

Title: Chinese food culture in restaurants and marketing strategies of KFC in China

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ABSTRACT

The 1920s was seeing the beginning of the modern fast-food industry in the United States; it expanded quickly and spread like wildfire. Colonel Harlan Sanders established KFC in the US in 1952, and it has been a favorite among customers all over the world for five generations. The biggest restaurant group in the world, Yum Brands, now includes it. KFC entered China in 1987 and opened its first location there in Beijing. The two entry tactics of standardization and adaptation can be thought of as the two extremes, and most businesses fall somewhere in the middle, adapting some components of the marketing mix to the local culture and country while allowing other components to be standardized globally.

Future fast-food industry trends in China are as follows due to consumer preferences shifting, the sector developing gradually, and the impact of increasingly ferocious competition: First, as people's pace of life quickens, the demand for fast food grows. Both Chinese and foreign fast-food chains have drastically increased their market share. Second, although KFC and McDonald's are still the biggest fast-food companies, the rise of Chinese fast-food is substantially higher than that of international

fast food. Third, as we place more emphasis on health, the competitiveness of the fried fast-food business has deteriorated. Fifth, the size of a single Chinese fast food brand, grade, and operational capacity rapidly increase; sixth, the emergence of some of the larger Chinese fast-food brands; these brands in the region can compete directly with foreign fast food. These are the trends in the fast-food industry from developed regions to sub-developed regions and underdeveloped regions.

According to the "2022 China Catering Industry Annual Report" jointly published by China Restaurant Association and Xinhua in Beijing, in 2021, China's catering revenue has consistently increased in recent years, the catering revenue of units above the limit was 104.34 billion yuan, an increase of 23.5 percent, while the national catering revenue came to 4,689.5 billion yuan, up 18.6 percent. The food culture of various provinces and towns can differ greatly, and China's catering business competes fiercely in the red sea market. KFC cannot continue competing in diverse Chinese marketplaces with the same solitary goods and services, such as fried chicken, shredded vegetable salad, and mashed potatoes, as this is bad for the company's development prospects. To grow market share through marketing strategy and evaluate the peculiarities of Chinese food culture, this paper will combine an analysis of KFC's marketing strategy with its strategy for the Chinese market.

This paper first describes the background information on the research topic and the purpose of the study. Next, the theoretical knowledge and models of strategy and marketing are introduced. The current research status at home and abroad is introduced, the current development of China's restaurant industry and the external environment

faced by KFC are analyzed, and the marketing strategies of some of KFC's strong competitors are summarized. The problems in KFC's marketing strategy are analyzed, and suggestions for optimizing KFC's marketing strategy are summarized.

Keywords: fast-food industry development, modern fast-food industry, marketing strategy, KFC, Chinese taste adapting

