

Studies on KFC's Online Promotion in China

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Abstract. As a major international fast-food brand, KFC has been adapting to changes in line with the development of technology. One of the most representative ways to promote KFC today is through online development based on the Internet. This article will introduce KFC's online promotion strategy from the perspective of consumers' personalities and brand personalities. It summarizes the convenience of using the KFC APP in promotion, the use of sharing information in cooperation with the online social platform. The power of video in using lives and social media that KFC has adopted in promoting their product and activities. By using SWOT analysis, the paper summarizes the current situation of KFC's online promotion strategy that has strengths in promoting. The paper also proposes development suggestions and ideas in data selection and consumer analysis. From the findings summarized, the paper concludes that KFC, as a representative of the successful implementation of network marketing strategy, has a reference for other brands in the network promotion strategy that make good use of the internet technology and make online promotion strategies by analyzing the consumers to keep the promotion effective. The paper also gives suggestions from the paper about the future study of online and offline promotion.

Keywords: Online promotion; KFC; consumer analysis.

1. Introduction

Online marketing has been one of the hot topics in recent years. Compared with offline stores, whose influence is limited to the region where the stores are located, online marketing strategies can be joined by transportation companies and Internet platforms, which have the advantages of faster, more convenient, and wider service coverage. Nowadays, the online marketing of promotional products for a company is also an important way for it to promote brand influence [1]. As a new business model that arises along with the development of the Internet and consequently, online marketing is based on mobile Internet technology, which extends the existing physical transactions to the virtual space so that goods can be displayed, shared, bought, and sold online and other related activities [2]. The online marketing model has developed very rapidly in the online marketing industry in recent years due to the combined influence of the Internet and the covid-19 epidemic. Many industries joined online sales due to the blow caused by the coronavirus, which allowed the online marketing model to further develop and expand [3]. The online business model is diverse and at the same time needs to be interconnected with offline and combined to form a new marketing approach [4]. The online sales model is gradually being adopted by companies in various industries as a new means of sales promotion.

There are many kinds of companies and brands that choose online marketing, among which the earlier ones are Taobao, Alibaba, and other platforms of e-commerce. With the development of the Internet, today's online sales can be conducted in the same city. With the rise of the takeaway delivery industry, online purchase of food is gradually becoming popular. In this trend, more and more brands are joining forces with social platforms, such as creating official accounts on social platforms and following the official accounts. Consumers can get information about the brand right on the web. Among so many brands that use online sales as a strategy, KFC is the most comprehensive one in terms of the application of online sales [5]. As the world's leading fast-food brand, KFC's marketing model is worth learning and thinking about. KFC has adopted a variety of online promotion methods in a relatively short time. It is worth studying the similarities and differences between these different online promotion methods, as well as how KFC improves its brand characteristics in the process of online promotion. Thus, the purpose of this article is to summarize and analyze KFC's online

marketing strategies and online marketing platforms and to summarize the characteristics of KFC's online market.

In the arrangement of the article, the following parts of the paper will first briefly introduce the development status of KFC in China. The article will analyze KFC's platform utilization and online marketing strategy, analyze KFC's online marketing situation from the SWOT model and eventually give some suggestions from the experience of online sale strategy in KFC.

2. Current Situation of KFC

2.1 History of KFC

Kentucky Fried Chicken (KFC) is an American multinational restaurant chain and the world's second-largest fast food and largest fried chicken chain, founded by founder Colonel Harland Sanders in 1952, selling fried chicken, burgers, fries, rice, tarts, sodas, and other high-calorie fast food. KFC's brand slogans are: "Life is so much more" and "Indulge yourself in KFC" [6].

Colonel Harland Sanders found a new way to make a living after retiring from the military by selling fried chicken in his own sauce in Kentucky and then teamed up with Salt Lake City's Chicken Express owner Harman to launch this new product. Since its launch in August 1952, this fried chicken was immediately popular, with customers lining up in baskets outside Harman's Salt Lake City restaurant to buy this take-out family meal. Paying \$3.50 would buy 14 pieces of fried chicken, mashed potatoes, bagels, and gravy. By the time Sandoz sold the company in 1964 he had taken on more than 600 stores to join. A group headed by Jack Massey and Brown bought his company for \$2 million and became the subsequent managers of KFC. KFC Hometown Chicken grew rapidly under the management of Brown and his partners, who sold KFC to Huebrand for \$285 million in 1971, by which time it had more than 3,500 franchised and company-owned restaurants according to the data [6].

KFC's development in China has been extremely rapid and can be divided into several important periods according to its development history. From 1995 to 2005, KFC in China grew at an average rate of 50% per year, and before 1995, there were less than 100 KFC restaurants in China, mainly in Beijing, Shanghai, Guangzhou, and other important cities [7]. In China, KFC accounts for 1% of the country's restaurant revenue and has more revenue, more profit, and more restaurants than any other brand in the country. From these figures, it is easy to see that KFC is growing rapidly and successfully in China.

2.2 Brand Personality of KFC

The charm of the logo lies in the corporate culture, brand spirit, and brand personality behind it [8]. The influence of culture on design is subtle. The influence of brand personality on design is subtle. It exists in the heart of people and is a key element in the visual design of a brand. It exists in the heart of people and is the basis for the activities of all elements in the visual design of a brand. It is also the basis for the activities of all factors in brand visual design. KFC has changed its logo a lot of times, the reasons behind the different logos lie behind the brand personality.

Along with the development of the times, consumers are in multiple communication media every day, multiple platforms, staying at a point of attention for an increasingly short period of time. The simplicity of design is the trend [9]. The more concise of the LOGO, the more single elements of communication, the wider the scope of application, and the more memory points deeper.

3. The Strategies for KFC's Online Promotion

3.1 Consumer Personality Analysis

In China, the consumer base of KFC is large and complex. The personalities of consumers are different in comparison. 32% of KFC consumers are over 30 years old and 68% of young people are

under 30 years old, the consumers aged under 30 years old are significantly more than the consumers aged else, among the younger consumers aged under 30 the college and high school students occupy larger amount, 92% of students prefer KFC as a fast-food option [10]. In contrast, middle-aged, older consumers tend to dine with other members of the family. Therefore, there are two main points to studying the personality of KFC consumers: the first is to analyze the personality of consumers between the ages of 18 and 30, and the other is to analyze the personality of family consumers.

For young consumers, brand awareness and the pursuit of stimulating consumption are their most distinctive characteristics as consumers. Because of their better educational environment, they are generally literate, knowledgeable, exposed to a wide range of information, have a strong desire for self-expression, and often want to reflect their status and value in group activities, so they pay more attention to the quality and grade of goods. Young people tend to impulse buy which is an unplanned, instantaneous, strong, and continuous desire to buy immediately [11]. These characteristics are easily captured by KFC due to the different financial management styles, and the most representative move is the launch of new products by KFC every month.

As a family-oriented customer, the obvious feature is that the parents of the children focus on the children's nutrition and do not agree to let the children go to KFC frequently. In response, KFC has launched a family package, which is designed to be healthy while offering preferential prices. Also, KFC has birthday activities for children, and KFC employees prepare activities and gifts for children. These behaviors attract consumers, and from then on, get higher evaluation and profit.

3.2 Online Platforms of KFC

3.2.1 KFC's APP

KFC's APP is one of the most representative online platforms of KFC. One of the important features of KFC's APP is its convenience. Using KFC's official APP, consumers can order food normally even if they are not in KFC. Consumers can choose to pick up the food at the store or pack the food to take away. This feature is a good way to save consumer time on the road. They can start ordering when they are still some distance away from the KFC store. This allows consumers to arrive at the KFC store on time while the staff prepares the food.

In addition, KFC App regularly offers special offers. Based on the customer's evaluation of KFC's service, they will offer the corresponding discount package food. Also according to the customer's consumption, KFC stores will give them certain discounts. When KFC carries out new promotions, KFC's APP must be the most convenient online platform to get relevant information, and these services make customers' consumption more convenient.

3.2.2 WeChat

Another online platform of KFC is to open joint services with online social platforms. The cooperation between KFC and WeChat gives a good example to study from. Tencent recently announced its financial results: in the third quarter, WeChat and WeChat users amounted to 1.309 billion, up 3.7% year-on-year; the number of daily active accounts exceeded 600 million in the third quarter, up 30% year-on-year, with the average daily usage increasing by more than 50% year-on-year. The data shows that WeChat is currently a very popular social platform in China and therefore has more users than KFC's official app. KFC and WeChat's joint opening of the WeChat app will allow more people to see KFC's new products and new services. WeChat users will also find it easier to share news about KFC. When information is passed among people, more people will be able to see KFC's related activities and more consumers will be attracted.

In addition, KFC in WeChat public Account is also a channel for KFC to order food. Since WeChat QR codes can cover a wider range of programs and websites, KFC seizes this opportunity to allow customers interested in KFC activities and food to use WeChat to get the information they want. Building in convenience while allowing information to be passed on to more people, just like KFC food can be shared.

3.3.3 Video Platforms and Live

Short videos and live streaming are important ways for young people to spend time and get information about recent years because the content in videos is more realistic than the pictures seen on websites. Visual stimulus is one of the most important means to attract consumers. Therefore, KFC will broadcast live on video platforms to promote their new products to make consumers more convinced about the service. Similarly, in the live platform, consumers can talk to the anchor for the first time, so that the questions that exist in the consumer can be better answered, compared to APP and WeChat, the video platform way can more quickly get information. In addition, in some famous short video platforms in China such as Jitterbug, KFC will help market with some online stars in the short video. By using famous people on the internet, it can better drive the fans of the celebrities to buy KFC's products together, thus achieving a win-win situation. Moreover, short videos are usually linked to web pages, and KFC opened up a new way to let consumers know about KFC's activities by using links under the short videos.

3.3 SWOT Analysis of KFC Online Sale Strategy

3.3.1 Strength

There is no doubt that faster access to information is a major advantage in KFC's online marketing. Because information is spread faster and to a wider audience on the Internet. KFC's marketing campaign can quickly be seen by thousands of Internet users. Also, online consumption saves customers' time and allows them to get the information they want faster. It makes it more convenient for consumers to purchase products and learn about events at KFC.

3.3.2 Weakness

KFC has become completely online in China, which has ensured a much more efficient payment and also eliminated cash payments at the same time. This makes it even more troublesome for consumers who cannot pay in cash due to the fact that they cannot use online payment platforms. In addition, KFC does not have a good balance for offline promotional activities. KFC has been too thorough in its online marketing that it has basically abandoned its offline marketing strategy. This is not a balanced approach to development and it makes it more difficult for consumers without an online platform to access information.

3.3.3 Opportunity

KFC has many opportunities to market online, such as joint campaigns with more brands and more online celebrities to help market the products. In addition, the brand effect of targeting young people, KFC's online marketing can gain more followers to follow KFC's follow-up activities. KFC can also find more online platforms to cooperate with to help promote products and services through online platforms.

3.3.4 Threats

Competition in the fast food industry is fierce, and there are still few Internet-related marketing methods, while KFC's online marketing methods have been adopted by more brands, such as McDonald's and Burger King. While the gap between competitors in the same industry and KFC is getting smaller, there is no clear new online marketing method for KFC to increase its advantage. So this is a huge threat.

4. Suggestions

4.1 Importance of Selecting Data

Collecting data is an important way to study consumers as well as to study the development of companies. An important aspect of this is the processing of big data. Controlled data-sharing technology exists in contemporary society. There are still problems in acquiring data of low quality,

reflecting data, and centralizing the system. The problems exist in several aspects, and good acquisition methods should be implemented when acquiring data further. Due to the variety and complexity of the data, and the fact that big data comes from a variety of sources, the data quality is still relatively low. Due to the variety and complexity of data, and the fact that big data comes from the whole society and is scattered among many individuals. The use of traditional acquisition methods cannot change the judgment of data accuracy. Due to the large number and complexity of data, and the fact that Big Data originates from the whole society and is dispersed among many individuals. The use of traditional acquisition methods does not change the judgment of data accuracy. The results of processing sometimes do not produce confidence. The inconsistent standards of different systems also make it difficult for the original data collection to meet the current requirements of data analysis and processing. The data collection methods still need to be further improved.

4.2 Consumer Analysis

The modern business concept of brands has gradually developed from production orientation and sales orientation to marketing orientation. The marketing strategy of an enterprise plays a very important role in its survival and development [12]. The marketing strategy of an enterprise plays a very important role in its survival and development. Consumer research has an important role in it. Consumer research mainly studies consumer personality, from consumer research consumer attitudes can also be shown, income, and family composition. Therefore, in consumer research theory, there is a need to analyze and understand consumers from more cultural aspects.

4.3 The Way of Promotion

In the field of promotional tools, KFC is a learning target for many brands that have entered the online platform to promote their products during the epidemic or at the moment. However, in the process of promoting products, KFC's strategy is too much down-regulated online and less offline to promote its products and services. In online promotion, learning to find business opportunities with today's hot topics and designing new products and new marketing methods in the latest buzzwords is also a good promotion method.

5. Conclusions

In the course of KFC's development, KFC has done to follow the development of Internet Technology and adopt the corresponding promotion strategy. As a representative of online marketing brands, this study summarizes the aspects of KFC's online product promotion that are worth learning. The new methods that companies wish to promote their products through the Internet.

From the study of consumer age distribution, the paper first identified the largest proportion of the consumer population and quickly determined KFC's online service approach based on the consumer's way of buying the product and the analysis of consumer personality. In the online marketing analysis, the paper summarizes the use of the official KFC app ensured user convenience and serve the consumers with discounts. KFC's association with social platforms, the article concludes that KFC further promotes its products and activities to more customers through the popularity of famous social platforms. With the help of video platforms, consumers can get the idea and information about KFC quickly, the brand credibility can also be promoted through video platforms and the leadership of celebrities is used to drive consumer spending. In analyzing the SWOT of the KFC online promotion strategy, the article summarizes the strength of KFC's online marketing strategy in terms of fast promotion and high marketing efficiency, and also presents the weakness of KFC's excessive promotion of online marketing. While illustrating the future opportunity of KFC's online marketing strategy and the increasing opportunities for cooperation, it also presents the potential threats to brand competitiveness with the brands that share the same service.

However, this study has limitations that need deeper research on more different brands and companies that make use of the online promotion. The future research can be conducted in the study

of the comparative analysis of online marketing strategies of different brands, or the combination of online and offline marketing strategies of the same brand in different periods of time. This paper makes certain guidance for the related field and has a certain reference value in the research.

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