Impact of Advertising Strategies on Consumer Buying Behaviour: A Case Study on Mc Donald’s (India)

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ABSTRACT
Advertisements are becoming inescapable activity for all types of companies day by day for selling its product offerings to the people. It is rightly said that “it’s not possible to fly the plane of success without adding the fuel of advertising” and “Doing business without ads is just like winkling on the girl in the dark” ie only you know what you are doing, others don’t. Ads are becoming an effective source of consumer communication aiming to dissipate information in an emotional or value based perspective to attract the customer’s attention, to sell or to build consumer confidence, thus affecting buying decision of a consumer. Companies are spending lots of money and time to advertise their products in print media, broadcast media, on internet etc. For increasing the impact of advertising, the companies are more focused towards what advertising strategy to frame, how to communicate the message in creative manner, which approach to use and what type of appeal to pitch. The companies always try to bring those elements in the ad which obtain the attention of the customer, develop the customer’s interest in the product, create a desire for the product, establish the customer conviction for the product and last how to promote the action of the customer to purchase the product. Thus, this paper is focusing on understanding the advertising strategies taken by the Mc Donald’s for having the more impact on the minds of the customer through ads and recommending some new ways for doing the same.

Keywords— Ads effectiveness, Advertising Strategy, Impact on Consumer Buying Behaviour: Indian Scenario

I. INTRODUCTION
In the category of fast food restaurants, McDonald is leading in hamburgers in the whole world. It serves around 6.9 crore people daily in around 100 countries across 35000 outlets. In 1940, two brothers named Richard Mac Donald and Maurice McDonald opened a small restaurant focusing on a limited menu like concentrating on selected items like burgers, fries and the beverages. In 1955, a businessman Ray Kroc joined the company as a franchise agent and he founded the predecessor of the Mc Donald’s corporation named Mc Donald’s system Inc. He was having a unique philosophy in life and business to provide food of high quality and uniform methods of preparation. Wherever the customer goes, he will find the same taste and quality in Mc Donald’s products. His stated “If I had a brick for every time I’ve repeated the phrase Quality, Service, Cleanliness and Value, I think I’d probably be able to bridge the Atlantic Ocean with them”. For achieving this aim, he persuaded franchisees and suppliers to work for themselves but with Mc Donalds and he promoted the slogan for the same “In business for yourself, but not by yourself”. His philosophy was based on principle of three-legged stool. One leg was Mc Donald’s franchisees, second leg was McDonald’s suppliers and third leg was McDonald’s employees. It is the requirement of the McDonald’s operating system that all the franchisees should follow the core principles of quality, service, cleanliness and value of McDonald’s. For maintaining the quality, every single ingredient was tested, tasted and perfected as per the operating system. The sources of revenue for the company are rent, royalties, fees paid by all franchisees and sales in company related restaurants. In 2014, the company reported the annual revenue of $27441 million and profits of $4758 million. As per change in the consumer tastes, company always expand its menu. It offers ham burgers, french fries, cheese burgers, soft drinks, wraps, milkshakes, smoothies, fruit, desserts, seasoned fries etc. In today’s scenario, as a result of high availability of substitutes in the market, competition is increased which forced the companies to invest huge amount to advertise their product to the customers but the
questions arise that are they going in the right path? Are they making the correct advertising strategy and pitching the correct appeal. McDonald is also adopting various advertising strategies doing promotion to increase the sale of its products because if the companies are not targeting the people through correct way ie right message, right media, right target audience, right approach and right appeal, it will lead to the failure of the ad and wastage of the money.

Following are the elements which are of prime importance in framing of the ad with special reference to Mc Donalnds.

1. Advertising Strategy: It means “What McDonald’s wants to communicate”.

McDonald’s maintains an extensive advertising campaign and it focuses more on young Indian adults because they recognize that in today’s era, youth act as influencers of the entire family for making the purchases. Moreover, the growth of industries and call centres increased the money in the pockets of the youth to spend. In order to be accepted in India, McDonald’s has Indianize itself simultaneously while retaining most its key western elements which resulted into its popularity. To being Indianize is the reason that Mc Donald is not serving the Big Mac burger(beef) in India because cow is considered as a sacred animal here. Mc Donald is perceived among Indians as “A cool American style restaurant to hang out with friends and taste great and reasonably priced food”. For them, restaurant is a place to have fun together. Company is using all modes of communication like television, radio, newspaper, internet, pamphlets, free gifts (like balloons to kids), billboards, signage and sponsors sporting events. Among all modes, primary concern is for TV for advertising the products.

McDonald’s through its advertisements wants to convey that it is a place for the youth both in terms of price and products offered. Moreover it also conveys that the only place where people can get good quality, hygienic and affordable food of their choice is McDonald’s.

2. Big Idea: It means “Communicating the message in a Creative manner”.

McDonald’s has a series of advertising campaigns in India and all of them have focused on different yet related themes.

A) McDonald’s mein hai kuch baat. (Oct. 13, 1996–1999): This campaign was started by McDonald’s on their entry into the Indian market. Through this, they wanted to influence and gather the Indian audience to come and taste their food by emphasizing on the amiable environment which the McDonald’s restaurants provided their customers. The advertisement focussed on “Apna jahan tumne paya... McDonald’s mein mann muskaya.... McDonald’s mein hai kuch baat”

B) Toh aaj, Mmmmmmmmmm! McDonald's ho jaye. (1999–2003): This campaign continued for a long period of time. During this time McDonald’s was establishing itself as a brand in the minds of Indians. This campaign further included various other campaigns like “Aaj menu mein kya hai?”. This campaign was started to introduce the new options on the McDonald’s menu.

C) I'm lovin' it (2003–present): In 2003, Mc Donald’s Agency Heye & Partner member of DDB Worldwide communications group launched the first branding campaign of “I’m loving it”. It was started to target the younger set of people. McDonald’s initiated its new packaging worldwide from 2009 onwards and also updated its menu boards with darker but warmer colors and for photos making it more realistic ones. Basically, it was started to reinforce the already created magic of McDonald’s among individuals by talking about already loved old products and the newly loved products. The campaigns included under this were:

- Happy price menu-choice hai na: This campaign focussed on the teenagers and young generation by fitting right into their budget and providing them with a whole range of menu options and price valued meals.

- Har chhoti khushi ka celebration: This campaign was launched to take the Happy price menu campaign to the next step. With slogans like “bees mein full dhamaal” the campaign wanted to highlight the value it offered through its happy price menu. Mc Donald’s realized the value conscious nature of Indians and thus focused on providing them with maximum value at affordable prizes.

- Masala Grill- Pakka Indian Hai: This campaign was started to introduce the new masala grill veg and non veg range which purely focussed on the Indian taste. “Grilled hai,masaledaar hai.... Indian hai”. “So filling...it’s fulfilling” was another way to introduce the Royale range in masala grill burgers to target the working people and their dietary requirements.

- McDonald’s Breakfast menu: This campaign focussed on the special international breakfast menu offered by McDonald’s between 8-11am to rope in the customers for a different breakfast every morning.

- McDonald’s Double Fest: “One is oye ...two is oye teri” campaign by McDonald’s focussed on giving its customers the enjoyment of having two tikkis in a single burger.

- McDonald’s Sharing Packs: “Internet is hat for a few minute, moment share kar, life ko le jat”, Sharing se to friends bante hain” etc.

3. Strategic Approach: It means “How to communicate message”.

McDonald’s has always followed a customer oriented approach. It began with brand building approach and later on moved on to a generic approach with its slogan of “I’m lovin it”. The brand building approach of
McDonald’s began in 1996 with its advertising campaign of “McDonald’s mein hai kuch baat”. When McDonald’s came in India, it initially focussed on urban upper class people but today it has positioned itself as an affordable place to eat for all. The restaurant atmosphere and soothing music highlight the comfort that McDonald’s promises in slogan like “You deserve a break today” and “Feed your inner child”. This commitment of McDonald for food quality, hygienically and relaxing atmosphere resulted into a positive relationship of the company with its customers. To further position itself as a brand in the minds of the people, McDonald’s started “Toh aaj McDonald’s ho jaaye” campaign which projected McDonald’s as an everyday experience and encouraged the customers to visit regularly. McDonalds came up with a very extorting punch line “Aap ke zamanane me, baap ke zamanke ke daam”. This was just founded to attract the lower and middle class people. “Aap ke zamane mein baap ke zamaane ke daam” campaign showcased the very less prices at which McDonald’s offered its menu in order to attract the middle class people. The advertisements showcased how even middle class people with an average income could enjoy a meal at McDonald’s. McDonald’s happy price menu ads showcased how teenagers now could easily party at McDonald’s with a cost of as low as Rs 30. The advertisements showcased small children going to McDonald’s with their own pocket money. McDonalds also introduce the “Happy price menu” in order to cater the budget of the teenagers and youngsters. McDonalds has certain value pricing and bundling strategy such as happy meal, combo meal, family meal etc.

“Masala grill-pakka Indian hai” advertisements showcased that McDonald’s supported the new Indian taste by introducing the masala grill range both for vegetarians and non vegetarians. The campaigns showcased the spicy and grilled burgers just the way Indians like it. Under the Indian taste campaign McDonald’s also launched many new menu options like Mc veggie twist, saucy wraps and the “Royale range”. “So filling...it’s fulfilling” was another way to introduce the Royale range in masala grill burgers to target the working people. The advertisement showcased how the new range filled the working people with contentment after a hard day at office.

“McDonald’s double fest” is a very recent advertising campaign of McDonald’s which showcases people enjoying their favourite burger with a double tikki in it thus gaining more contentment out of the same old menu.

“One is oye.....Two is oye teri” the new attractive punch line is used by McDonald’s to advertise the double fest campaign.

4. Appeal: Most of the advertisements of McDonald’s have a pleasant and emotional appeal.
A) “McDonald’s mein hai kuch baat” (Emotional Appeal): This advertisement shows a child who is unable to speak on stage and thus becomes is sad. However he regains his confidence when he enters McDonald’s all thanks to the amiable environment and his favourite toys. The advertisement appeals to us emotionally through “Apna jahan tumne paya... McDonald’s mein mann muskay...McDonald’s mein hai kuch baat”
B) “Happy price menu choice hai na”: (Pleasant Appeal): This advertisement showcases a group of friends wanting to go for lunch. They persuade one of their friends to give the treat. The person is first confused on what to do however he rejoices at the fact that he has a choice “McDonald’s ka happy price menu”. Another advertisement under this campaign shows small age boyfriend girlfriend strengthening their relationship because the boy agrees to treat the girl with the Mc Alloo Tikki.
C) “McDonald’s Mc veggie twist”: (Humour Appeal): This advertisement through humour depicts the confusion of an individual between McVeggie burger and McVeggie Twist burger. It appeals to the costumers by McVeggie ya McVeggie Twist...DARE TO CHOOSE”
D) “Masala Grill- Pakka Indian Hai”: (Pleasant appeal): This advertisement campaign has various advertisements focusing on the grilled and spicy Indian taste. One of the advertisements showcases the father and son relationship wherein the father lends money to his son to take his girlfriend on a date.
E) “Saucy wraps”: (Pleasant appeal): This advertisement shows people enjoying the Indian taste of wraps. “McDonald’s ken aye saucy wraps...khayega to gayega” is the punch line used to attract the costumers.
F) “Aaj menu me very good morning hai”: (Emotional Appeal): This advertisement showcases a small girl who takes her mother out for breakfast only to relieve off her duties for one day. The emotions between the daughter and the mother are clearly evident in the advertisement. “McDonald’s ka naya international breakfast menu with hash browns and muffins”
G) “McDonald's Grilled Chicken Royale”: (Pleasant Appeal): This advertisement was made to focus on working class people. The advertisement shows how the taste of grilled chicken and veg royale burger takes the hush away from the life of people and takes them at peace. “Aaj menu me kuch special hai.....”. “McDonald’s ka grilled chicken royale...so filling its fulfilling”. These punch lines were used to appeal to the costumers.
H) “McDonald's double fest”: (Pleasant Appeal): “One is oye...two is oye teri” This attractive punch line is recently being used by McDonald’s to advertise their double patty burgers. The advertisement showcases the happiness and enthusiasm people gain on receiving something extra from daily life. The same enthusiasm and happiness is experienced by them o trying the new double patty burger at McDonald’s.
II. FINDINGS AND RECOMMENDATIONS

Thus from the research, it is clear that Mc Donald’s has proving very successful in the Indian market, all thanks to its adaptation of the Indian culture in its menu as well as in advertising campaigns. Mc Donald’s recognized the potential in the Indian youth and thus very creatively and effectively targeted them through their campaigns by various ways. Mc Donald’s also lured the customers through its “Happy price menu” campaign which was a bull’s eye target at the middle class family household, teenagers and youth. Hence, Mc Donald’s proves to be a great advertiser. However, Mc Donald’s has its brand fairly well developed in India; it faces tough competition from competitors like KFC, Dominos, Pizza hut etc. The product offering of all these brands are the substitute of each other as all the products compete for the customer money. Thus, the need of the hour is to take the advertising campaign of Mc Donald’s to a new level altogether. Reignition of the “I’m lovin it” theme by using uplifting and positive content is strongly recommended. Apart from digital advertising, some focus must now be on the digital and internet advertising as these fastest growing areas these days. As per Internet Society Global Internet Report 2015 “There are more than 3 billion internet users”. Having blogs and new rooms that discuss and project positive attitudes about Mc Donald’s are also recommended. New packaging and a slight change of environment is also required. The customer word of mouth is an important part of advertising campaign that helps reinforce the positive brand image. Mc Donald’s needs to make sure that incident one happened in Pune should not be repeat in which a street child was thrown out of the restaurant by a Mc Donald Employee. Make all possible efforts to provide best service to the customers because it is rightly said that “Make customers happy, it will you happy”. Mc Donald’s has used pleasant and emotional appeal too much and now it’s time that it moves to something new, different and creative. Another suggestion would be to make more of creative print advertisements that increase the customer base in India just like the one in association with the movies like ‘Bunty aur Babli’, ‘Chennai Express’ also go for the product placement because films are considered as a prominent and influential medium of entertainment in India. The company should also associate celebrities with its product because film stars are having iconic status in India. The frequency of creative and attractive print advertisements should be increased. It should bring different appeals in its ad like ads with humor appeals etc. For example , a ad designed for Mc Donald’s Chicken burgers with humor appeal.

Creative/New Ad Designed for Social Cause: To encourage the public for wearing Helmets (Humor Appeal)
Description: This ad is focussing on the importance of Helmets by highlighting that The Gods (Like Vishnu, Ganesha) who protect us also protect their heads by wearing heavy crowns when they use their vehicles (Garuda for Vishnu and mouse for Ganesha). Here crowns are reflecting the importance of helmets conveying that if God can wear this, why not humans? So, every person should wear helmets for their safety.

Through this ad, advertiser can convey his message with bringing humor among readers.
III. CONCLUSION

Advertising is the backbone of a successful business. It is through advertisements that consumers can be informed of a new offering, persuaded to purchase it, reminded of its existence and reinforced about their purchase. Advertisements today are having a huge impact on our daily lives. What we purchase, what we wear, how much we pay for a product etc are all determined by advertisements. Thus before advertising it is essential to determine the target audience of a product so that the advertising campaign proves to be effective. Mc Donald’s has had a series of advertising campaigns and all of them have targeted specific group of people and thus have proven to be much effective. Through its taglines like “Apna jahan tumne paya... McDonald’s mein mein muskaya... McDonald’s mein hai kuch baat”, “Masala Grill- Pakka Indian Hai”, “Aaj menu me kuch special hai....McDonald’s ka grilled chicken royale...so filling its fulfilling” and “One is oye...two is oye teri” Mc Donald’s creatively illustrates the theme of branded affordability for all sections of society. It carefully and effectively uses emotional, pleasant and humour appeals to target its customers. The reason why Mc Donald’s has been successful in India is because it follows proper segmentation, targeting and positioning strategies and has been bold enough to entirely change its menu options according to the Indian needs. Its advertisements also have an Indian touch and showcase the Indian lifestyle thus effectively appealing to the target audience. However to prevent Mc Donald’s from declining it is necessary that it takes its “I m lovin it” campaign to the next level.

REFERENCES