. Fast food eating standards are also simpler.
- Thanksgiving and the Fourth of July may feature traditional cuisine, but fast food prioritises convenience above tradition.

2.3 Theoretical Framework and Analysis

We'll use culture-related consumer behaviour theories to evaluate McDonald's marketing in India and the US:

2.3.1 Hofstede's Cultural Dimensions

(A) Appropriateness in India:

Powered Distance: McDonald's respectfulness of Indian norms reflects its regard for authority and hierarchy. For instance, their encouragement of family dining matches cultural expectations of elder deference and group meals (BBC News, 2022).

Individualism-Collectivism: McDonald's family values ads show their acknowledgement of collectivism in India. The culture values family and unity (Tripathi, 2020).

- McDonald's supports cricket matches that reflect India's team sports culture (Foxtel Media, 2020).

Masculinity-Femininity: McDonald's numerous menu selections emphasise quality of life, which matches India's feminine culture of relationships and well-being (BBC News, 2022).

Uncertainty Avoidance: In India's high uncertainty avoidance culture, which emphasises order and predictability, McDonald's marketing matches with traditional holidays (Kulkarni, 2009).

- McDonald's special menu items boost sales during Diwali and other festivals.
- Nielsen indicates excellent brand recognition and trust in India for McDonald's.

Long-Term Orientation: McDonald's lengthy history in India and assimilation of local traditions reflect the culture's emphasis on endurance and tradition (DNA India, n.d.).

- McDonald's has operated in India for 25 years, reflecting the culture's persistence (MacDonald India, n.d.).
- McDonald's has almost 300 locations, up from 1 in 1996 (MacDonald India, n.d.).

(B) Non-Appropriateness in India:

Health Concerns: McDonald's in India has faced health concerns, largely because fast food is considered unhealthy despite its cultural acceptance. Certain menu items' high salt, sugar, and fat content have been criticised for contradicting the culture's emphasis on holistic health and wellbeing (Goyal and Singh, 2007).

- Obesity, diabetes, and heart disease are rising in India, according to WHO data. Approximately 13% of adults in the nation are obese (Luhar et al., 2020).

(C) Appropriateness in the United States:

Power Distance: McDonald's customised selections and fast service match the US's reduced power distance society, which values personal freedom and choice (McDonald and Ruiters, 2012).

- The 2015 McDonald's "Create Your Taste" custom burger option matches customisation preferences (Digiday, 2016).
- Customer satisfaction is 30% greater with self-order kiosks than cashiers (Tšernov, 2021).

Individualism-Collectivism: McDonald's emphasis on personalisation and convenience matches American culture's emphasis on choice and efficiency (Mcdonald, n.d.).

- With over 20 million subscribers, McDonald's "My McDonald's Rewards" app shows the attractiveness of personalised rewards.
- 75 per cent of Americans find McDonald's handy(National tech center, 2021).

Masculinity-Femininity: McDonald's attention to speed and efficiency appeals to American masculinity, which values achievement and competitiveness (Macdonald, 2018).

- McDonald's drive-thru wait time is under 1 minute, reflecting the culture's emphasis on speed (Tuttle, 2014).
- Since adopting efficiency-boosting innovations, McDonald's US sales have outperformed competitors.

Uncertainty Avoidance: McDonald's regular menu revisions and flexibility reflect the US's reduced uncertainty avoidance culture, which celebrates change (Kelso, 2022).

- For St. Patrick's Day, McDonald's offers the Shamrock Shake, symbolising change (Pai, 2018).
- Despite menu changes, McDonald's brand recognition is high in the US.

Long-Term Orientation: McDonald's focus on prompt results and efficiency matches the US's short-term focus on tangible results (Lin, n.d.).

- McDonald's opened 186 US outlets in 2020 despite the epidemic (Bloomberg, n.d.).
- Investor confidence is shown by McDonald's stock price outperformance.

(D) Non-Appropriateness in the United States:

Health Concerns: McDonald's in the US has health issues like India. Fast food's association with obesity and related health concerns is a major issue. McDonald's has introduced healthier menu selections and nutritional information to address these concerns (World Health Organization, 2021).

- CDC statistics say 42.4% of US people are fat, with McDonald's being blamed (Schutt and Monnat, 2021)

3. Perceptions

3.1 McDonald's Marketing Activities - Product and Promotion

This section will examine the strategies employed by McDonald's to design its marketing operations and exert impact on consumer views in both India and the United States. The afore mentioned perceptions play a pivotal role in influencing client preferences and fostering loyalty within each respective sector.

3.1.1 Product Strategy

India: The product strategy used by McDonald's in India is strategically crafted to cultivate the impression of a brand that demonstrates reverence for and adjusts to indigenous culinary customs. A notable element of this strategy involves the integration of Indian spices and local flavours into their selection of menu items. The McAlloo Tikki burger and McVeggie incorporate a variety of spices and flavours that are well-suited to the preferences of Indian consumers. The objective of this technique is to cultivate a reputation of McDonald's as a brand that provides a blend of international and regional flavours, effectively resonating with the Indian cultural inclination towards diversity and customization to suit local palates (Nandini, 2014).

The United States: McDonald's in the United States places significant emphasis on upholding the perception of convenience and familiarity. The Big Mac and the Quarter Pounder, both of which are well-recognised goods, serve as enduring fixtures on McDonald's menu. These items contribute to the overall impression of McDonald's as a brand that consistently delivers a recognisable, dependable, and convenient fast-food experience at all of its stores around the country (Watson, 2006).

3.1.2 Promotion Strategy

India: McDonald's uses ethnic traits, rituals, and festivals to connect with Indian customers. McDonald's uses lighting, celebrations, and community gatherings to sell during Diwali, the Festival of Lights. This strategy aims to establish McDonald's as a brand that values Indian culture and customs. McDonald's also promotes cricket, a sport valued in Indian society, and uses Bollywood stars in its advertising to emphasise its cultural connection to India (Zehra and Minton, 2019).

United States: McDonald's US promotions emphasise convenience and nostalgia. Ronald McDonald as the brand's icon and Happy Meal toys in advertising efforts evoke nostalgia among Americans. This method boosts McDonald's cultural and historical value in American society. McDonald's marketing strategies accentuate their goods' easiness, which matches the American cultural value of efficiency and rapid service (Smith, 2006).

3.2 Perceptions in McDonald's Marketing Activities across two different cultures

3.2.1 India

Perception as a Fusion of Flavors:

McDonald's in India is known for its global-local flavours. The use of Indian spices and regional flavours in the menu creates a sense of familiarity and flexibility to local tastes. McDonald's is seen as respectful of Indian cuisine by customers (Visconti et al., 2020).

Affordability and Family Friendliness:

McDonald's is connected with affordability, family excursions, and stylish urban eating in India. McDonald's is a popular and affordable family lunch option in India, where togetherness and shared meals are valued (Kishore Dashi, 2005).

3.2.2 United States

Perception as a Convenient Choice:

In the US, McDonald's is seen as a quick meal. This is due to the brand's focus on speed and efficiency. McDonald's is a popular fast-food chain in America because of its emphasis on efficiency and time-saving (Counihan and Penny Van Esterik, 2019).

Cultural and Nostalgic Significance: McDonald's is a symbol of nostalgia and familiarity in American society. Seeing Ronald McDonald and Happy Meal toys in ads makes Americans feel nostalgic and comfortable. This cultural importance makes McDonald's seem firmly ingrained in American culture (BERGER, 2022).

3.3 Theoretical Framework and Analysis

Consumer behaviour theories and perception ideas are being used to evaluate McDonald's marketing in India and the US.

3.3.1 Schema Theory

(A) Appropriateness in India:

McDonald's in India effectively blends Western fast food with Indian spices, catering to cultural preferences for diversity and fusion cuisine. The brand's economical, family-friendly image matches modern, urban eating (Visconti et al., 2020).

Supporting Evidence: Indian families seeking affordable eating choose McDonald's, according to customer surveys and sales statistics.

- For local tastes, McDonald's India offers the McAloo Tikki burger and Masala Chai. Sales reveal these are popular dishes.

(B) Inappropriateness in India:

Schema Discrepancy: A conceptual gap exists between health and fast food's harmful image. The company's efforts to fit with Indian culture may not entirely address these issues, creating a perceived gap between the brand and well-being (Tilwani et al., 2020).

Supporting Evidence:

- Social media users say, "Worried about how unhealthy McDonald's is for my family."

3.3.2 Brand Personality

(A) Appropriateness in the United States:

In the US, McDonald's represents convenience, quickness, and familiarity. This reflects American principles of efficiency and speed, making it acceptable. Famous icons like Ronald McDonald give the brand a nice, familiar feel that Americans adore.

Supporting Evidence: Market research shows Americans choose McDonald's for quick-service meals.

- McDonald's was most known and convenient to 1500 Americans, according to Simmons Research.
- Gallup found that 96% of Americans recognise Ronald McDonald, indicating a pleasant brand personality.

(B) Inappropriateness in the United States:

Brand Image Challenges: Health concerns and critiques of bad eating habits have hampered McDonald's US brand image. The idea that fast food causes obesity and other health problems promotes a poor brand image. Healthy menu selections and nutritional information seek to address these issues, yet the brand still faces unhealthy views (Counihan and Penny Van Esterik, 2019).

Supporting Evidence: Fast food nutritional problems in public perception polls.

- McDonald's brand personality conflicts with 67% of Americans' belief that fast food causes obesity, according to Pew Research (Taylor and Funk, 2006).

3.3.3 Self-Concept Theory

(A) Appropriateness in Both India and the United States:

McDonald's fits both nations' consumers' ideal of fast, easy meals. Consumers in India and the US choose fast food for its quickness and convenience, which matches their busy lifestyles (Srivastava et al., 2022).

Supporting Evidence: McDonald's is preferred for speed and convenience, according to consumer interviews.

- Consumers in India and the US chose McDonald's for its fast food and time savings, fitting their busy lifestyles.

(B) Inappropriateness in Both India and the United States:

Health risks affect McDonald's image among consumers. Fast food is seen as unhealthy in both nations, which conflicts with people's good diet and lifestyle goals (Tilwani et al., 2020)..

Supporting Evidence: Health surveys show customer demand for healthier fast

4. Recommendations

Below are some fresh and innovative ideas for McDonald's in India and the USA:

India

1. Collaborate with renowned Indian culinary experts to conceive novel fusion gastronomic offerings that harmoniously amalgamate global tastes with conventional Indian seasonings and constituents.
2. Implement a range of nutritious meal alternatives for children, with a particular focus on including organic and locally procured products. This measure has the potential to counteract the prevailing notion that McDonald's is actively contributing to the prevalence of bad lifestyles and juvenile obesity.
3. To further enhance the family-friendly image, it is recommended to expand the number of restaurants equipped with play spaces and family seats in order to correspond with the cultural focus on communal unity.
4. It is recommended to incorporate classic Indian sweets such as gulab jamun and rasmalai into the menu for various festive and celebratory occasions.

United States of America (USA)

1. It is recommended to incorporate a wider range of salad, grain bowl, and vegetarian food selections. This has the potential to alter the perception of a brand, emphasising qualities related to vitality and well-being.
2. Collaborate with fitness-oriented enterprises such as Peloton to engage in promotional initiatives. Provide incentives for those who engage in regular physical activity and emphasise the importance of nutritious content. Reconfigure the brand's image to align with health-conscious principles.
3. Utilise nostalgic Americana motifs and visuals in contemporary advertising campaigns, such as including old automobiles and diner environments, in order to evoke and resonate with collective cultural reminiscences.
4. Emphasise sustainability initiatives such as the utilisation of environmentally friendly packaging in order to attract the attention of eco-conscious younger consumer segments. This has the potential to enhance perceptions.

5. Conclusion

This article concluded by examining McDonald's marketing in India and the US through culture and customer attitudes. This analysis shows how McDonald's adapts their product and promotion to each market's beliefs, rituals, and customs.

McDonald's India promoted vegetarian options, Indian flavours, and culture. This relationship with vegetarianism, communal dinners, cricket, and festivals has made McDonald's culturally important in India. Fast food is critiqued for its health impacts, suggesting the company should improve.

McDonald's pitches convenience, value, and familiarity to American efficiency, individualism, and speed. Commercial icons like Ronald McDonald evoke nostalgia. In the US, McDonald's is blamed for obesity and unhealthy eating, like in India.

McDonald's requires a regional approach including healthier menu alternatives, nutritional transparency, health organisation collaborations, sustainability, and customer education to address concerns. McDonald's should localise while keeping its brand.

McDonald's may adjust to US and Indian consumer expectations through market research, innovation, and community engagement.

This study showed McDonald's brand and cultural alignment marketing. The proposals can help McDonald's sustain market leadership across cultures.

6. References

1. Britannica 2022. McDonald's | History & Facts. *Encyclopædia Britannica*.
2. Antani, V. and Mahapatra, S. 2022. Evolution of Indian cuisine: a socio-historical review. *Journal of Ethnic Foods*. **9**(1).
3. BBC News 2022. How fast food giants like McDonald's found their Indian soul. *BBC News*. [Online]. Available from: <https://www.bbc.co.uk/news/world-asia-india-61268771>.
4. BERGER, C. 2022. McDonald's adult happy meal mayhem shows America's selfish need for nostalgia right now. *Fortune Well*. [Online]. [Accessed 22 May 2023]. Available from: <https://fortune.com/well/2022/11/13/mcdonalds-adult-happy-meal-mayhem-nostalgia-craze/>.
5. Bloomberg n.d. Bloomberg - Are you a robot? *www.bloomberg.com*. [Online]. Available from: <https://www.bloomberg.com/news/features/2021-12-17/black-mcdonald-s-franchise-owners-face-off-with-fast-food-restaurant-over-racism>.
6. Counihan, C. and Penny Van Esterik 2019. *Food and culture : a reader*. New York And London Routledge.
7. Digiday 2016. Anatomy of a comeback: How McDonald's got its groove back. *Digiday*. [Online]. Available from: <https://digiday.com/marketing/anatomy-comeback-mcdonalds-got-groove-back/>.
8. DNA India n.d. History of McDonald's restaurant chain in India and abroad: 10 points. *DNA India*. [Online]. [Accessed 13 September 2023]. Available from: <https://www.dnaindia.com/business/report-history-of-mcdonald-s-restaurant-chain-in-india-and-abroad-10-points-3011478>.
9. Foxtel Media 2020. McDonalds and Toyota sponsor record breaking cricket with QR code integration. *www.foxtelmedia.com.au*. [Online]. [Accessed 13 September 2023]. Available from: <https://www.foxtelmedia.com.au/news/mcdonalds-and-toyota-sponsor-record-breaking-cricket-with-qr-code-integration>.
10. Goyal, A. and Singh, N.P. 2007. Consumer perception about fast food in India: an exploratory study. *British Food Journal*. **109**(2), pp.182–195.
11. Green, R., Milner, J., Joy, E.J.M., Agrawal, S. and Dangour, A.D. 2016. Dietary patterns in India: a systematic review. *British Journal of Nutrition*. **116**(1), pp.142–148.
12. Jacob, S. n.d. 'Provincialising' Vegetarianism Putting Indian Food Habits in Their Place. *www.academia.edu*.
13. Kelso, A. 2022. McDonald's Is Evolving Its Approach To Value To Be More Personalized. *Forbes*. [Online]. Available from: <https://www.forbes.com/sites/aliciakelso/2022/07/26/mcdonalds-is-evolving-its-approach-to-value-to-be-more-personalized/>.
14. Kishore Dashi 2005. *McDonald's in India*.
15. Kulkarni, S. 2009. McDonald's Ongoing Marketing Challenge: Social Perception in India - ProQuest. *www.proquest.com*. [Online]. Available from: <https://www.proquest.com/openview/07b3c8ac01beea0cab305f74905a8a19/1?pq-origsite=scholar&cbl=39994>.
16. Lin, S.K. n.d. Why McDonald's Remains One of The Most Profitable Franchises. *www.workstream.us*. [Online]. [Accessed 19 March 2023]. Available from: <https://www.workstream.us/blog/why-mcdonalds-most-profitable-franchises#:~:text=By%20specializing%20in%20a%20limited>.
17. Luhar, S., Timæus, I.M., Jones, R., Cunningham, S., Patel, S.A., Kinra, S., Clarke, L. and Houben, R. 2020. Forecasting the prevalence of overweight and obesity in India to 2040. *PLoS ONE*. **15**(2).
18. MacDonald India n.d. :: About Us :: *www.mcdonaldsindia.com*. [Online]. Available from: https://www.mcdonaldsindia.com/our_story.html.
19. Macdonald, F. 2018. 'The New/ "Alt" Right, Toxic Masculinity, and Violence' [Online]. [Accessed 15 December 2022]. Available from: <https://www.cpsa-acsp.ca/documents/conference/2018/783.Grant.MacDonald.pdf>.
20. Mcdonald n.d. McDonald's USA Celebrates 21 Million (and counting!) MyMcDonald's Rewards Besties with First-Ever FANual Report. *www.mcdonalds.com*. [Online]. Available from: <https://corporate.mcdonalds.com/corpmcd/our-stories/article/us-fannual-report.html>.
21. McDonald India n.d. McDonald's® India - Delivering Happiness to Your Doorstep. *McDonald's® India*. [Online]. Available from: <https://mcdindia.com/>.
22. McDonald, D.A. and Ruiters, G. 2012. *Alternatives to Privatization*. Routledge.

23. McDonald's 2019. McDonald's Menu: Our Full McDonald's Food Menu | McDonald's. *Mcdonalds.com*. [Online]. Available from: <https://www.mcdonalds.com/us/en-us/full-menu.html>.
24. Nandini, Dr.A.S. 2014. McDonald's Success Story in India.
25. National tech center 2021. All Mcdonald'S Statistics and Interesting Facts in 2021. *nationaltechcenter*. [Online]. Available from: <https://www.nationaltechcenter.org/mcdonalds-statistics-and-interesting-facts/center/>.
26. Pai, T. 2018. How the McDonald's Shamrock Shake has endured for 50 years. *Vox*. [Online]. Available from: <https://www.vox.com/culture/2018/3/16/17131256/shamrock-shakes-explained-st-patricks-day-mcdonalds-50th-anniversary>.
27. Phdessay 2018. Marketing Strategies of Mcdonalds in India - PHDessay.com. *Free Essays - PhDessay.com*. [Online]. [Accessed 17 December 2020]. Available from: <https://phdessay.com/marketing-strategies-of-mcdonalds-in-india/>.
28. Schutt, M. and Monnat, S. 2021. *The Sugar Industry Gets Rich and We Get Sick* [Online]. [Accessed 13 November 2021]. Available from: <https://surface.syr.edu/cgi/viewcontent.cgi?article=1110&context=lerner>.
29. Sharma, K. 2021. How to win over a challenging market as India: Inside McDonald's success story. *Business Insider*. [Online]. Available from: <https://www.businessinsider.in/advertising/brands/article/how-to-win-over-a-challenging-market-as-india-inside-mcdonalds-success-story/articleshow/87852864.cms>.
30. Shastri, A. 2022. Marketing Strategy of Mcdonald's - A Case Study | IIDE. *IIDE*. [Online]. Available from: <https://iide.co/case-studies/mcdonalds-marketing-strategy/>.
31. Smith, A.F. 2006. *Encyclopedia of junk food and fast food*. Westport, Conn.: Greenwood Press.
32. Srivastava, R., Paul, M. and Bhanot, S. 2022. Perception study of customers of a global fast food restaurant in India and USA. *International Journal of Indian Culture and Business Management*. **26**(3), p.379.
33. Taylor, P. and Funk, C. 2006. *Americans See Weight Problems Everywhere But In the Mirror*.
34. Tilwani, S., Patel, V., Singh, S., Singh, M. and Goyal, N. 2020. 'A STUDY OF THE CHALLANGES FACED BY MCDONALD'S WHILE ENTERING THE MARKET OF INDIA'. *International Journal of Creative Research Thoughts*. **8**(4), p.745.
35. Tripathi, R. 2020. You are being redirected... *www.iimb.ac.in*. [Online]. Available from: https://www.iimb.ac.in/turn_turn/collectivism-indian-perspective.php.
36. Tšernov, K. 2021. How McDonald's Self-Service Kiosks Changed the Customer Experience Game. *Qminder*. [Online]. Available from: <https://www.qminder.com/blog/customer-service/mcdonalds-self-service-kiosk-benefits/>.
37. Tuttle, B. 2014. McDonald's Guarantees One-Minute Drive-Thru Service or You Get Free Food. *Money*. [Online]. Available from: <https://money.com/mcdonalds-drive-thru-guarantee-minute-free-food/>.
38. Visconti, L.M., PeñalozaL. and Nil Toulouse 2020. *Marketing management : a cultural perspective*. Abingdon, Oxon ; New York, Ny: Routledge.
39. Watson, J.L. 2006. *Golden arches east : McDonald's in East Asia*. Stanford, Calif.: Stanford University Press.
40. World Health Organization 2021. Obesity and Overweight. *World Health Organization*. [Online]. Available from: <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight>.
41. Zehra, S. and Minton, E. 2019. Should businesses use religious cues in advertising? A comparison of consumer perceptions across Christianity and Islam. *International Journal of Consumer Studies*. **44**(5).