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# **THE IMPACT OF ADVERTISING ON THE CONSUMER'S BUYING BEHAVIOR**

**Thesis**  
**CENTRIA UNIVERSITY OF APPLIED SCIENCES**  
**Business Management**  
**May 2021**



## ABSTRACT

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<b>Degree programme</b> Bachelor of Business Administration, Business Management		
<b>Name of thesis</b> THE IMPACT OF ADVERTISING ON THE CONSUMER'S BUYING BEHAVIOR		
<b>Centria supervisor</b> Ann-Christine Johnsson		<b>Pages</b> 48 + 1
<p>Studying a market, producing a product and selling it are important steps for each company. With technological growth, businesses have efficient means of communication which they use in these interactions, either within the company with employees or outside with customers whose company aim is to mainly draw their attention to the product or brand. This is so as to familiarize these customers in order to get them to buy/use the products/the services. Among the forms of communication available, there is advertisement and its role in shaping customer behavior and buying decisions.</p> <p>Advertising is one of the most powerful and important ways that allow to give consumers an idea or “change their opinion” about a certain product or service, and that businesses from all over the world tend to use. Therefore, the aim of the thesis was to put the light on this subject by explaining why advertising is important, its types, how to develop it, how it influences the consumer’s behavior from children to adolescents to adults and elderly, as well as its effects with its good and bad on the buying decision of the consumers.</p> <p>As the last part of the thesis, a questionnaire and an interview will be done along with the results for more analyses concerning this study.</p>		
<p><b>Key words</b> Act of purchasing, advertising, communication, consumer’s behaviour, marketing.</p>		

## CONCEPT DEFINITIONS

**AD:** It stands for anno domini, which is "in the year of the Lord" in Latin, and refers precisely to Jesus Christ's birth.

**OAAA:** The Outdoor Advertising Association of America (OAAA) is the leading American trade association in the \$8 billion US Out Of Home advertising industry (OOH), including Digital Out Of Home (DOOH).

**SERP:** Search Engine Results Pages (SERP) are the sites that search engines show in response to a user's query. The major component of the SERP is the listing of the findings that the search engine returns in response to a query.

**SNS:** It stands for "Social Network Service". Therefore, any social media such as Facebook, Instagram, Twitter, Pinterest, and so on are referred to as SNS.

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## 1 INTRODUCTION

In a consumer economy, the world arises where the customer faces similar and identical goods performing the same roles and needs. That is why consumer satisfaction and the analysis of its actions are at the core of the marketing strategy and the needs of all companies who want to ensure their market survival.

### 1.1 Background

Consumers are the main market component. Their behavior is based on individual needs. That is why, most of the times, they find themselves stuck in the option between different goods as provided by corporation. Indeed, the principal goal of the customers is to fulfill their needs as much as possible by the act of buying the commodity they select. However, before arriving at the decision point, consumers experience the influence of a multitude of variables which are the other similar products that cause either their motives to buy or brakes to give up on the product.

According to Jhangiani & Tarry (2014), advertising, which is one of the components of the interaction, has the main objective of catching customers' interest and attempting to persuade them to buy a certain product by changing or improving its attitudes either on the cognitive, emotional or behavioral level. Those who persuade should also grasp how the information they provide refers to the receiver motivations, needs and objectives.

Over the years, the way businesses or organizations communicate with customers through ads has changed and this is due to several factors including printing press, radio, tv, and social media. As a result of this advancement of means of communication, businesses do not hesitate to invest in ads through this means to achieve their goals. Advertising is currently much more flexible than ever. Whenever and wherever, whether they like it or not, people are exposed to ads, and sometimes without even knowing. The effect of the digital revolution on the advertising industry has dramatically changed the reach and accessibility to wider audiences drawn to contents from social media (Nekatibeb 2012). Entertainment owes it all. In fact, entertainment according to Haider & Shakib (2017) [Madden & Weinberger (1982)] has been identified as a major promotional strategy for increasing advertising efficacy and persuading consumers to make a purchase.

According to Herhold (2017), we live in an information-obsessed environment. Thus, the odds of a company surviving if it does not advertise are very low. We can say that nowadays, social media has practically become a weapon and is playing a major role in advertising. The way businesses operate, and particularly the methods they use to raise public awareness of their goods and services, have been radically changed by the Internet and social media. Therefore, advertisers are continually trying to find new ways to improve the intensity and efficiency of their ads in today's cluttered media environment (Muda, Musa & Putit 2010).

## **1.2 Objective of the study**

Marketers must, at the beginning of any project, allocate part of their expenses in favor of creating their own advertisement in order to inform people of the existence of the target product, and expand the circle of consumers.

Without advertising, the number of those familiar with this product will be limited to the circle of family, friends, and those people who will know about it only by chance. Although awareness of the existence of the product has a neutral effect on the consumer, it mainly works to transfer people from the stage of lack of knowledge of the product to the stage of discovery, and knowledge of it. Ur Rehman (2014) [Ashcroft & Hoey 2001], claim that the awareness is the cognitive phase in which consumers are attracted and the first step in their contact process.

The aim of this thesis is to examine the impact of advertising on consumer behavior and to identify the most effective and powerful advertising channels for influencing the consumer's behavior.

In order to accomplish the objective of this thesis, television, radio and Internet (social media and web) will be the main advertising platforms used to achieve the primary goals and that is by deciding those that are most efficient in influencing the consumer's buying behavior as well as understanding this latter towards advertising.

The other objective is to show that advertisement must contain sufficient information about the product in order to be an effective advertisement. In fact, this leaves the customer curious to learn more. For example, it is possible to add a phone number to ensure that the consumer communicates through it in

case he has any questions, or needs additional information about the product. It is also important to provide viewers with the goal, or idea behind the product, service, or company it is promoting as well.

In most sectors, it is known that there is intense rivalry between service providers and goods, which is what separates each product from others by its ability to satisfy the consumer's needs in a unique and distinct way. Businesses can reach this uniqueness by promoting this difference in a correct way. As the consumers evaluate the product compared with other products, and get in conclusion that a particular product helps them satisfy their needs the most, this help them make the purchase decision.

**1.3 Thesis structure**

The first phase of the study will include the concept of advertising, its importance, types, objectives as well as a small study case about McDonald’s. Then, the second one consists of explaining why understanding the consumer’s behaviour is a “must” as well as talking about the models of this latter. Concerning the fourth chapter, it will be about the combination of the two past chapters in the form of the impact that advertising has on consumer’s behaviour. Finally, there will be a questionnaire about the subject of the thesis and the study case along with the results.

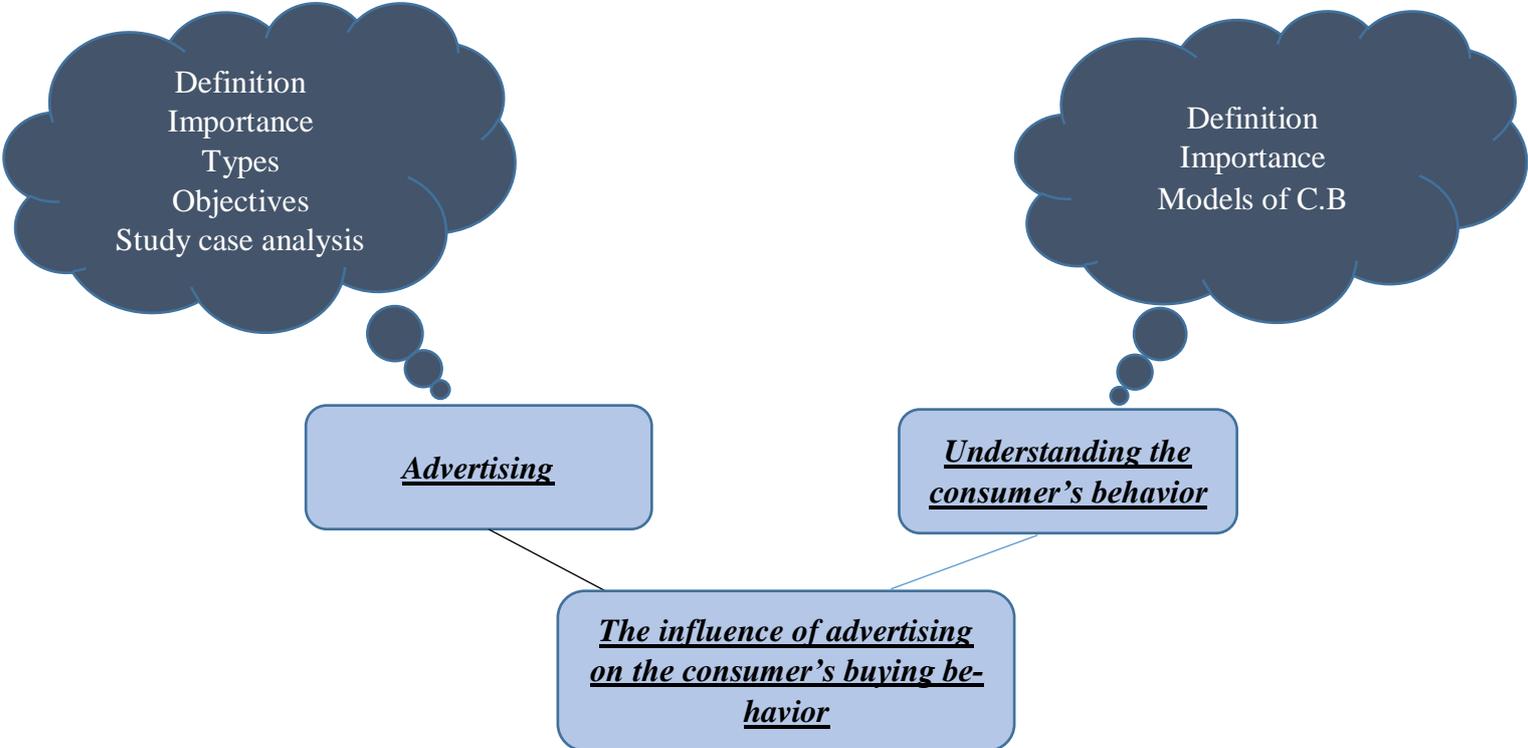


FIGURE 1. Thesis structure

## **1.4 Limitations**

As for limitations, this study is limited to the impact of advertising on consumer's behaviour in the United States only, and that is due to the fact that people tend to have different thoughts and cultures. For instance, American countries tend to invest a lot when it comes to advertising compared to Europe, where businesses do not really invest much in ads (Guttman 2021).

## **2 ADVERTISING**

Advertising is one of the marketing strategies that focuses on attempting to influence a particular group of individuals by interacting with specific messages that impact their behavior in order to convince them to make a specific decision, such as deciding to purchase a new product. Therefore, advertising is any way that is communicated with any individuals in order to persuade them of a particular matter, until they make the decision that the advertiser needs for a return or a benefit to be achieved. Other than this, lifestyle is one of the things ads can sell. In fact, ads not only offer goods and services but also offers images and the lifestyle. As a result, consumers get to discover new lifestyles, images and trends from advertising. (Haider & Shakib 2017, [Pollay & Mittal 1993; Burns 2003.]) The ad itself could contain one or more contact times; for example, the individuals who give a leaflet in a person's hands to announce their new shop may contact that person once.

This is in contrast to another business that advertises on TV, on the radio, on the street and on Facebook, and all of this is in order to connect with you in more than one way until you're fully persuaded to make the decision that this company want and that'll brings it a profit. There are also the political candidates who try their best to communicate with people in any way possible only to influence their voting decision in the elections. This is why you find advertisements in all aspects of life. While not approved, all published advertising banners, as well as the seminars and discussions conducted by that electoral candidate, form part of advertising. That is why the word electoral campaigns emerged, or, as marketers from their side, call it advertising campaigns (Tambini 2017). However, what needs to be remembered according to Meshesha (2018), is the fact that ads must be clear enough to be recognized and have an impact on consumer purchasing behavior as compared to previously processed and stored information.

### **2.1 Importance of advertising**

In the work environment, advertisement is of great importance, since it is one of the key media strategies used by different businesses to engage with the target audience and clients of their company. Advertisements for a product or a service are operated with the intention of generating awareness among target audiences, as this is the focus of marketers. (Ur Rehman, Nawaz, Khan & Hyder 2014 [Rowley 1998; Broeckelmann 2010].)

Advertisement plays a major role in the launch and development of a product or service. Like it or not, it has now become a necessity for everyone in daily life, be it the manufacturer, the trader or the consumer. How to sell, without ads, an interesting product that can fix problems?

Importance for the client: advertising plays a very significant role in consumers' lives so people must realize that a new product exists on the market. Customers will find the right products and whatever they need through ads. When they know the range of the product, people are able to compare and then purchase the goods that meet their needs the best.

Importance for sellers and businesses manufacturing products: it contributes to increasing sales. It also helps producers or enterprises to identify and monitor their competitors' progress. In addition, whether a business decides to introduce or launch a new product on the market, advertising can improve its exposure and encourage consumers to come and try it. Furthermore, advertising is also considered a means of customer loyalty, and tends to improve credibility indirectly.

## **2.2 Types of advertising**

Businesses should be aware that there is a variety of types of advertising that can be used. The choice will then depend particularly on the objectives, on the budget, and also on the audience the company would like to attract.

### **2.2.1 Paid search advertising**

Paid search or also known as, pay per click is a digital marketing technique in which advertisers put advertisements on search engine results pages (SERPs) and pay for the commitment that those advertisements obtain. Paid search marketing takes this model through practice by authorizing marketers to promote on these Search Engine Results Pages (SERPs) by pay-per-click or pay-per-view means. (Goorevich 2019.)

### **2.2.2 Social media advertising**

Social media advertising is a digital marketing channel for paid ad campaigns to meet the target audience. Marketers and advertisers can promote their brands and boost sales via these often-used platforms. The goal of this type of advertising is usually to achieve brand awareness, increase the number of social media followers, increased sales of a specific product over a certain period, increase visits to the website, and increase the number of online store visits. However, it is important to be careful when doing ads on these platforms as the audience is not the same. For instance, the audience on Facebook might be different from that on Twitter. (Goorevich 2019.)

Below is a list of famous SNSs that people from all over the world tend to use:

It is known that many people create their own business page on Facebook to show the products they are selling, or they simply join other Facebook pages or groups and share these same products with only the targeted persons that may have the same taste which are the ones who are already in the group. Instagram is rather similar to Facebook. Therefore, people create their own business profile and start promoting their goods or services.

Youtube can be one of the most efficient apps to make money. In this app, people creating a certain content may include ads which they're paid for as well as promoting their own merch based on famous expressions or citations either created by themselves or by famous celebrities such as "Good Vibes Only" or "If It's Nice We Play it Twice" and so on. Or, they simply create a private channel on Patreon where "Supporters" which are the fans from Youtube pay some amount of money; it can be 3 or 5 or 10 dollars maybe even more, and where these youtubers put some exclusive contents only. Snap-Chat is also an app that is mainly used to share daily life stories. There, it is common that celebrities and influencers promote other companies' products or services that they got to use.

### **2.2.3 Native advertising**

A native advertising is an advertising message designed to fit with a media platform's daily content. These advertisements simulate the template with the idea that the explicit advertising content could be avoided by the recipient. This idea predates the age of the Internet, except that it emerged through it through promotional and supported content, partner content, and many other names to differentiate it

from the main content. The aim of this type of advertisements may be to raise awareness of the product or service or raise the demand for them. It does not require the customer to take direct action and may not include a link with the company that pays for the advertisement. In fact, since they match the normal flow of the page, these brilliant native advertisements provide users with very important facts, making the advertisement side secondary to the message being shared. Native advertisements are not intrusive, and consumers would not be aware that they are dealing with an advertisement. (Goorevich 2019.)

#### **2.2.4 Display advertising**

Long time ago, when we look at many monuments and graves, we find signs that are either incantation or identification signs above them that indicate the name of that relic or the owners of the grave, or the purpose of constructing that building for them or preparing that room or shrine for them. We can say then that these informational and advertising banners have been known since those ancient times.

As for others as is evident in many of the Sabian and Hamiriya Musnad inscriptions in southern Arabia, as well as Pharaonic or Babylonian, etc, some royal orders, laws and regulations were written so as to describe one of the battles or list its results. (Alzaheer 2011.)

Then after several eras, other signs of display advertising or commercial nature emerged. The exact time when they began is unknown, but these inevitably appeared a long time ago, and then evolved over the years until they became the form on which they settled till the end of the sixteenth century AD.

Also, if the development of these signs was very slow - as we entered the modern industrial era - the advertising industry jumped to an amazing degree with the enormous scientific and technological leap. Therefore, with this great acceleration over the past two centuries, the advertising industry has gone through several phases, depending on each period, and what is available in every era of equipment and innovations.

Here are some phases that display advertising or banner advertising has gone through:

The first phase: the beginning of establishing the base for advertising art: Advertising media at that time, especially (banners) were very simple, were of small sizes, and most of them were carved or figured wood, or written on sheet, but they were very elegant in many cases.

The second phase: (acrylic era): With this stage began what is known as electric signage, which are three types that are closely related to electricity, and also to (acrylic), which entered the advertising field and then contributed strongly to its advancement, and therefore several types of signs appeared, such as:

Externally lighted signs: They are signs that are highlighted from outside so that passer-by can read their contents at night.

Internally lighted signs: They are signs with internal lights, the entire front of which is lit.

In writing, lighted signs: They are banners with hollowed out letters inside of them are electric lights that make each letter illuminated

Stage three: (The Neon era): These lamps generally come with a power capacitor, and one of the most prominent advantages is that in addition to their clear light, they have a longer life and do not heat up. It is therefore more suitable for the advertising sector.

Stage four: (Flex face era): This material is characterized by its size, which is larger than the sizes offered by acrylic sheets and others in very large sizes. It was therefore possible to make huge banners that could not be manufactured at that size before this material emerged.

Fifth stage: the electronic printing revolution: Not long after the emergence of Flex Face have passed until a new era in the world of advertising began, the era of the printing revolution, which began with the beginning of the twenty-first century. With the advent of this century, printing technology has developed astonishingly, and the field of advertising has had the lion's share of it.

Return to advertising art: We reviewed in the past the stages of developing advertising banners from the beginning of the modern era till this day. We also saw those changes that occurred in the manufacture of written promotional advertising, but nevertheless, not all advertising patterns and means disap-

peared. Whenever one era ended and another appeared, many types of signs remained even if its survival was a kind of classic. New signs that remained in the old style can still be seen in many streets of the world but with advanced technologies, especially the formable neon works and paintings with raised letters, as well as banners with moving frames. (Alzaheer 2011.)

### **2.2.5 Print advertising**

Print advertisements are a marketing message spread across print media. Print advertising is also a secure and efficient way of getting people to talk. Posters as an example can be used in a variety of media and be seen everywhere from bus shelters, town or roadside signs, stations and other public transportation locations, etc. Aside from posters, we can also cite flyers, brochures, leaflets, business cards, catalogues, placemats, and so on. Street marketing is the art of bringing advertising directly into people's lives, in the middle of the street by positioning advertisements in places that people would never guess that they would see them (Marketing Schools 2020).

### **2.2.6 Broadcast advertising**

Generally speaking, radio, TV, and Internet advertisements are broadcast advertising. The ads displayed on radio and television are an important part of the advertisement broadcast.

Unlike the print media, broadcast media such as TV and radio have a larger audience. As both the national and global audience can be addressed via it, radio and television commercials fall under the category of mass marketing.

The aim of broadcast advertisements is to reassure consumers of the product's benefits. It is regarded as a highly successful advertisement tool. The cost of advertisements on this channel is determined by the length of the commercial and the exact time it is broadcasted. The cost of an ad in the luxury slot, for example, would be higher than in any other slot (Juneja 2021).

### **2.2.7 Outdoor advertising**

Outdoor advertising sends a message to the general public through highway billboards, transport banners, etc. Outdoor advertising is a very important form of advertising, since advertisements are large and visible to all. This type of advertising sends a message to the general public through highway billboards, transport banners, etc. The crucial part of the advertisement is that the message to be conveyed must be transparent and straightforward. Even though it is possible to use images, they can not be overused. Thus, in order for the audience to decide to buy the good or service, everything must be introduced to them in this way.

The message to be conveyed may be an advertisement encouraging people to purchase a product, go on a holiday, vote for a candidate, or donate to a charity. Millions of dollars are spent on outdoor ads each year, according to the Outdoor Advertising Association of America (OAAA), and the numbers are predicted to rise. This is due to the fact that outdoor traffic grows year after year, and so the potential demographic for outdoor advertisements grows as well. (Juneja 2021.)

Print and newspaper advertisements account for a significant and large part of advertising, but outdoor advertising is distinctive and unique in its own way. It is an inexpensive way to advertise. Compared to TV advertisements, where a full 30-second commercial needs to be designed, all you have to do is design and print a billboard. When strategically placed, outdoor ads can guarantee high visibility at quite a low cost which is why outdoor advertising is so economical. (Juneja 2021.)

## **2.3 Objectives of advertising**

The purpose of all ads is to educate, convince or remind customers of the existence of the product. As a result, the consumer will have some kind of daily awareness of the product, its importance and what is must know about it.

### **2.3.1 Informative advertising**

Informative advertising is useful at the beginning of the product life cycle to inform the market of the existence of the new product, to make its characteristics known and to explain its functioning. It informs the customer and industry about the product, clarify how it operates, provide price and product statistics. In brief, it should raise awareness about both the product and the brand. There should be enough detail to persuade the buyer to act quickly. (Boundless 2020.)

### **2.3.2 Persuasive advertising**

Persuasive advertising is the one that dominates the most in a competitive universe. We use it when it comes to encouraging the selective demand for a specific brand. One can then find it in the form of comparative ads. (Boundless 2020.)

The aim of this persuasive advertisement is to establish a competitive advantage for the company, convince the buyer to purchase a product, provide trust in the product, and facilitate contact with the dealer. The idea here is to convince consumers to change brand. However, after the act of purchase, the quality and consistency of the goods will be the one to determine if the consumer remains faithful or switches back to the previous brand.

### **2.3.3 Recall/remind advertising**

Recall or reminder advertising is often used in the product life cycle's maturity process. The purpose of this one is to keep reminding the consumers, in their memory, of the presence of the brand or product in order to help maintain relationships with it and keep them thinking about it so as not to be forgotten and thus vanish with the introduction of new products on the market. In this case, Coca-Cola can be the best example. In fact, even during winter, Coca-Cola keeps reminding its consumers of its presence in the market.

The table below (TABLE 1) provides an extensive description of the details and features of the ads cited above:

TABLE 1. Objectives of Advertising (Philips 2016)

Continues

TABLE 1 Continues

<b>Informative Advertising</b>	
<ul style="list-style-type: none"> <li>▪ Communicating customer value</li> <li>▪ Building a brand and company image</li> <li>▪ Telling the market about a new product</li> <li>▪ Explaining how a product works</li> </ul>	<ul style="list-style-type: none"> <li>▪ Suggesting new uses for a product</li> <li>▪ Informing the market of a price change</li> <li>▪ Describing available services &amp; support</li> <li>▪ Correcting false impressions</li> </ul>
<b>Persuasive Advertising</b>	
<ul style="list-style-type: none"> <li>▪ Building brand preference</li> <li>▪ Encouraging switching to a brand</li> <li>▪ Changing customer perceptions of a product value</li> </ul>	<ul style="list-style-type: none"> <li>▪ Persuading customers to purchase now</li> <li>▪ Persuading customers to receive sales call</li> <li>▪ Persuading customers to tell others about the brand</li> </ul>
<b>Reminder Advertising</b>	
<ul style="list-style-type: none"> <li>▪ Maintaining customer relationships</li> <li>▪ Reminding consumers that the product may be needed in the near future</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reminding consumers where to buy the product</li> <li>▪ Keeping the brand in a customer's mind during off-seasons</li> </ul>

## 2.4 Study case: SWOT analysis of McDonalds'

The strategies used by McDonald's to interact with consumers are characterized by the aspect of marketing communication of the marketing mix. This variable focuses, among the 4Ps, on marketing communication with targeted consumers. For instance, to convince customers to buy new products, the company offers new info. In its advertising mix, McDonald's employs the following strategies listed and organized in order of importance in business: Advertising/ media attention (most significant), sales promos, relations with the public, and Direct marketing. (Meyer 2020.)

The marketing mix (4Ps) of McDonald's Corporation includes a variety of tactics that resolve business issues in diverse fast food restaurant markets around the world. The marketing mix determines a company's strategy and methods for reaching out to potential consumers in terms of products, place, promotion, and price (the 4Ps). McDonald's has corporate expectations that the marketing mix follows internationally. (Meyer 2020.)



PICTURE 1. SWOT Analysis of McDonald's (Lowe 2016)

### 2.4.1 Strengths

Knowledge of the Brand: McDonald's maintains a very high level of brand recognition across the globe as a fast food brand. Its global presence is an important factor in promoting its high brand aware-

ness. Focusing on marketing and customer service, however, has also driven McDonald's brand recognition higher. In order to grow brand awareness in leading markets, the business has used a combination of digital initiatives. In fact, in all its markets, the McDonald's logo is quickly recognisable. Therefore, via the logo, clients can easily recognise McDonald's restaurants in key areas. (Pratap 2019.)

McDonald's is also known for tasty food made in few minutes only. That is all thanks to the successful promotional tactic, which reinforces McDonald's idea of having excellent quality but affordable and rapid food. (Learnmarketing 2020.)

### **2.4.2 Weaknesses**

**Over-dependence in Western Markets:** The company is over-dependent on the Western markets as the largest and leading fast food brand. The United States, the United Kingdom, Canada, France, etc. are one of the leading markets of McDonald's and account for the majority of its profits. In addition, over 35% of the brand's revenue in 2018 was accounted for by the United States solely. The brand's earnings coming from Asian markets such as China, Malaysia, India and Singapore are still low, indicating low market penetration. The brand depends for a large proportion of its revenues on the Western markets. However, the decline in the economy activity in these markets and especially the United States will certainly end up hurting McDonald's bottom line. (Pratap 2019.)

### **2.4.3 Opportunities**

**Digital marketing :** Digital marketing has helped build the market share and boost the sales for many leading brands across the world. Through investing in digitalization, McDonald's can also improve its competitive advantage. It already uses the leading platforms of digital marketing for marketing. There are however, other outlets, aside from social media, including the company's own website and blogs, which could be used for the marketing and the customer interaction. Digital marketing can help the company expand its reach and as a result affect both. However, for customer and employee engagement, as well as supplier management and managing of its franchisees, it could use new technologies. (Pratap 2019.)

#### **2.4.4 Threats**

Competitive threats: Fast-food rivalry has quickly risen, resulting in higher pressure on McDonald's. Besides leading players including Subway, Burger King and Wendy's, competition from local brands is also increasing in many markets, which has led to greater operating expenses and investments in marketing as well as product quality. McDonald's would need to boost its investment in marketing as well as menu and innovation processes to retain its leadership position. Moreover, with rising competition, the market share of McDonald's is at risk as well. The business would need to concentrate on being more customer-centred, as well as investing in marketing and product research in order to minimise these risks. (Pratap 2019.) We can also discuss cultural threats when dealing with different countries. As a multinational fast-food corporation, McDonald's has frequently encountered diverse cultural challenges in various regions of the world, which caused harm to the brand's reputation. (Gupta 2019.)

### **3 UNDERSTANDING THE CONSUMER'S BEHAVIOR**

According to behavioural psychology, understanding customers' new beliefs, patterns, and "peak points" is key to support behavioural change. Focusing on peak moments, which are particular aspects of the customer decision process that have considerable influence and that customers appear to remember best, is an efficient way of reinforcing a new belief. Peak moments are frequently first-time interactions with a good or service, touchpoints at the end of a customer journey, as well as other intense consumer reactions. (Charm, Dhar, Haas, Liu, Novemsky & Teichner 2020.)

#### **3.1 Definition of consumer behaviour**

According to Haider & Shakib (2017) [Schiffman & Kanuk 2007], consumer behaviour is interlinked processes and behaviour that is displayed when an individual or group of individuals choose, buy, and use a product, service, idea, or even experience in order to satisfy needs and desires.

It is also referred to as the collection of mental and muscular activities associated with the process of evaluating and comparing goods and services, as well as obtaining and using them. According to Meshesha (2018) [Zaltman 2003], for marketers although consumers may look alike and have couple of similarities, but in reality they are not alike.

In brief, it is a collection of behaviours that people engage in when purchasing services or products, as well as the decision-making process, and it also includes everything a customer does to pick, buy, use, and dispose of a product.

#### **3.2 Importance of studying the consumer's behaviour**

The study of the behaviour of consumers is a special case or a component in the study of the human behaviour. Consumer purchasing behaviour has and will always be given a lot of attention and space in the literature review of the effects of advertising on its efficiency (Haider & Shakib 2017).

Given the rapid changes in tastes, lifestyles, technological, educational and industrial advances, commercial and industrial institutions have become interested in studying consumer behaviour. In particular, marketers because of their need of information, data, consumer statistics, their buying decisions and behaviour. By studying the consumer's behaviour, commercial and industrial institutions benefit from many aspects, including:

Consumer behaviour informs the strategic and planning process as to what should be generated in terms of quantity and type of goods and commodities, taking into consideration the consumers' preferences, needs, tastes, motives, and capabilities.

Consumer behaviour is useful for determining the components of the marketing mix as well as identifying potential marketing opportunities.

Consumer behaviour is useful in selecting the priority, as well as embodying the investment goals and distributing the available resources in a proper manner that ensures the institution achieves adequate income while continuing the institution's growth and great expansion.

Studying the consumer's behaviour helps also save money that can be used randomly in producing a product that may not be sold in the market. (Nimisha 2021.)

According to Haider & Shakib (2017) [Khaniwale 2015], studying consumer-buying behaviour is particularly important because it allows businesses to plan and execute better market strategies.

### **3.3 Consumer behaviour models**

Understanding buyer behaviour is critical in marketing. Extensive research on buyer behaviour has been collected at the conceptual and experimental levels. There are two kinds of purchasers: industrial buyer and individual consumer. Overall, organisational purchasing behaviour (industrial buyer) has many distinguishing characteristics because it occurs in a formal organization as a result of budget and cost, and in some cases a joint decision-making process may occur, which is not possible in individual purchasing behaviour. (Jamal 2020.)

### 3.3.1 Economic model

Concerning this model, consumers follow the maximum utility principle, based on the decreasing utility law. The consumer's main objective is to spend the least and minimum amount in order to maximize his profits. The urge of buyers to maximize gains while investing the least amount of money acts as the foundation for this model. The economic model is based on the following effects: price effect, which consists of lowering the price of the product and the quantity, will be more purchased. Substitution that means that the price of the replacement product is reduced and the benefit of purchasing the original product will be lower and the income effect which says that when more income is earned, or more money is available, the quantity purchased will be more. (Wisdomjobs.)

### 3.3.2 Pavlovian learning model

According to this consumer behaviour model, human choice is motivated by some fundamental concepts, motivations, triggers, signals, responses, and reinforcements that define human needs and desires.

Ivan Pavlov, a Russian physiologist, inspired the creation of this model. In his experiments, Pavlov rang a bell and then applied a meat paste to the dogs' tongues, causing them to salivate. The dogs learned to equate the bell sound (the conditioned stimulus) with the meat paste (the unconditioned stimulus) and, after a series of alignments, they gave the same unconditioned reaction (salivation) to the alarm alone just like they did to the meat paste. (Prakshi 2021.)

In this case, learning was described as behavioural changes that occur as a result of training and past experience. As a result, if a response to a specific stimulus is "rewarding," it increases the likelihood of a similar response when confronted with much the same stimulus or cues. When applied to marketing, the buyer purchases a product as a result of an informational signal such as advertising (response). An overall satisfaction with the product makes it more likely that the response will be repeated the next time the need for stimulation (reinforcement) arises.

### 3.3.3 Psychoanalytic model

This psychological model is based on the theory of Hierarchy of Needs that belong to the famous psychologist Abraham. H. Maslow. According to this model, human needs to operate at various levels of consciousness. Thus, the consumers' behaviour is mainly motivated by their needs according to their importance. For instance, the consumers' first needs are the physiological needs, which consist of breathing, eating, drinking water, sleep etc. Then, comes the safety of body, employment, resources... and so on. As a result, the consumer's needs have no end and keep rising as consumers satisfy them one after another. (Wisdomjobs.)

### **3.3.4 Sociological model**

This type of model of consumer behaviour is concerned with society. The consumer is a part of society and may belong to a variety of social groups and institutions. As a result, the main groups of relatives and family friends have the greatest influence on this consumer's purchasing behaviour. We can conclude that close friends and family have a significant influence on a consumer's purchase. The consumers could be members of a political party in which their dress standards differ from another member as a member of the elite organization, their dress needs may differ, and thus they must buy things that fit their lifestyle in different groups. As a result, an individual person may follow the suitable and proper role in order to adjust to the style and behavioural pattern of the social status to which this consumer's belongs. (Prakshi 2021.)

## **4 THE INFLUENCE OF ADVERTISING ON THE CONSUMER'S BUYING BEHAVIOR**

Marketers invest in a variety of media outlets in order to manipulate customer behavior. Every media platform's advertisement has a distinctive and unique pattern that engages customers in a special way. Consumer media preferences have changed as a result of digitalization. As a result, a better understanding of advertising on various media outlets and their implications for the consumer behavior must be identified. (Sama 2019.)

### **4.1 The impact of advertising on individuals**

There are two types of factors that influence the consumers' behavior when starting to make a decision to buy what needed from a certain product: internal and external.

Advertising influences consumer behavior and that is done by raising awareness of the product's presence, providing critical info, specifying the features and benefits, reminding and repeating, motivating, and finally eliciting a behavioral response.

Advertising cannot achieve the desired effect and results on its own. As a result, the products must be of high quality and presented in such a way that consumers are willing to buy them, as well as have reasonable prices. According to Meshesha (2018), consumers are more expected to interact with brand ads that have specific emotions and messages.

#### **4.1.1 Children**

While these ads can be insightful and help the individual make an educated decision, they can also have an impact on children and, in certain cases, affect both their decisions and sometimes even personality. Advertisements can include motivational messages that encourages children to pursue a career or a particular dream, to grow a passion, or to make healthier food choices, but they may as well have some negative consequences. Certain advertisements, for example, are known for using comparative illustrations, which essentially mock an individual that uses a different product. This can cultivate in children the concepts of inferiority and superiority as they begin to compare and contrast themselves

to others and feel less secure and confident. Advertisements can also play a significant role in controlling a child's choice of toys, clothing, or luxuries. (Chatterjee 2018.)

#### **4.1.2 Adolescents**

There has been a lot of research done over the years on the effects of alcohol and cigarette advertisements on children. According to studies, advertisements encourage unhealthy behaviors in children and adolescents, and the task of protecting them has become increasingly difficult as companies advertise their products via the Internet and social media.

Advertising, according to experts, increases the chances of underage drinking. In fact, watching alcohol advertisements is associated with increased alcohol consumption among teens, which is linked to higher levels of problems such as drinking alcohol, being unconscious due to excessive drinking, fighting, and absenteeism from school. (Parsons & Samuels 2013.) By advertising alcohol, teenagers are encouraged to purchase a product that they should not be consuming as much of.

Marketers can use a variety of psychological techniques to deceive customers and create all of the conditions for purchasing a product. However, thoughtful people with their own point of view on what is going on around them and in their lives are nearly impossible to deceive. Teens recognize the futility of advertising for many products, and they can analyze and recognize what they dislike about both the advertisement and the product being offered to them.

#### **4.1.3 Adults**

Today, everyone is exposed to advertising. The impact on people's choices during their hours of watching all of these announcements on TV is very profitable, because it reveals the new and available goods that that person advertises to them. It is unquestionably effective at attracting customers not only psychologically, but also visually and culturally. In this case, women discovering a new product can be given as an example. In reality, it could be a regular product with the message of an incredible product that can create a mystery and keep reminding these women that it is really good and inviting them to try it until they are convinced and then rush to purchase it. The same is true for men in terms of clothing, automobiles, perfumes, and so on.

#### **4.1.4 Elderlies**

Significantly, less attention and importance has been given to the analysis of the impact of ads on elderly consumers. The 55-plus age group is now bigger and accounts for a significant part of the population and buying power than the popular youth market. (Smith, Moschis & Moore 2012.) According to the World Health Organization (2018), by 2050, the world's population aged 60 years and older is expected to total 2 billion, up from 900 million in 2015. That is why, producers and marketers must learn how to attract elderly customer to buy the product by devising a smart method that is in line with the needs of this ever-increasing age group, which has become a significant part of society.

### **4.2 Social media as a marketing channel**

Social media marketing is a type of e-marketing that works by encouraging followers to visit the company's page and learn about the products and services this company wants to promote. It is worth noting that 92 percent of marketers worldwide have emphasized the importance of using social media in their business, owing to the fact that the latter is one of the smartest ways to achieve massive profits, as it is used by people of all ages (Jolly 2017).

#### **4.2.1 Usage of social media**

Social networks are a valuable resource for both businesses and young people. They enable businesses to maintain direct communication with customers. Most businesses have their own Facebook/Instagram page or Twitter account where they can inform customers of new products or special offers and receive feedback from them. Businesses benefit greatly from the exposure provided by social media platforms. In a brief, we can say that the greatest use of these social networks in the business sector is the increased web visibility.

#### **4.2.2 Word-of-mouth**

In a marketing context, word of mouth is initially defined as the oral transmission of information or opinions about a product, service, or organization. Word of mouth is usually unintentional, but it can be encouraged, and even rewarded, through sponsorship actions. Word of mouth is generally positive in a form of recommendation, but can be negative as well in the form of a warning. The effects of word of mouth have been enhanced in particular by the development of social networks, which enable new forms of recommendations to be accessible to all since only one of these recommendations can have far greater impact on people to get more of the chosen products/services. (Glover 2021.)

### **4.3 Creativity in advertising**

Advertising is one of the most flexible engines in the global selling process. It is something that stands out among the major competitors by attracting the attention of the target audience to selling the product or service and thus achieving the customer's communication and marketing goals. Advertising creativity is focused on its ability to provide important solutions as well as unique and appropriate ideas to marketing problems, as creativity in advertising is regarded as a fundamental pillar of advertising success. According to Chron Contributor (2020), creativity is considered as the soul of advertising as it is what brings life into ads about goods and services that would otherwise be dull or meaningless in the hearts and minds of target customers. That is why many advertisers tend to turn to advertising firms specialised in the design and development of ads to see what would work and perform the best.

#### **4.3.1 Creativity**

The first reason that creativity is important in marketing is that it promotes uniqueness. Doing something new and different is one of the simplest ways to pique the interest of your clients and potential customers. Furthermore, creative ideas are far more memorable: people will not only pay more attention to your advertisements, but they will also remember your name and your products for a longer period of time. Businesses that want to compete in marketing must cut through the clutter and distinguish themselves from their many competitors. Innovative marketing techniques and strategies enable you to capture your target audience's attention. (Axiomq 2020.)

### **4.3.2 Hierarchy of effects model**

A decision is made after three successive phases, according to the model of the hierarchy of effects widely used in the study of consumer behaviour: first, cognitive: the decision-makers learn about the product and seek information to better understand it. Then, affective: the decision-makers assess the product and organise their preferences. Finally, conative: the decision-makers, convinced by their decision, put it into action. In order for the consumers to buy the product, they need to be aware of its existence. However, even when aware of it, it is still difficult to get these consumers to the act of purchase. That is why, on the conventional hierarchy of effect models, businesses shall do their best so that the effects of advertising exposure lead to brand awareness and advertising awareness, thus contributing, until the purchase intention, to conduct and behave towards the commercial as well as brand. (LearnMarketing 2020)

### **4.3.3 Hierarchy of effects and creativity**

The hierarchy of effects is a method for identifying a product and motivating people to purchase it. This may take some time. However, when the celebrity (actor) admires and is already a fan of the product, and the advertising in question is motivated by creativity and originality, this method allows for a quick decision while taking the actor's motivations into account.

### **4.3.4 Survival of the fittest**

The term "survival of the fittest" was coined by Charles Darwin, a British naturalist, and became popular in the fifth edition of *On the Origin of Species* (published in 1869). The expression denoted the survival and reproduction of organisms that are best adapted to their surroundings (Cunningham.). It means that the company that is best "fitted" or "adjusted" to its surroundings (markets, customers) is more likely to survive and thrive. As a result, any company or brand that adapts to its surrounding environment has a good chance of survival. Similarly, poorly suited businesses will not survive for a long time.

## 5 METHODOLOGY

For this practical part, I decided to go with a questionnaire that consists of a set of questions related to the advertising for my study case: McDonald's. This questionnaire was sent to different people including my family members, my friends from different countries as well as other people from some social media groups. The answers were of a total of 53 responses.

### 5.1 Observation of results

The 1st question of the questionnaire was about the age; 62.3% of them were between 18 and 25 years old, 24.5% were between 26 and 35 years old, 5.7% were under 18 years old, 3.8% were between 36 and 45 and more than 45 years old. (FIGURE 2)

Age

53 responses

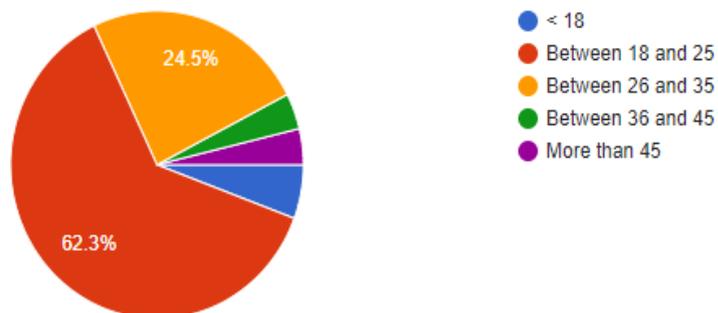


FIGURE 2. Age

The 2nd question was about the gender; 56.6% of them were female and 43.4% were male. (FIGURE 3)

Gender  
53 responses

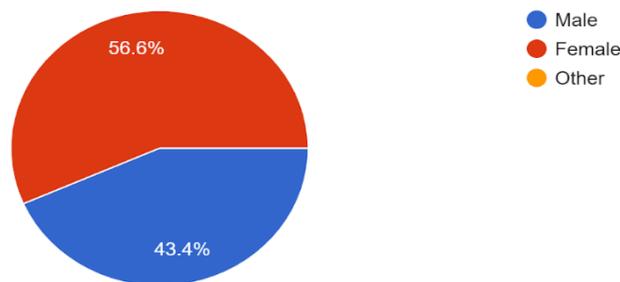


FIGURE 3. Gender.

The 3rd question was about the subject of our study case, which is if people like fast food or not. 88.7% said they like it while the rest (11.3%) do not. (FIGURE 4)

Do you like Fast Food?  
53 responses

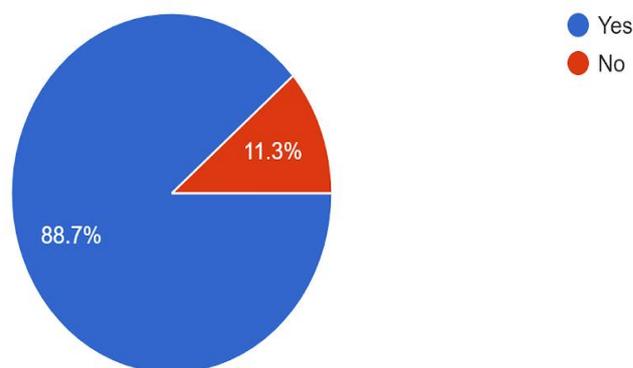


FIGURE 4. Do you like Fast Food?

The 4th question was about which fast food restaurant they prefer. In this question, I gave them the possibility to select more than 1 option due the availability of many Fast Food restaurant in the market. 46 votes went to McDonalds' which has the biggest percentage of 86.8%, then KFC with 36 votes (67.9%), after that Pizza Hut with 26 votes (49.1%) and the rest went for Burger King (37.7%), Domino's Pizza (11.3%), Hesburger (3.8%) and other restaurants (11.3%). (FIGURE 5)

Which Fast Food company you prefer?

53 responses

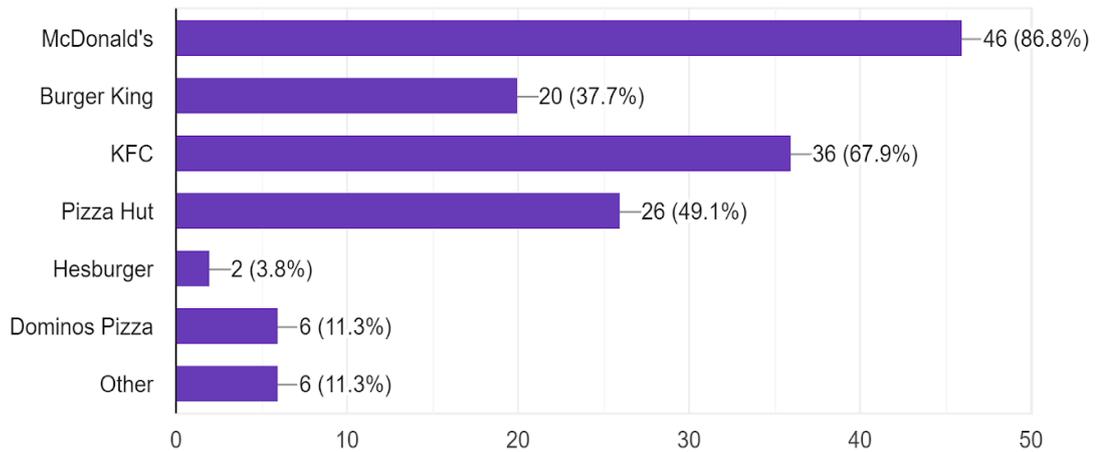


FIGURE 5. Which Fast Food company do you prefer?

In this 5th question, I started to focus more on McDonalds' by asking if they consume latest's products or not; 92.5% replied by "Yes" while 7.5% replied by "No". (FIGURE 6)

Do you consume McDonald's products?

53 responses

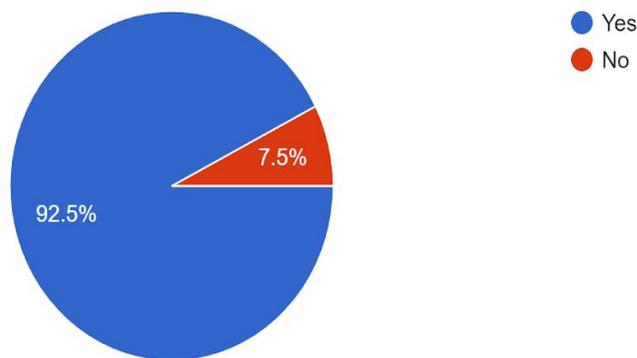


FIGURE 6. Do you consume McDonald's products?

In the 6th question, I asked about what motivates these people to consume McDonald's products. For this question, I gave them again the possibility to select more than one answer. 41 votes went for "Tasty food" and took the biggest part of 77.4%. Then, 30 votes (56.6%) went for "Diverse Menu", 28 votes (52.8%) went for the option "Famous in the Market", 3 votes (10%) went for "Other", 2 votes

(2.8%) went for “No reason” and finally 4 votes (7.5%) went for the last option; an option that will be repeated in most of the upcoming questions which is “I don’t consume”. (FIGURE 7)

What motivates you to consume McDonald's products?

53 responses

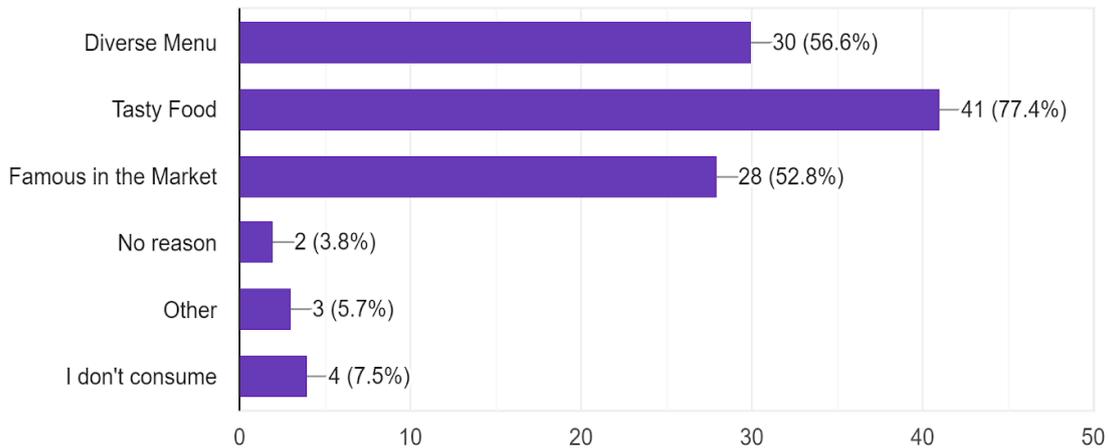


FIGURE 7. What motivates you to consume McDonald’s products?

The 7th question was about how often they go eat in McDonald’s. 47.2% answered “Frequently (1 to 2 times a month)”, 30.2% selected “Regularly (once or twice a week)”, and the rest, 22.6% selected “Occasionally (once or twice a year)”. (FIGURE 8)

How often do you eat at McDonald's?

53 responses

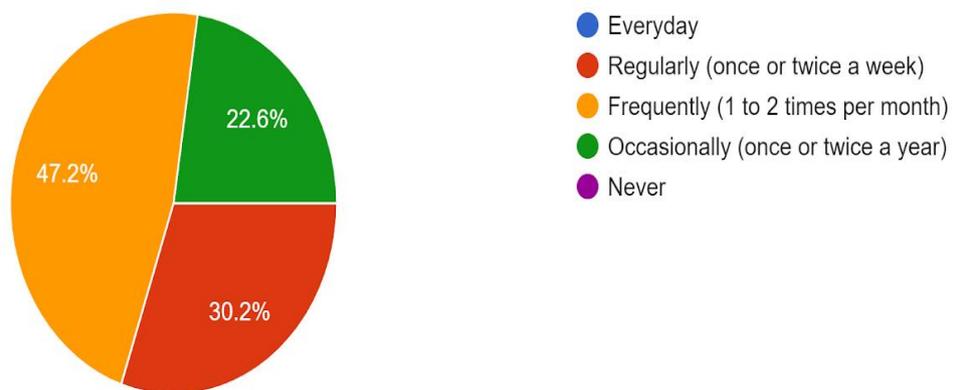


FIGURE 8. How often do you eat at McDonalds?

The 8th question was about which socio-professional category they belonged to 45.3% which is the majority were students, 32.1% were employees, the others were either: housewife or househusband, jobseeker, worker or some other socio-professional category that was not mentioned. (FIGURE 9)

In which socio-professional category do you place yourself personally?

53 responses

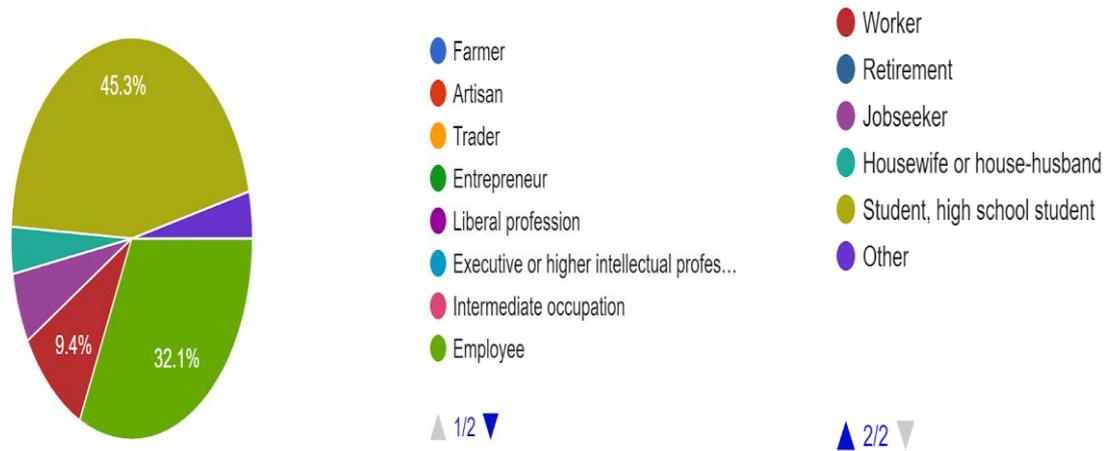


FIGURE 9. In which socio-professional category do you place yourself personally?

The 9th question was about their satisfaction concerning McDonalds' services. While 84.9% state that they were satisfied, 15.1% said that they weren't. (FIGURE 10)

Are you satisfied with their services?

53 responses

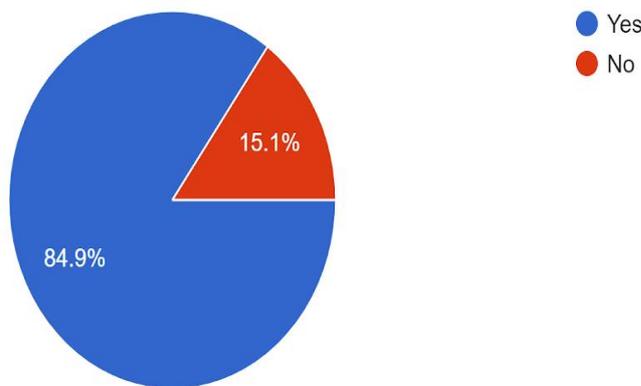


FIGURE 10. Are you satisfied with their services?

The 10<sup>th</sup> question was whether McDonalds' product line is complete or not; 81.1% think that it is complete while the rest which consists of 18.9% stated that it isn't complete. (FIGURE 11)

In your opinion, is the McDonalds product line complete?

53 responses

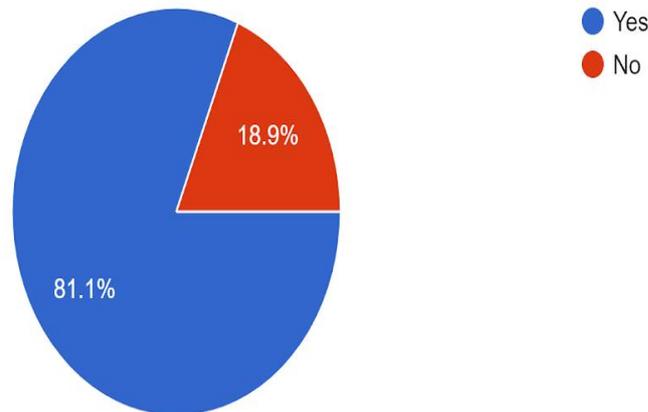


FIGURE 11. In your opinion, is McDonald's product line complete?

In the 11<sup>th</sup> question, I asked about the reason why they go to McDonalds' and gave again the chance for them to select as many as they would like. 49 votes that is the majority with a percentage of 92.5% went for the "Eating" option, then 26 votes (49.1%) for "Having a coffee or a dessert", 10 votes (18.9%) for both "Children's entertainment" and 2% for "Other answer" which can also be for studying just like what I do. (FIGURE 12)

You go to McDonalds for

53 responses

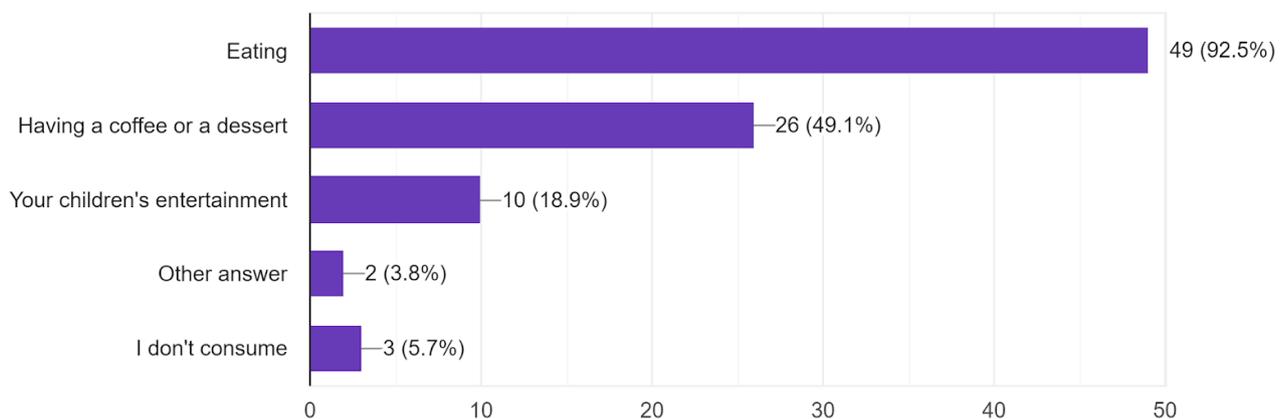


FIGURE 12. You go to McDonalds for?

The 12<sup>th</sup> question was about what time they prefer to eat at McDonalds'. The persons answering could select more than one option. 45 votes (84.9%) went for the option "During Dinner", 40 votes (75.5%) went for "Lunch", 5 votes (9.4%) went for "Breakfast" and the rest selected "I don't consume". (FIGURE 13)

When do you prefer to eat at McDonalds?

53 responses

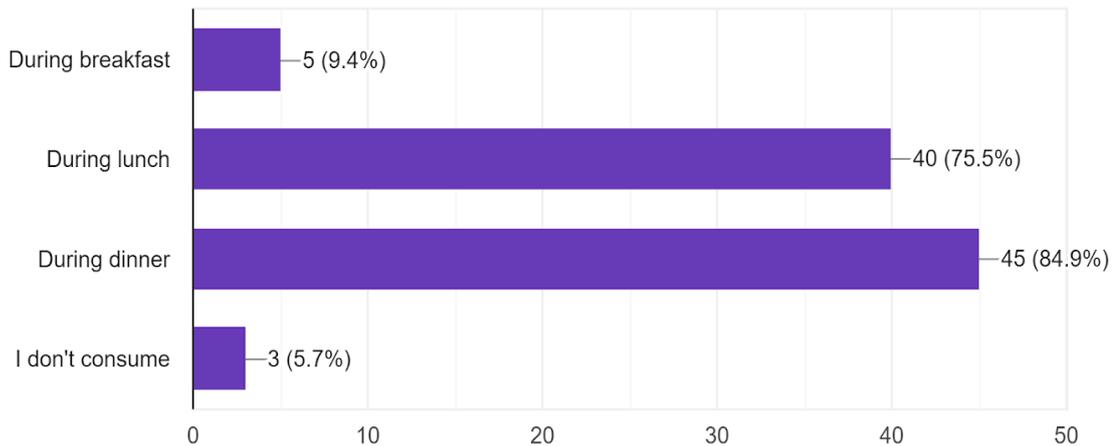


FIGURE 13. When do you prefer to eat at McDonalds?

In the 13<sup>th</sup> question, I asked about the problems they might have encountered at McDonalds. 60.4% said that there were "None", 28.3% chose the option "The quality of the products", 7.5% was for option "The service" and lastly "Hygiene". (FIGURE 14)

What problems have you encountered at McDonalds?

53 responses

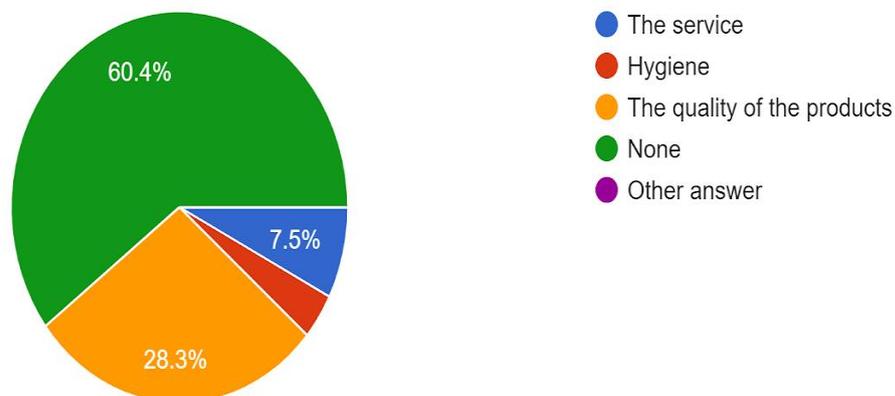


FIGURE 14. What problems have you encountered at McDonalds?

The 14<sup>th</sup> question was about what do people look for in a food restaurant by rank. In General, the biggest part went for the “Portion size”, “Promotions”, “Tasty food”, “Price” and “Something for everyone”, then in the second place, there was “Nutrition”, after that came “Convenience”. (FIGURE 15)

What do you look for in a fast food restaurant? Rank in order of importance:

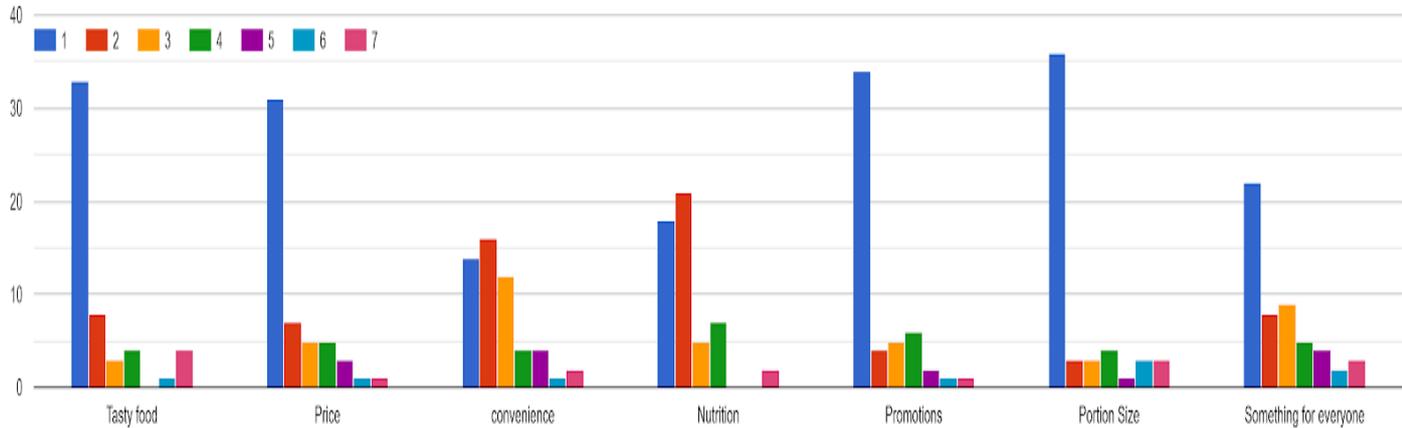


FIGURE 15. What do you look for in a fast food restaurant?

In the 15<sup>th</sup> question, I asked about how much time they spend in McDonalds. The majority which is 45.3% selected “About an hour”, then 32.1% “30 mins”, after that 18.9% chose “More than an hour” and the rest chose “other answer” which are the same people who do not consume. (FIGURE 16)

How much time do you spend during your visit to McDonalds?

53 responses

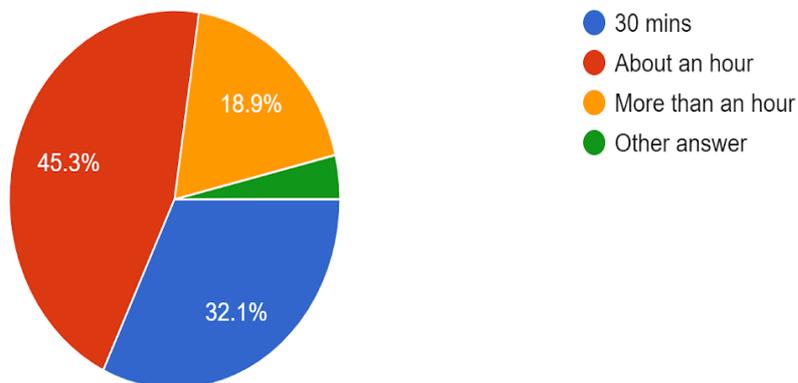


FIGURE 16. How much time do you spend during your visit to McDonalds?

The 16<sup>th</sup> question was about whether these people think that McDonalds has the biggest share of fast food market in their own country. As a result, 92.5% responded by “Yes” while the rest 7.5% responded by “No”. (FIGURE 17)

Do you think McDonalds has the biggest share of the fast food market in your country?  
53 responses

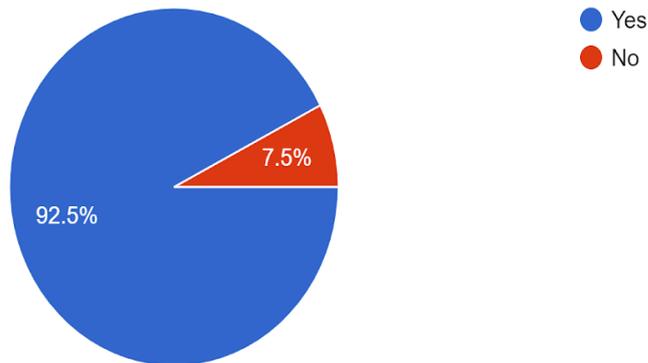


FIGURE 17. Do you think McDonalds has the biggest share of fast food market in your country?

Question number 17 was about whether these people’s degree of consumption changes when they see a McDonald’s advertisement. 62.3% responded by “Yes”, 35.8% responded by “No” and the rest responded by “I don’t consume”. (FIGURE 18)

When do you see a McDonalds' advertisement, does this change your degree of consumption?  
53 responses

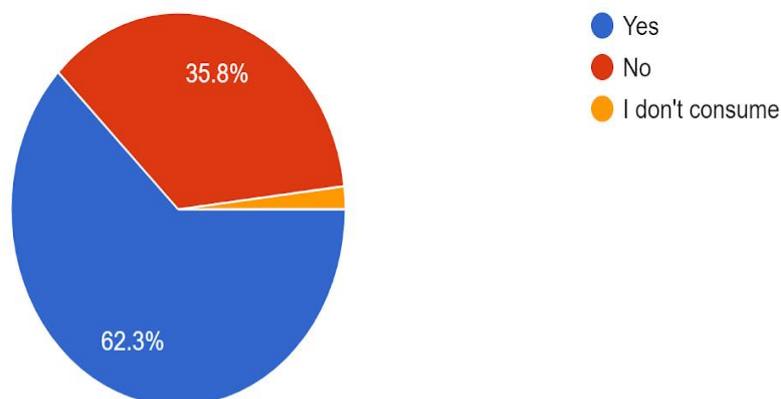


FIGURE 18. When you see a McDonalds’ advertisement, does this change your degree of consumption?

In the 18<sup>th</sup> question, I asked about the places where they frequently see McDonald's advertisement. The respondent could choose more than 1 option. 43 votes (81.1%) which is the majority, selected "Panels". The "Social Networks" in the 2<sup>nd</sup> place with 41 votes (77.4%). The TV that came in the third place with a total of 36 votes (67.9%). Then "Poster" with 24 votes (45.3%), "Bus Stations / Tramway / Subway" with 13 votes (24.5%). Finally, "Flyers" that came in the sixth place with 10 votes (18.9%). (FIGURE 19)

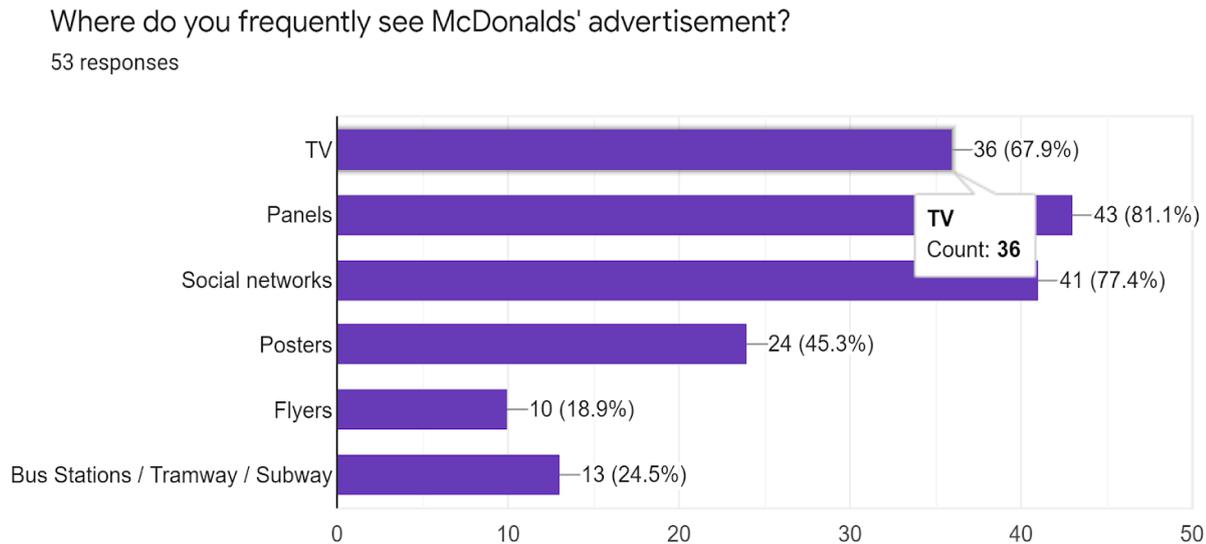


FIGURE 19. Where do you frequently see McDonalds' advertisement?

Moving on to question number 19. In this one, I asked the sample whether they agree with 4 statements. I gave them the options by scale: Not agree at all, Disagree, Rather Disagree, Neither agree nor disagree, Somewhat agree, Agree and Totally agree. For the first two statements "I am familiar with the McDonalds brand" and "McDonalds is a well-known brand", the majority answered by "Totally agree". As for the 2 other statements "McDonalds is a prestigious brand" and "I have confidence in the McDonald's brand", many replied by "Somewhat agree". (FIGURE 20)

Please indicate your degree of agreement with these first 4 statements:

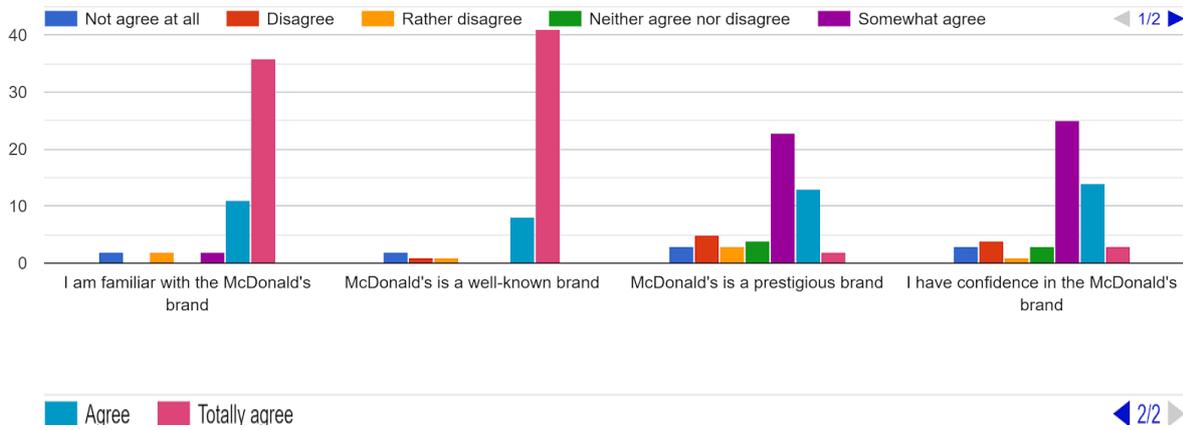


FIGURE 20. Indicate your degree of agreement with these first 4 statements.

In the 20<sup>th</sup> question, I asked whether they would go eat in McDonalds if they were to grab a quick bite. 52.8% responded by “I am pretty sure”, 15.1% responded by “the chances are very low”, 7.5% responded by “I am sure of it”, and finally 7.5% said “There is a great chance”. (FIGURE 21)

Come to think of it, do you think the next time you want to grab a quick bite to eat at a restaurant, you'll go to McDonald's?  
53 responses



FIGURE 21. Do you think the next time you want to grab a quick bite to eat at a restaurant, you'll go to McDonalds?

Just like the 19<sup>th</sup> question, I asked in the 21<sup>st</sup> question whether they agree or not with 4 statements. For the 1<sup>st</sup> statement “I like the McDonalds’ ad” most of the votes went for “Agree”. For the second state-

ment “Advertising is easy to understand”, the most votes went for “Totally agree”. For the 3<sup>rd</sup> statement “McDonald’s advertising is funny” the votes were somewhat close between options “Agree” and “Somewhat Agree”. For the last statement about whether “McDonald’s ad is humorous”; most votes went for both “Agree” and “Neither agree nor disagree”. (FIGURE 22)

How much do you agree with these 4 other statements about your opinion of the McDonald's brand:

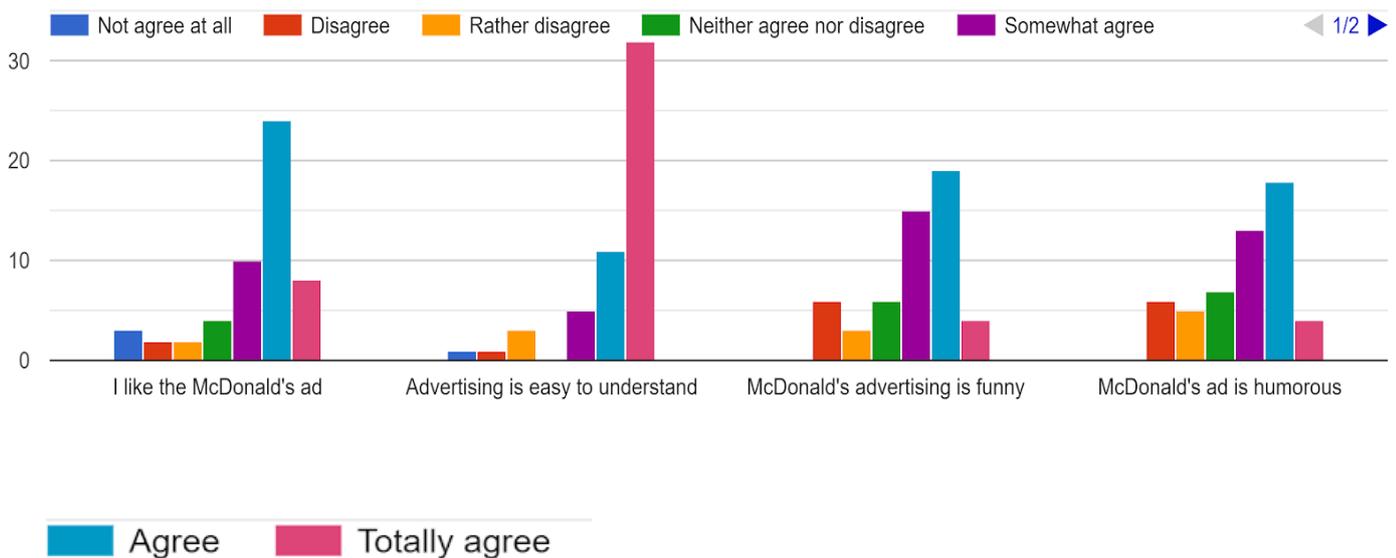


FIGURE 22. How much do you agree with these 4 other statements about your opinion of the McDonald’s brand?

Same as the last one, in the 22<sup>nd</sup> questions, 5 other statements were suggested. For the 1<sup>st</sup> statement “McDonalds is a brand that knows its weaknesses”, the 2<sup>nd</sup> statement “McDonald’s is a brand that knows its strengths” and the 3<sup>rd</sup> statement “McDonald’s is a brand that is aware of its flaws”, the majority of people selected the option “Totally Agree”. For the 4<sup>th</sup> statement “The McDonald's brand is sincere with its consumers” the majority of the votes went for “Somewhat agree”. Lastly, for the 5<sup>th</sup> statement “I have doubts about the sincerity of the message conveyed by the McDonald's ad”, results were kind of close: 16 votes went for “Rather Disagree” and 14 votes for “Disagree”. (FIGURE 23)

How much do you agree with these 5 other statements about your opinion of the McDonald's brand:

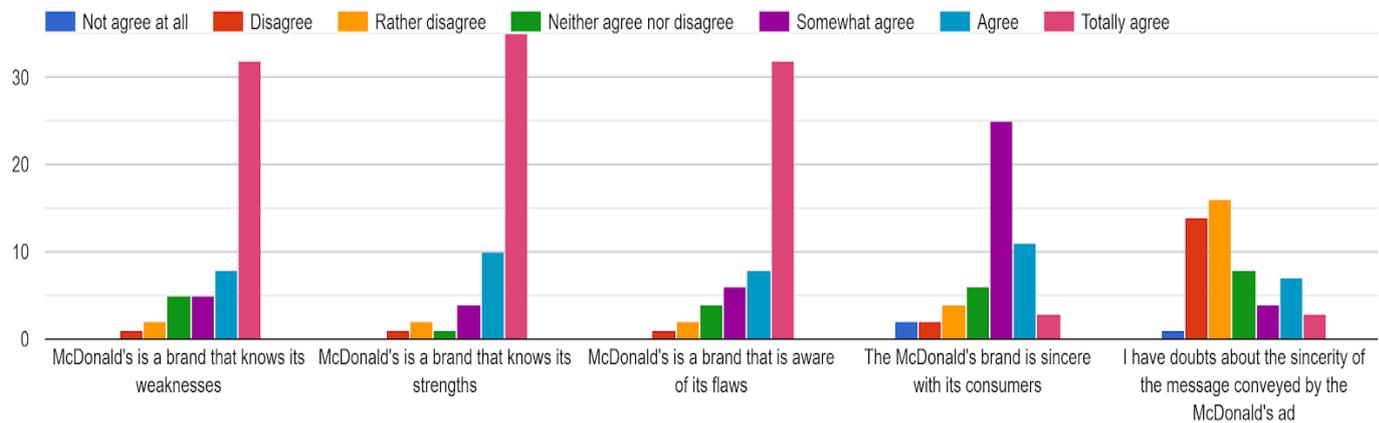


FIGURE 23. How much do you agree with these 5 other statements about your opinion of the McDonald's brand?

## 5.2 Analysis of the results

Based on the questionnaire above and the results that came out from a sample of 30 people with different ages, we can deduct many strategies that McDonalds have opted for.

As we all know, concerning the product line, McDonalds Menu is quite diverse. In any McDonald's restaurant around the world, we can find pretty much similar meals and maybe some are different due to that country's main religion and culture. For instance, here in Europe we can find some burgers made bacon, which does not exist in Muslim countries. In addition, we can find meals for vegans as well as meals for children known as "Happy Meal". Other than food, in McDonalds we can find coffee, milkshakes, donuts, ice cream and other desserts. (Picture 2)



PICTURE 2. McDonald's entire menu. (FaZe Kay 2018)

Halal Food for Islamic countries:

In different Islamic countries, we can find that the "Halal" logo exists everywhere in the store and that is to reassure that the cows and chickens are slaughtered in a Halal way on the basis of Islamic Law. In order to prove that, they have official certificates, all of which is the purpose of staying comfortable while eating. Far from burgers, McDonalds have opted for many other good strategies. For example, in Morocco, during Ramadan, McDonalds present for Muslim people a set of traditional Moroccan side dishes and cookies to break their fast. (PICTURE 3, 4 & 5)



PICTURE 3. 100% Halal Beef, That's it. (Halalmcd)



**Only halal  
white meat  
chicken.  
That's it.**



PICTURE 4: Only Halal white meat chicken  
(McDonald's 2019)



PICTURE 5: Ramadan Kareem wishes  
(Shams 2017)

Moving on to McDonald's India. Since many Indians believe in cows as religion, McDonald's menu in India does not include any beef or pork products. Instead, McDonalds offers a variety of vegan options as well as fish and chicken that are Halal as well. (Picture 6 & 7)



PICTURE 6. No beef products  
(Waltz 2017)



PICTURE 7. 0% Beef in McDonald's India  
(WAY AWAY 2018)

Moving on to the usage of colors. McDonalds' logo is very known worldwide. By thinking about it, some sectors, such as technology, prefer certain colors, such as blue, while fast food restaurants prefer red.

McDonald's uses red because it is readily visible, and others claim that it triggers appetite and stimulates hunger, which may explain why red is used by a variety of other fast food brands, including Subway, Burger King, and other famous fast food chains.

Furthermore, since the color red is often used to signify sales, many brands combine it with lighter colors like white or yellow to express the properties of red. Green is frequently used to represent wellbeing and healing. Yellow is also a distinguishable color that draws customers to its restaurants.



PICTURE 8. McDonald's Logo (Transparent)  
(Pngimg)



PICTURE 9. McDonald's Logo (Red)  
(logos-download)



PICTURE 10. McDonald's Logo (Green) (Bartier 2019)

## **6 RESULTS AND RECOMMENDATIONS**

From the questionnaire and the analysis above, it can clearly be deducted that McDonald's have did many strategies to make the consumer comfortable and as a result consume the company's products. However, I will still give some suggestions for the company to take in consideration in the future. Many consumers say that when they order food to be delivered to their home, they find that some of what they ordered is missing; whether it is sauces or soda, or any other things. Thus, I recommend that they have a person to double check any order to be delivered. One other recommendation is to hire psychologists to help them with other decisions to make the consumer buy more. Finally, opening extra McDonald's restaurants in other cities in any country and not only the big ones.

## 7 CONCLUSION

Given the vast financial resources that companies now devote to advertisement, the merits no longer need to be explained. Its first goal is to affect the consumer, for good or bad. For corporations, the most important thing is to sell. Its effects can still be felt today, and no one is exempt. As a company promotes its products, it is with the aim of gaining an audience for its brand and, as a result, capturing the attention of potential customers. Personalized furniture can be a promotional item.

All these processes have led to customers being encouraged to consume more. There is a huge psychological strain. A well done and well-initiated advertising would be able to stimulate the appetite or the need for a product without actually needing it. The word neuromarketing applies to this. It refers to the manipulation of thought in terms of psychology.

There are many opportunities today in terms of communication networks. Television advertising does and will not have the same impact as radio or print media advertising. The prevalence of large-screen televisions in major cities is not by chance. It's a smart way to publicize and catch the attention of the customer.

Television, on the other hand, has a stronger influence. It contributes to the development of a sense of belongingness and familiarity with the brand. The repetition of images and words creates a mental connection between the customer and the brand being promoted. With the introduction of NICT, social networks have also evolved into true advertising hotspots.

The use of pop-ups is a recent trend. This new trick aims to show an advertisement on a user's tab. The goal here, again, is to establish a connection between the consumer and the product in question. However, this is an invasive practice that advanced users do not really appreciate.

Today, only very few people are paying attention to it. However, both the age and gender criteria are real details on which advertising psychologists play. For instance, when a product is introduced to a young audience, references to extreme games, thrills, excitement, or even vitality are made.

The emphasis is usually on appearance, aging, sensuality, and seduction when it comes to a female audience. Thus, in this case it can be said that marketing strategies are based on a seductive approach.

Many people are still unaware of the effect of advertisements on their lifestyle and consumption patterns. Having said that, the marketing industry has a bright and promising future ahead of it. Although it is impossible to monitor the adult's impulses, playing on emotional relations is a very convincing solution.

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The questions for the questionnaire were as follow:

Age

Gender

Do you like Fast Food?

Which Fast Food company do you prefer?

Do you consume McDonald's products?

What motivates you to consume McDonald's products?

How often do you eat at McDonalds?

In which socio-professional category do you place yourself personally?

Are you satisfied with their services?

In your opinion, is McDonald's product line complete?

You go to McDonalds for?

When do you prefer to eat at McDonalds?

What problems have you encountered at McDonalds?

What do you look for in a fast food restaurant?

How much time do you spend during your visit to McDonalds?

Do you think McDonalds has the biggest share of fast food market in your country?

When you see a McDonalds' advertisement, does this change your degree of consumption?

Where do you frequently see McDonalds' advertisement?

Indicate your degree of agreement with these first 4 statements.

Do you think the next time you want to grab a quick bite to eat at a restaurant, you'll go to McDonalds?

How much do you agree with these 4 other statements about your opinion of the McDonald's brand?

How much do you agree with these 5 other statements about your opinion of the McDonald's brand?