

# Marketing Strategy Analysis on China's Fast Food Industry: Case from KFC

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**Abstract.** This study is in the context of digital marketing. It aims to study several marketing strategies of KFC: advertising marketing, brand marketing, word-of-mouth marketing, price strategy, and localization strategy. The study found that through multi-channel marketing, KFC consolidated its brand foundation to attract consumers and a variety of marketing strategies in parallel. Analyze customer preferences through digital dining, multi-platform operations, Clear target groups, improve service equipment while focusing on timely machine strategy, and improve the possibility of purchase; the most important thing is to use the localization strategy, seize the Chinese people's eating habits really into the local market.

**Keywords:** Marketing Strategy; Fast Food Industry; KFC.

## 1. Introduction

First, the background of this study is the combination of digital marketing and KFC marketing strategy. In this paper, the specific issues are in the context of digital KFC involved in several marketing strategies: advertising marketing, brand marketing, price strategy, localization strategy, and so on. In-depth analysis of the digital age, KFC uses various marketing methods to increase sales and spread the impact of inquiry. In the new digital marketing journey, choosing the target group and relevant product offers suitable communication methods and the right time to push the channel equal to more consumers. Advertising and brand marketing strategies: attract more consumers and enhance consumer awareness of the brand. Price strategy: consolidate the brand foundation, localization strategy: further deepen the brand strength to build product IP. Membership is a digital technology for consumers to do multi-dimensional analysis, open the era of intelligent marketing, accurately tailored to each customer to create their new menu. Accurate marketing from multiple channels: offline marketing, own platforms, and mainstream media platforms such as comprehensive digital marketing tools. The delicate hierarchical operation, clearly divided into various fields, is a more comprehensive display of marketing means.

The purpose of this study has two dimensions. Theoretically, this study aims to fill the gap in the digital marketing field and the similar fast-food industry marketing field to fill a void and provide a more in-depth analysis of KFC's various marketing methods combined with digital. On the other hand, at the practical level, this study offers some strategic guidance for the fast-food industry's marketing, taking KFC as an example. In terms of the digital transformation of catering, KFC has installed restaurants into mobile phones, integrated food, and technology, set up its Application, enhanced user stickiness, set its personalized menus, and led the new digital trend of catering. Big data AI analyzes customer preferences, develops target groups, operates artificial intelligence equipment, and integrates technology with daily operations, which is a case reference for other catering industries.

## 2. Literature review

Current academic research on marketing strategies in the restaurant industry involves numerous studies. Wu analyzes the difference between global and customized marketing strategies, using KFC and McDonald's in China as examples, and analyzing the differences between the two brands through factors such as price advertising positioning [1]. You and Zhang study, the critical role of cultural

differences in international marketing, using the 4P marketing strategy theory method to explore this topic from a cross-cultural perspective, using KFC and McDonald's as examples [2]. Sophonsiri et al. study the influence of brand personality dimension on brand association and brand appeal. By taking KFC in Thailand as an example, it is found that brand appeal has more power than sincerity, excitement, sophistication, and ruggedness in These four dimensions [3]. Jiang and Zhang study the application of emotional design in brand communication through KFC as an example, the use of literature, case analysis, and other methods, and the analysis of the dynamic design discipline integration [4]. Harrington et al. study the differences in QSR between consumers and non-customers better understand the impact of marketing strategies and customer value, using the marketing mix of brands such as KFC [5]. Witkowski et al. studied the cross-cultural influence on brand recognition, using KFC in China and the United States as an example to measure and compare [6]. Hussain studied the impact of sensory brands on consumers, using KFC as an example from the five senses [7]. Azman et al. studied consumers' preferences in Indonesia and Malaysia, using a comparative study of KFC marketing strategies in these two countries using the 4P marketing mix strategy [8]. Schröde et al. study the value of fast food and ethical consumers, using McDonald's and KFC as examples [9]. Haider et l. find out the food factors that affect the two brands of KFC and McDonald's through a comparative study [10].

### 3. Case analysis

#### 3.1 The effect of KFC advertising

As we all know, the ultimate goal of advertising marketing is to increase turnover. And advertising marketing is one of the fastest ways to make people familiar with the brand and increase sales to reach more consumers. There are many channels for KFC media advertising, such as a few years ago, KFC is very fond of the mainstream TV media to spread. One of the most often CCTV brand advertising is conducive to the subconscious to deepen the brand in the eyes of the Chinese people because CCTV is the national authority of the public communication platform, and the power of this platform is also great. Therefore, KFC's use of CCTV as a communication platform is conducive to deepening brand influence.

In recent years, new digital media platforms on the Internet have become more widespread through everyday people searching for the keywords about KFC; you can enter the official homepage, there are promotional activities, product pictures, nearby stores, and other information, it is very convenient to find the key points at a glance, and even the route is planned. Secondly, KFC also uses social media to improve its influence, from time to time, in WeChat Moments to brush KFC advertising and increase the KFC brand views and exposure. And when chatting between classmates or friends, KFC's "Crazy Thursday" and other words are also invisible to KFC, increasing exposure.

Including the viral vibrato short video, which often jumps out of KFC advertisements, is also an excellent way to bring topics and traffic to KFC.

Secondly, in terms of spokespeople, KFC is also a part of the advertising and marketing, such as Lu Han and Wang Yibo in China. They also attracted many fans to come to spend, which is also one of the key ways to improve turnover. Although the spokesperson needs costs, the final turnover will cover these costs. In addition, KFC's advertising marketing masterpiece and crazy Thursday is a remarkably successful advertising strategy. First of all, Crazy Thursday, the concept of labeling time, is very new. And KFC, the brand with its heat, also helps this topic more out of the circle. More importantly, the marketing strategy of preferential prices at this time on Thursday is also one of the reasons for attracting consumers. This is through the "price war" and "time war" to attract consumers. Crazy Thursday is a success, but also because its way of communication is effortless, not limited by the platform, in the exchange between friends, will bring up this topic, there is no cost, especially out of the circle, is a successful word-of-mouth marketing.

### 3.2 Price strategy

And in the second part, I want to introduce KFC's product portfolio, fried class; well, this is also one of the characteristics of KFC, he likes to make hamburgers and fried chicken drinks, Such a combination to the corresponding and then put together a low price to sell will be cheaper than to buy alone, which is KFC's price strategy to encourage consumers to spend, and then even let them join the membership because the membership price will be even lower. You can also accumulate points for gifts. It is to open WOW membership in KFC's exclusive App, and then after the opening, there will be low-cost goods supply spike, as well as a variety of vouchers. In the "hoard coupons "and even in the form of lucky bags, this marketing tool is also viral in recent years; the use of consumers similar to gambling psychology, which also makes the purchasing power is awe-inspiring.

Similar methods and time-limited seconds kill coupons; the pell is the hand speed; this marketing strategy is to seize the timeliness; there is a now or never strategy.

### 3.3 Brand strategy

KFC's audience is mainly young people and people with families. This means the age distribution is about these people under the age of 50, who are also the people with the most purchasing power. In other words, KFC must capture their preferences, which is also conducive to brand building. First, KFC's main products are fried chicken, Coke, French fries, hamburgers, etc. These products are especially popular with children, which KFC is looking forward to. Raising a child who likes to eat fast food from a young age can influence and encourage other family members to eat together and bring the next generation to enjoy fast food. And KFC's co-branded products, such as Sanrio, Bing dun, and other explosive products, are also gifts in the children's meal, which can also be seen that KFC is particularly concerned about children.

In addition, KFC's offline physical store is often equipped with children's amusement facilities, so children will not be bored while waiting for a meal. They can play in the park first, then eat, which is why KFC is always very good at catching children's hearts day party is also specially set up for children and teenagers; the environment is warm, and you can share food with friends.

For young people, the small gifts of joint payment are also beautiful to them. KFC promoted more consumers to buy through the use of two brand joint marketing strategies.

When it comes to spreading influence through social media, KFC is definitely. First, customers othe r Official Account message template Has its operating model, at 12: 00 noon and 6: 00 pm fixed push, thus increasing the possibility of potential customers to eat KFC. And these two time periods are meal time, and then with the list of offers, you can arouse great interest from customers. When KFC sends infsensormation, the following will also be equipped with a membership exclusive discount product poster, rich purchase links, convenient convenience, and fast order at a glance below. There is also the Mini Program of KFC - pocket fried chicken shop, which can buy various coupons in it, and at the same time, many stars have been attracted to enter and improve consumption power. Then use these coupons to exchange products at the store. In addition, there is a member incentive mech; for example, just adding the same money can be exchanged for a membership or a card.

There is the co-brand of KFC and other brands, which is also a special hot. Recently I saw a co-brand with Sanrio, Sanrio post-1990s and 2000s generation since childhood like Hello Kitty Melo another lovely pendant doll dolls doll, which is also one of the favorable factors to attract consumers to buy a set mealThehe beginning of this year's Bing Dwen Dwen was so hot in the set meal that it was hard to snag one. This combination of marketing means can be used to create freshness to attract consumers' attention, and then play a complementary brand IP mutual penetration, improve each other brand awareness influence marketing strategy, then help to increase consumption.

KFC's brand strategy, first of all, is to target the target population, "family" to create a warm dining environment and family menu set to attract people through the media of advertising news to attract more consumers. KFC's brand status chose the family, but also because of the focus of the Chinese people to understand the needs and preferences of China's market. The advertising slogan

“life is so charming” can also be seen to create a living family slogan and set up a family marketing model close to daily life.

### 3.4 Advertising Strategy

There are many kinds of KFC advertising above; the first localization strategy, the Product localization strategy, is also a combination of cultural exchange strategy and strategic logic marketing. KFC seized the Chinese eating habits, such as the old Beijing Fried Noodles, Beijing chicken rolls, and KFC remembers small dumplings; these products are KFC grab the localization strategy embodiment. Judging from the new products launched by KFC, KFC is constantly trying new products that meet the taste of Chinese people. This also represents the collision between Western fast food and China; KFC tries to be a part of Chinese food and beverage and genuinely integrate into Chinese life. KFC's fresh ideas and intense publicity naturally make KFC's localization strategy higher, opening its popularity.

Furthermore, there is the localization price strategy; first of all, no matter where the price of fast-food restaurants must be unified to help their good corporate image, rather than make a difference. Suppose the density of electricity in economically developed areas may be more prominent. In that case, some other sites will be relatively sparse to adapt to different market environments because of foreign purchasing power in different places.

For KFC, timing is critical. KFC Official Account message template Information, as well as takeaway platform, push often like to pick at 12: 00 noon and 6: 00 pm and other peak hours, which is also to him to improve many potential customers. In addition, KFC in the television network's prime time and holiday time advertising efforts are the largest; this period is generally eating time, which also increases the possibility of customers choosing KFC, deepening the impression of consumers.

In daily life, I often see KFC advertisements. In recent years, KFC has also created a new realm of advertising so that advertising is no longer blind and dull but close to life to play the “warmth card.” “The impression of KFC out of the circle of advertising is mainly in the Spring Festival timing advertising because; because of this specific holiday background, advertising will have implied many pokes in the heart of the resonance point. For example, the wandering people who work outside can finally go home, reunite with their families, and share the “KFC New Year Bucket” at this time. At this time, the right time, place, and characters will stimulate the resonance of many of its audience, so achieving the role of payment cannot help. Finally, the slogan, “New Year Flavor, I know the taste,” is also essential, attached with KFC Spring Festival family bucket coupons and attractive pictures.

Sales are going up, and this advertising strategy is achieved by depicting the daily life of a family reunion in a warm scene. The clever combination of ordinary people's family life and KFC has resonated with many consumers. To achieve the purpose of making them voluntarily pay for the year's taste.

## 4. Conclusion

In conclusion, KFC is leading the new trend in digital marketing. Through advertising and marketing, word-of-mouth marketing, price strategy, brand joint name, brand strategy, localization price strategy, and other methods to consolidate their localization price strategy and different ways to reduce their brand foundation and enhance consumers' attractiveness. In this new era of big data, KFC follows the trend. It is especially good at using new channels to increase traffic and exposure while using good advertising to deepen brand influence. Then to label the time, the concept of Crazy Thursday went viral and cost almost nothing. KFC combines the price strategy of marketing to encourage consumers to spend, encourage customers to join their exclusive Application, and use “vouchers” as their marketing tool.

Moreover, there is a clear family, youth, and other audience groups, improved service measures, for example, equipped with amusement facilities, increased the set of children's packages and added

joint brand cooperation gifts in the box. KFC and other cooperation brands improve each other's brand awareness for marketing strategies to increase the number of consumers. Furthermore, product localization strategy through cultural exchanges and strategic marketing logic, seize the Chinese people's eating habits to open awareness. Good use of timing strategy improves the possibility of consumers buying KFC.

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