

Title: Analysis of McDonald's Marketing Strategy in China
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ABSTRACT

American fast-food chains have proliferated throughout China's streets in recent years as foreign restaurant chains have continued to expand there. Students and office workers alike now frequently choose American fast food as a meal option and consume it daily. One of the fast-food brands with the greatest growth in China is now McDonald's. With its distinctive advantages as a foreign fast-food brand, McDonald's brand marketing stands out from other domestic and international fast-food companies in the Chinese market. In terms of localized counter-war, McDonald's in China differs from other fast-food chains: it has greater advantages in customer psychology, promotion strategies, products, distribution networks, prices, and cultural integration. To improve the strategy, this article analyzes McDonald's marketing tactics and combines them with elements of the corporate culture. It uses the current state of McDonald's marketing as an example. Consequently, the primary goal of this study is to enhance the approach to gaining market share.

As a well-known international fast-food brand, McDonald's is steadily gaining market share in China. KFC has consistently topped the national rating for fast food in recent years, while McDonald's market share has consistently ranked second. Brands of fast food have a significant influence in China. The analysis of McDonald's marketing tactics in China is therefore quite important.

With the support of the network, McDonald's constantly produces films to advertise on WeChat, Weibo, Shake, and other platforms in the Chinese market. The explanation is that McDonald's places a high value on social media as a part of its marketing strategy in China.

According to the current product system and marketing strategy, the marketing topic of China's fast-food market analyzes the market rivalry pattern encountered by McDonald's, its marketing strategy, and its competitors. The goal of the study is to identify the factors that contributed to McDonald's marketing strategy's success in China as well as its shortcomings and discuss them to offer helpful guidance for the growth of other fast-food businesses in China and to support the healthy development of the domestic fast-food market.

The key to understanding the variety of meanings a brand name can have is to place consumers' opinions of the brand in distinct circumstances. As a result, we created many scenarios involving the use of the brand name McDonald's, which stands for the modifications. As a result, we created various hypothetical situations including the use of McDonald's, a brand that stands for the transformations taking place in contemporary urban Chinese society and has a history of multifaceted brand imagery.

There are five chapters in this paper. It starts by going through the context and goal of the research issue. Second, it describes the state of research in China and provides theories and models linked to strategic management and marketing. It then highlights the marketing tactics of McDonald's main rivals and assesses the current development condition and external environment of McDonald's in China. The current state of the marketing plan for the fast-food chain McDonald's is then examined, along with the potential and difficulties that exist. The similarities and optimization techniques of fast-food marketing strategies in China are finally compiled by examining the success factors in McDonald's marketing strategy and relying on competitors' marketing strategies.

Keywords: marketing strategy, fast-food chain, McDonald,

