National College of Ireland

Project Submission Sheet

Student Name: Lakshmy Deepa

Student ID: x23307439

Programme: MSc International Business   **Year:** 2024-2025

…

Module: H9DISSER_A Dissertation

Lecturer: Dr Julius Nyiawung

Submission Due Date: 15th August 2025

Project Title: Globalisation and Localisation in the Culinary Industry.

Title description: Striking a Balance between Globalisation and Localisation in the Culinary Industry: Effects on Local Economies, Cultural Sustainability, and Customer Insights

Word Count: 14625

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illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature:

Lakshmy.D

Date: 15th August 2025

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1.   Please attach a completed copy of this sheet to each project (including multiple copies).

2.   Projects should be submitted to your Programme Coordinator.

3.   **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.

4.   You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**

5.   All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

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AI Acknowledgement Supplement

[H9DISSER_A Dissertation]

[Globalisation and Localisation in the Culinary Industry]

Your Name/Student Number	Course	Date
Lakshmy Deepa/x23307439	MSc International Business	15th August 2025

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click here.

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used**.

[Insert Tool Name]
[Insert Description of use]

[Insert Sample prompt]	[Insert Sample response]

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Additional Evidence:

[Place evidence here]

Additional Evidence:

[Place evidence here]

Thesis Declaration Page

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Lakshmy Deepa

Student Number: x23307439

Degree for which thesis is submitted: MSc International Business

Material submitted for award

(a) I declare that the work has been composed by myself.

(b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.

(c) My thesis will be included in electronic format in the College Institutional Repository NORMA (thesis reports and projects).

(d) *Either* *I declare that no material contained in the thesis has been used in any other submission for an academic award.

Or *I declare that the following material contained in the thesis formed part of a submission for the award of

(State the award and the awarding body and list the material below)

Signature of research student:

Date: 15th August 2025 ⎯⎯⎯⎯

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Submission of Thesis to Norma Smurfit Library, National College of Ireland

Student name: Lakshmy Deepa   Student number: x23307439

School: School of Business National College of Ireland

Course: MSc International Business

Degree to be awarded: MSc International Business

Title of Thesis: Globalisation and Localisation in the Culinary Industry.

An electronic copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. This electronic copy will be accessible in NORMA https://norma.ncirl.ie the National College of Ireland's Institutional Repository. In accordance with normal academic library practice all theses lodged in the National College of Ireland Institutional Repository (NORMA) are made available on open access.

I agree to an electronic copy of my thesis being available for consultation within the library. I also agree to an electronic copy of my thesis being made publicly available on the National College of Ireland's Institutional Repository NORMA.
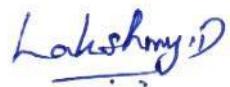
Signature of Candidate:

For completion by the School:

The aforementioned thesis was received by _____

Date: _____

This signed form must be appended to all copies of your thesis submitted to your school.

Abstract

This research explores how global fast-food companies, in this case McDonalds in India and KFC in China, have managed to strike a balance between international standardisation and local culture adaptation in an attempt to generate consumer loyalty. Following Globalisation Theory, Hofstede Cultural Dimensions, and McDonaldization Thesis of Ritzer, it would take the form of positivist, quantitative research design where the survey data of 99 respondents would be obtained. Statistical test with SPSS indicates that the strongest driver of loyalty is the cultural menu adaptation, whereas price sensitivity and familiarity with the brand do not have a key role. Loyalty also has a positive correlation with localised advertising and the usefulness of culturally responsive marketing. The perceptions of brand familiarity differences across genders were insignificant and this implied similar application of recognition-based strategies. The findings point out to the fact that cultural adaptation does not only represent a marketing strategy, but a strategic response that ensures the longevity of loyalty in the face of culturally diverse markets. The paper contributes to the body of knowledge on global branding in theory and recommends to the fast-food companies in highcontext, rich cultural countries on how to gain competitive edge through branding.

Declaration

I hereby declare that this dissertation is my own original work and has not been submitted, in whole or in part, for the award of a degree or diploma at any other institution. All sources of information, data, and literature used have been appropriately acknowledged and referenced in accordance with academic conventions. The research was conducted in compliance with ethical standards, and informed consent was obtained from all participants. Any assistance received during the research process has been duly credited. I accept full responsibility for the content, analysis, and conclusions presented in this dissertation.

Acknowledgement

I wish to express my deepest gratitude to my supervisor for their invaluable guidance, constructive feedback, and continuous support throughout this research journey. I am also thankful to my faculty members for their insights, and to my peers for their encouragement and helpful discussions. Special thanks go to all the survey participants from India and China, whose contributions made this study possible. I would also like to acknowledge the support of my family and friends for their patience, understanding, and motivation during the completion of this dissertation. Their belief in me has been a constant source of inspiration.

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Survey questions

Section A: Demographic Questions

What is your age group? a)
18–25
b) 26–35
c) 36–45
d) 46–60
e) Above 60

What is your gender? a)
Male
b) Female
c) Non-binary
d) Prefer not to say

What is your country of residence? a)
India
b) China
c) Other (please specify)

What is your occupation? a)
Student
b) Working Professional
c) Business Owner
d) Homemaker
e) Retired
f) Other

Section B: Research Topic-Based Questions ((1 – Strongly Disagree | 2 – Disagree | 3 – Neutral | 4 – Agree | 5 – Strongly Agree))

I frequently eat at international fast-food chains such as McDonald's, KFC, or Subway.

- 1
  - ☐
  - 2
- 3

- 4
- 5

Taste strongly influences my choice of international fast-food outlets.

- 1
- 2
- 3
- 4
- 5

Price strongly influences my choice of international fast-food outlets.

- 1
- 2
- 3
- 4
- 5

Brand familiarity strongly influences my choice of international fast-food outlets.

- 1
- 2
- 3
- 4
- 5

Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.

- 1
- 2
- 3
  - ☐
  - 4
- 5

I can clearly notice differences between the menu of global fast-food chains in my country and their Western versions.

- 1
- 2
  - ☐
  - 3
- 4

- 5

It is important for international fast-food chains to localize their menus in culturally diverse countries.

- ☐
  - 1
- 2
- 3
  - ☐
  - 4
- 5

I enjoyed trying localized items like the Veg Maharaja Mac (India).

- 1
- 2
- 3
  - ☐
  - 4
- 5

I enjoyed trying localized items like the Chicken Rice Bowl (China).

- 1
- 2
  - ☐
  - 3
- 4
- 5

I enjoyed trying localized items like the Paneer Zinger (India).

- 1
  - ☐
  - 2
- 3
- 4
- 5

I enjoyed trying localized items like the Sichuan Burger (China).

- 1
- 2
- 3
- 4
- 5

Localized advertising (language, visuals, and values) improves my perception of global fastfood brands.

- 1
- 2
- 3
- 4
  5

Localized food offerings by global brands help preserve local food culture.

- 1

  2
- 3
- 4
- 5

Fusion cuisine that combines global and local elements is creative and enjoyable.

- 1
- 2
- 3
- 4
- 5

Food localization by global brands makes me feel more culturally respected.

- 1
- 2
- 3
- 4
- 5

Global fast-food chains face challenges in meeting local taste preferences in my country.

- 1
- 2
- 3
- 4
- 5

I am more loyal to global fast-food brands that respect and adapt to local food cultures.

- ▯
  - 1
  - 2
  - 3
    - ▯
    - 4
  - 5

Localisation plays a significant role in the success of global fast-food chains in my country.

- 1
  - 2
- 3
- 4
- 5

I view global fast-food brands that localize their offerings as more socially responsible or sustainable.

- 1
- 2
- 3
- 4
- 5

Exposure to global cuisine has made me more critical of local food.

- 1
- 2
- 3
  - ▯
  - 4
- 5

Menu localization is essential for the success of global food brands in culturally diverse markets.

- 1
- 2
  - ▯
  - 3
- 4
- 5

Ethics form

<div align="center">

National College of Ireland

Human Participants Ethical Review Application Form

</div>

All parts of the below form must be completed. However in certain cases where sections are not relevant to the proposed study, clearly mark NA in the box provided.

Part A: Title of Project and Contact Information

Name

Lakshmy Deepa

Student Number (if applicable)

x23307439

Email

Status:

Undergraduate	□	
Postgraduate	☐ (highlighted)	
Staff	□	

Title of Research Project

Globalisation and Localisation in the Culinary Industry

Have you read the NCI Ethical Guidelines for Research with Human Participants?

Yes ☐ (highlighted)
No □

Please indicate any other ethical guidelines or codes of conduct you have consulted

I have consulted GDPR regulations, and general academic integrity principles to ensure compliance and ethical conduct.

Has this research been submitted to any other research ethics committee?

Yes ☐

No ☐

If yes please provide details, and the outcomes of this process, if applicable:

Is this research supported by any form of research funding?

Yes ☐
No ☐

If yes please provide details, and indicate whether any restrictions exist on the freedom of the researcher to publish the results:

Part B: Research Proposal

Briefly outline the following information (not more than 200 words in any section).

Proposed starting date and duration of project

April 2025 – August 2025

The research aims and objectives

| The main purpose is to explore their ways of balancing national guidelines with local practices in India and China and International fast-food companies and to learn about the influence of localisation on strategy, culture and economics in the globalised world of food.

Objectives |
|---|

☐ To examine how big fast-food companies change their food and advertising to fit the tastes and customs of different countries.

☐ To explore how these adaptations influence the sustainability of culture and people's views about the companies in India and China.

☐ To explore how food tourism and fusion cuisine affect what people expect as well as the way cultures mix.

☐ To assess the ways localisation affects the brand name, its functioning and its achievement in the market.

☐ To understand the main problems and successful methods for balancing a global brand with respect for other cultures.

The rationale for the project

As fast-food brands expand globally, there is a conflict between keeping the same identity everywhere and respecting the different cultures of each community. As they expand to places like India and China, these firms must try to suit the local culture while still holding onto what their brand stands for. It is often not easy for nations to find this balance.

The research design

The approach adopted can be compared to other cross national consumer surveys (e.g. Hofstede cultural dimensions research) in which quantifiable variables and statistical analysis are used to investigate behavioural patterns. Using this positivist data-driven perspective, the paper tries to find out more about how fast-food restaurants can localise without losing their global mass appeal, and it makes both theoretical contributions to global marketing and cultural research as well as practical contributions of the research.

The methods of data collection

Data was collected through a structured online survey targeting 100 respondents (50 from India, 50 from China) using purposive sampling. The questionnaire, based on a five-point Likert scale, measured perceptions of cultural adaptation, brand familiarity, price sensitivity, and loyalty, and was distributed via social media, university networks, and online food forums.

The research sample and sample size

This study will use the informants of 100 adult consumers (18-45 years old) in India and China who will be equally represented in both countries (i.e. 50 respondents each). The targeted category

of age is chosen due to the fact that it will be the most active and influential group which interacts with worldwide fast-food chains. Such consumers will generally experience the local food culture, as well as consumer culture of the world, and thus will be appropriate to consider their reading of localisation of a brand, authenticity, and satisfaction.

The nature of any proposed pilot study

The proposed pilot study will test the survey's clarity, reliability, and cultural relevance with a small sample before full distribution.

The methods of data analysis

An online survey will be the means of gathering primary data so that 100 consumers, aged 18 to 45 will be targeted using an online survey, two groups, and Indian and Chinese consumers. All the questions will be provided with a rank of five Likert scale to improve clarity and compatibility with SPSS analysis. The questions will be constructed in such a way that they focus on measuring different variables including menu localization, cultural fit, satisfaction, brand loyalty, etc., and they should not be ambiguous or double-barreled. The recruitment of participants will be done through social media and university networks through purposive sampling.

Part C: Ethical Risk

Please identify any ethical issues which will arise and how you will address them.

Potential ethical issues include ensuring informed consent, protecting participant anonymity, and avoiding cultural insensitivity in survey design. These will be addressed by providing a clear consent form, collecting no personally identifiable information, storing data securely in

compliance with GDPR, and designing culturally respectful questions that align with participants' dietary and cultural norms.

Please indicate any risk of harm or distress to participants.

There is minimal risk of harm or distress to participants, as the survey involves non-sensitive questions on food preferences and brand perceptions. To mitigate any discomfort, participants will be informed of their right to withdraw at any time without consequence, and questions will be designed to remain culturally respectful and non-intrusive.

Please indicate how you will address this risk (e.g. debriefing procedures, etc.).

To address this minimal risk, participants will receive a clear introduction explaining the study's purpose, their rights, and withdrawal options. A debrief statement will be provided at the end of the survey, thanking them for participation, restating data confidentiality, and offering contact details for any follow-up queries or concerns.

Do the participants belong to any of the following vulnerable groups? (Please tick all those involved).

- □ Children;
- □ The very elderly;
- □ People with an intellectual or learning disability
- □ Individuals or groups receiving help through the voluntary sector
- □ Those in a subordinate position to the researchers such as employees
- □ Other groups who might not understand the research and consent process
- □ Other vulnerable groups

How will the research participants in this study be selected, approached and recruited?

Participants will be selected using purposive sampling, targeting adults aged 18–45 in India and China with prior experience of dining at McDonald's or KFC. Recruitment will be conducted via social media platforms, university mailing lists, and online food forums. Invitations will include study details, consent information, and a link to the online survey.

What inclusion or exclusion criteria will be used?

Inclusion criteria

- ☐ **Adults aged 18–45.**

- ☐ **Residents of India or China.**

- ☐ **Prior experience dining at McDonald's (India) or KFC (China) within the last 12 months.**

- ☐ **Ability to read and complete an online survey (internet access).**

- ☐ **Informed consent provided.**

Exclusion criteria

- ☐ **Under 18 or over 45.**

- ☐ **No prior experience with the specified brands in the target countries.**

- ☐ **Non-residents of India/China (for the main sample).**

- ☐ **Incomplete consent or incomplete/duplicate responses (failed attention checks/bot indicators).**

- ☐ **Employees/contractors of McDonald's, KFC, or affiliated agencies (to avoid conflicts of interest).**

How will participants be informed of the nature of the study and participation?

Participants will be informed through an introductory information sheet embedded at the start of the online survey. This will outline the purpose of the study, the research objectives, and the topics covered (cultural adaptation, brand perceptions, and loyalty). It will explain the voluntary nature of participation, the right to withdraw at any time without penalty, and confirm that no personally identifiable information will be collected. The sheet will also detail expected completion time, potential minimal risks, and how data will be stored securely in compliance with GDPR. Only after reading this and providing informed consent can participants proceed.

What procedures will be used to document the participants' consent to participate?

Participants' consent will be documented through an online consent form integrated at the start of the survey. Before accessing any questions, participants will be presented with a clear statement outlining the study's purpose, procedures, voluntary nature, confidentiality measures, and right to

withdraw at any time. They will be required to tick a checkbox confirming they have read and understood the information and agree to participate. The survey system will record the date and time of consent electronically, and only those who provide consent will be able to proceed. No data will be collected from individuals who do not provide explicit consent.

If vulnerable groups are participating, what special arrangements will be made to deal with issues of informed consent/assent?

This study does not target vulnerable groups; participants will be adults aged 18–45 with the capacity to provide informed consent. However, if a vulnerable participant were to be inadvertently included, special arrangements would be made to ensure ethical compliance. This would include using simplified, jargon-free language in the consent form, offering additional clarification via email or message before participation, and ensuring that participation is entirely voluntary with the ability to withdraw at any time. No questions of a sensitive or intrusive nature will be asked, and extra care will be taken to avoid any form of coercion or undue influence.

Please include copies of any information letters and consent forms with the application.

Part D: Confidentiality and Data Protection

Please indicate the form in which the data will be collected.

☐ Identified   ☐ Potentially Identifiable   ☐ De-Identified

What arrangements are in place to ensure that the identity of participants is protected?

Participants' identities will be protected by ensuring that no personally identifiable information (such as names, email addresses, or contact details) is collected at any stage of the survey. Responses will be recorded anonymously, and each submission will be identified only by a systemgenerated response ID. Data will be stored securely on a password-protected device and in encrypted cloud storage, accessible only to the researcher. All results will be reported in aggregate

form, with no individual responses traceable to a specific participant. Any inadvertent identifying details provided in open-text responses will be removed during data cleaning to maintain full confidentiality.

Please indicate any recording devices being used to collect data (e.g. audio/video).

No recording devices will be used; data will be collected solely through an anonymous online survey without audio or video capture.

Please describe the procedures for securing specific permission for the use of these recording devices in advance.

As no audio or video recording devices will be used in this study, no specific permission procedures are required. However, if future research involved such devices, participants would be informed in advance through the consent form, detailing the purpose, storage, and confidentiality measures, and explicit written consent would be obtained before any recording.

Please indicate the form in which the data will be stored.

☐ Identified   ☐ Potentially Identifiable   ☐ De-Identified

Who will have responsibility for the data generated by the research?

The principal researcher will have sole responsibility for all data generated by the research. This includes ensuring that data is collected, stored, analysed, and reported in compliance with ethical guidelines and GDPR requirements. The researcher will manage secure storage on passwordprotected and encrypted systems, control access rights, and oversee eventual anonymisation and deletion of raw data after the retention period specified in the ethics protocol.

Please describe the procedures of the storage and destruction of data.

All research data will be stored securely on a password-protected device and in encrypted cloud storage accessible only to the principal researcher. No personally identifiable information will be collected, and responses will remain fully anonymous. Data will be retained for a maximum of 12

months after project completion to allow for verification of results. During this period, it will not be shared with any third parties. After the retention period, all electronic files will be permanently deleted using secure data erasure methods, and any printed materials (if created) will be shredded to ensure complete destruction.

Dissemination and Reporting

Please describe how the participants will be informed of dissemination and reporting (e.g. submission for examination, reporting, publications, presentations)?

Participants will be informed at the start of the survey, via the information sheet and consent form, that the findings will be used for academic purposes, including submission of the dissertation for examination, possible inclusion in academic publications, and presentations at conferences or seminars. It will be clearly stated that all results will be presented in aggregate form only, with no identifying information disclosed. The information sheet will also indicate that a summary of findings can be shared upon request after the study's completion, allowing participants to see how their contributions informed the research outcomes.

If any dissemination entails the use of audio, video and/or photographic records (including direct quotes), please describe how participants will be informed of this in advance.

As this study does not involve audio, video, or photographic recording, such dissemination will not occur. However, if future research were to include these elements, participants would be fully informed in advance via the information sheet and consent form. This would outline the purpose of the recordings, how and where they would be used (e.g., publications, presentations), storage and confidentiality measures, and participants' right to refuse recording or withdraw consent for its use. Explicit written consent would be obtained before any recording, and identifiable materials would only be used if participants provided clear authorisation.

Part E: Signed Declaration

I confirm that I have read the NCI Ethical Guidelines for Research with Human Participants, and agree to abide by them in conducting this research. I also confirm that the information provided on this form is correct.
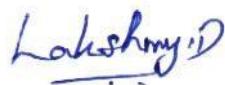
Signature of Applicant

Date   15th August 2025

Signature of Supervisor (where appropriate) _____ **Date**

_____

List of abbreviations

Abbreviation	Full Form
ANOVA	Analysis of Variance
CRM	Customer Relationship Management
FMCG	Fast-Moving Consumer Goods
GDP	Gross Domestic Product

GDPR	General Data Protection Regulation
KFC	Kentucky Fried Chicken
SPSS	Statistical Package for the Social Sciences
SWOT	Strengths, Weaknesses, Opportunities, Threats
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
UNESCO	United Nations Educational, Scientific and Cultural Organization
USA	United States of America

Chapter-1: Introduction

1.1 Background and Context

Because of globalisation, food consumption, marketing and cultural understanding are now influenced by other countries. Once, multinational fast-food chains only came to mind when thinking about Western consumerism, but today they change their food and messages to suit many global markets (Alrhmoun et al., 2025). It's not just the foods we like that are changing it's also about global economic influences and local cultural traditions working together. India and China are examples of countries with a strong sense of culture in cooking and a vast number of consumers which means that globalisation and localisation often meet there. In this situation, international food companies must make sure their branding is recognised everywhere without losing the local culture to stay relevant (Huang and Hall, 2023).

As globalisation increases, sharing similar food experiences is becoming a bigger problem, mainly in areas where food is linked to important historical, religious and societal traditions. Many people are concerned about how Western fast food is changing traditional eating habits, increasing health problems and destroying cultural customs that are not easy to see (Elshaer et al., 2025). At the same moment, localisation has brought in a different effect, encouraging worldwide brands to change their offerings to better match regional traditions. The custom of being vegetarian and avoiding some foods for religious reasons in India made McDonald's introduce the McAloo Tikki Burger for their customers. KFC in China has included local recipes and serving families at once, incorporating what is important to Chinese culture.

Such steps are meant more for how the world is changing and the way people are keeping their cultures, than for advertising alone. Successful localisation by brands creates tighter relationships with communities, helps local economies and promotes preserving culture. On the other hand, challenges still exist (Bugheșiu, 2021). Trying to fit every local market may hide the global brand, whereas skipping local changes can lead to people feeling offended or not buying the product. It shows that while globalisation brings innovation in cooking, it may also risk making local traditions disappear. It leads to questions about the methods international fast-food companies use to balance these two responsibilities (Hongdiyanto et al., 2024).

1.2 Research Problem and Rationale

As fast-food brands expand globally, there is a conflict between keeping the same identity everywhere and respecting the different cultures of each community. As they expand to places like India and China, these firms must try to suit the local culture while still holding onto what their brand stands for. It is often not easy for nations to find this balance (Lalli, 2023). If localisation is not done, businesses may no longer appeal to local people and risk poor market outcomes. At the same time, overly localised approaches may cause the brand identity and benefits to be frayed. For this reason, the main issue in this research is figuring out how worldwide fast-food chains handle the relationship between globalisation and local traditions while remaining profitable and culturally mindful (Md Ramli, Mohd Noor and Afrizal, 2022).

This matter matters more than ever in a world economy where people want genuine, sensitive and forward-thinking companies. Because of their large and varied populations and the important role food has in their cultures and religions, India and China are especially significant (Nur, 2024). Even though McDonald's and KFC have proven adaptability in Asian markets, the effects of these strategies on cultural preservation, how consumers feel and the local economy have not been wellstudied (Tan Xueling et al., 2023).

1.3 Research Aim and Objectives

The main purpose is to explore their ways of balancing national guidelines with local practices in India and China and International fast-food companies and to learn about the influence of localisation on strategy, culture and economics in the globalised world of food.

To accomplish the aim, the study will focus on the following objectives:

- To examine how big fast-food companies change their food and advertising to fit the tastes and customs of different countries.
- To explore how these adaptations influence the sustainability of culture and people's views about the companies in India and China.
- To explore how food tourism and fusion cuisine affect what people expect as well as the way cultures mix.
- To assess the ways localisation affects the brand name, its functioning and its achievement in the market.

- To understand the main problems and successful methods for balancing a global brand with respect for other cultures.

1.4 Research Questions

Main question: How can international fast food companies match local tastes while still keeping their identity worldwide?

Sub-questions:

- How do efforts to localise businesses shape the culture in India and China?
- How do people interest in food tourism help to conserve or reshape the regional cooking styles?
- Does fusion cuisine cause people to question the realness of traditional dishes?
- What are the problems that global fast-food chains must handle in very culturally different markets?

1.5 Theoretical and Conceptual Framework

This study uses three major theories: Glocalisation Theory, Hofstede's Cultural Dimensions Theory and Ritzer's McDonaldization Thesis to understand the conflict between global brand strategy and local cultural integration. They all help us see how fast-food companies work in different parts of the world.

Roland Robertson introduced Glocalisation Theory which describes the search for both global coverage and local significance (Roudometof, 2025). In the food business, glocalisation is demonstrated by updating menus, changing the way food is served and using culture-specific marketing, so brands can keep their identity while approaching local cultures. You can see this when looking at McDonald's India's vegetarian options and KFC's meals which vary by region in China.

Using Hofstede's Theory can help businesses study what customers like and how to adapt their brand to different cultures (Yu et al., 2025). Because of Hofstede's dimensions, especially individualism vs. collectivism and uncertainty avoidance, family-based marketing works better in India, while young and modern advertising succeeds in China. They play a big role in the way people view and accept marketing, customer service and what products are on offer.

George Ritzer introduced the McDonaldization Thesis which points out that efficiency, predictability, calculability and control have overtaken many modern global institutions (Kermanshahi, Ahadi and Ghahramani, 2025). Even though setting standards makes companies more profitable, it threatens to make experiences less diverse. It cautions that the identity of traditional food might be lost if adaptations to local food are just surface-level or unauthentic.

1.6 Methodological Overview

Quantitative research was chosen, using structured survey to investigate how big international fastfood chains strike a balance between global trends and local market needs in India and China. 100 participants aged 18–45 will be included in the survey which are chosen through purposive sampling to make the sample culturally and demographically diverse. There will be questions in the survey that measure opinions on brand adaptation, how authentic the brand is, consumer happiness and brand loyalty. Using SPSS, data will be studied with descriptive statistics, counts of occurrences and correlation tests to see what patterns emerge and themes will be generate, respectively. With this method, the research team can study consumer reactions using data, giving extra insights that are useful for the conceptual understanding from the literature review.

1.7 Structure of the Dissertation

There are five main chapters in this dissertation and every chapter explores a different element of fast-food brands trying to maintain both global reach and local relevance in India and China.

Chapter 1: Introduction

Summarizes what led to the study, sets out the main issue, what the research hopes to achieve and what questions will be examined and includes the main theories that will direct the study.

Chapter 2: Literature review

Reviews previously published literature about culinary globalisation, ways to localise menus, protecting local cultures and consumer trends. It explains which questions, theories and holes in research the study aims to address.

Chapter 3: Research Methodology

Details the method used to gather data: quantitative methods. It outlines the reasons survey is useful and looks at methods for sampling, what is ethical and data analysis techniques.

Chapter 4: Results and Discussion

Shows and explains the research results by blending information from original sources, theories and literature. It compares the experiences of McDonald's in India and of KFC in China.

Chapter 5: Conclusion and Recommendations

Presents the main points from the research, discusses how they affect business and culture and recommends strategies for global brands. It makes clear what cannot be done now and points out possible research areas for the future.

Chapter-2: Literature review

2.1 Introduction

2.1.1 Overview of the Chapter

In this chapter, the academic literature on how, where and why culinary traditions change globally and within communities is critically analysed, mainly focusing on the ways these changes impact fast-food markets in India and China. It relies on theories and studies to develop a way of looking at the ongoing conflict between following a global brand model and respecting cultural differences. In this chapter, the effects of globalisation and localisation to the culinary business with reference to international fast-food chain that is found in India and China. Critical inspection is also done on existing literature concerning the balance between retaining brand identity at the global level and adapting according to local tastes in culture (Rizan et al., 2025). Lastly, it determines the literature gaps which the given research will fill.

2.1.2 Statement of the Problem

The culinary industry is now shaped mainly by globalisation in the modern era. Fast food chains serving international menus have grown quickly and serve them to people from all over the world. At the same time, this world-wide reach can create problems (Aidah and Riswan, 2025). A lot of these companies deal with the issue of having a consistent worldwide image while also fitting in with local preferences and habits. Because India and China are each culturally rich and diverse, this tension stands out when it comes to food and its relationship with religion, family and national identity. If a business fails to be culturally sensitive, consumers could become resistant and too much localisation can affect the brand worldwide (Wani, Somani and Iyer, 2025).

Globalisation has transformed the culinary industry as it introduces standardisation and homogenisation of food offerings and localisation, which requires adopting particular food offerings according to the likes and the practices of the particular markets. In a place such as India and China where food is closely associated with religion and culture as well as family values, fastfood chains of multinational corporations find themselves in a balancing act. The issue is how to introduce the global brands into local economy and culture without losing brand identity and irritating the consumers. Through the literature, it has been exposed that there is a major gap in

the way globalisation and localisation co-exist in non-western markets especially in India and China.

2.1.3 Key Concepts and Theoretical Anchors

The main ideas covered in this study are globalisation, localisation, glocalisation, fusion cuisine and cultural sustainability. Culinary globalisation sees food brands move from one country to another, usually introducing similar menus and methods (Vergeer et al., 2025). Unlike globalisation, localisation means changing products and strategies to match what local people value. Sociologist Roland Robertson first introduced the word glocalisation which shows how large companies adapt to local cultures while still keeping their global identity (Tan Xueling et al., 2023).

Theoretical Concepts

- **Globalisation**: The diffusion of the western food culture in international markets by the international fast-food chains where standardised food products are offered in various markets.

- **Localisation**: It is the process of modifying the global products and services to suit the local cultural norms and preferences, and dietary practices to ensure they are relevant in a given market.

- **Fusion Cuisine**: A cuisine representing a blend of cooking styles of different cultures so to come up with innovative cuisine that incorporates tastes, cooking methods, and ingredients of other regions.

- **Cultural Sustainability**: The pursuit of sustaining and propagating old explorations in preparing food and food systems and integrating them with the global trends so as to see that the local food cultures do not run extinct.

Theoretical Lenses

- **Glocalisation Theory**: This defines the relationship between global and local dimensions and global brands adapt their strategies to suit the local contexts but retain global identity. It forms the core of realizing the nature of adaptation by chain restaurants without loss of brand identity in the multi-cultural markets.

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- **Hofstede Culture Dimensions Theory:** Concept that provides an understanding on how cultural values and differences, e.g. individualism and collectivism, and uncertainty avoidance influence or determine consumer behavior, food preferences, and marketing strategies. This lens is useful to interpret the differences in the responses to global food chains across other cultural contexts.

- **McDonaldization Thesis**: It talks about how globalisation is affecting cultural diversity mainly on standardisation of food offerings. It demonstrates that efficiency, predictability, and control of the fast-food industry erode local food tradition and cultural experiences.

A similar idea is called fusion cuisine, where various cultures' cooking styles are combined to make dishes that attract more consumers. Even though fusion cuisine is usually praised for its creativity, it has also caused arguments over whether it really respects traditional food customs (Spence, 2018). When we talk about cultural sustainability, it means making an effort to save and honor traditional cooking ideas as globalization grows (Reddy and van Dam, 2020).

2.1.4 Literature Gaps and Research Justification

While there is a good deal of research on global branding and localisation strategies separately, there is not enough study about how both globalisation and localisation affect the culinary sector together. Most of the papers deal with Western countries or not consider how global chains affect local cultures in the rest of the world. In addition, not many studies research how these strategies vary in different cultures such as between India and China (Stalmirska, 2020). There is not enough information on the effects of fusion cooking, food travel and digital users on the relationship between global food trends and keeping traditions alive in the region. This study wants to address these gaps by studying how McDonald's and KFC change their strategies in these countries and what cultural effects their actions have.

Although extensive work has been done on the issues of globalisation and localisation in the food industry, a lack of knowledge on how these two phenomena intertwine, especially in the crosscultural markets in India, China, etc. Current literature tends to treat the two issues of global branding and local adaptation separately, ignoring the issues of creating a balance between the two aspects. In addition, the significance of fusion cuisine, food tourism, and cultural sustainability in

the formation of local culinary traditions is not paid much attention to (Ole, Sakka and Mandagi, 2025).

2.1.5 Research Aim and Objectives

The main purpose is to explore their ways of balancing national guidelines with local practices in India and China and International fast-food companies and to learn about the influence of localisation on strategy, culture and economics in the globalised world of food.

To accomplish the aim, the study will focus on the following objectives:

- To examine how big fast-food companies change their food and advertising to fit the tastes and customs of different countries.

- To explore how these adaptations influence the sustainability of culture and people's views about the companies in India and China.

- To explore how food tourism and fusion cuisine affect what people expect as well as the way cultures mix.

- To assess the ways localisation affects the brand name, its functioning and its achievement in the market.

- To understand the main problems and successful methods for balancing a global brand with respect for other cultures.

2.1.6 Research Questions

Main question: How can international fast food companies match local tastes while still keeping their identity worldwide?

Sub-questions:

- How do efforts to localise businesses shape the culture in India and China?
- How do people interest in food tourism help to conserve or reshape the regional cooking styles?
- Does fusion cuisine cause people to question the realness of traditional dishes?

- What are the problems that global fast-food chains must handle in very culturally different markets?

2.2 Theoretical Background

2.2.1 Globalisation in the Culinary Industry

Because of globalisation, the entire process of producing, sharing, advertising and digesting food has been completely transformed around the globe. Especially the culinary industry has changed a lot, with the growing influence of global food chains making international integration more noticeable (Rizan et al., 2025). Globalisation here is mainly pushed by fast-food companies from the West expanding internationally, bringing with them the same offerings, decor and famous brand names. The same menu, logos, ways of serving and prices can be seen in these companies all over the world to maintain uniformity and efficiency worldwide. Shiyar et al. (2023) believes this trend reflects "McDonaldization," which leads to cultural variety being lessened by rationalised processes that seek to be efficient and in control.

Globalisation affects more than business deals; it also greatly impacts culture. Watson (2006) points out that food brands moving to different countries help define and spread cultural identity. McDonald's, Starbucks and KFC are brands that exceed offering food; they stand for modern life, connection with the world and a path to success. In societies that are quickly becoming urbanised, this symbolism is felt strongly because people there come into contact more with international media and different consumer lifestyles (Pham et al., 2025).

Cultural influence is not always gentle. Experts have said that globalisation of food might result in traditional meals and local food oversight becoming less important. Ole, Sakka and Mandagi (2025) points out that the rise of global fast-food chains frequently causes problems for local farming by using ingredients imported from far away instead of local produce. Because of this, some farmers and small food vendors might find it difficult to compete against the large companies that offer low prices, well-developed channels and extensive marketing. Besides, many of these transitions cause people to lose a lot of traditional food knowledge that is closely linked to culture and history.

2.2.2 Localisation and Cultural Sustainability

To localise is to change global products, services or messages so that they fit the expectations of a specific community. For the culinary industry, localisation goes further than marketing and becomes crucial for strategy (Shiyar et al., 2023). When international companies go to India and China, they must change their business practices to respect the country's unique foods, religious practices and social customs. Because many Indians follow vegetarianism for religious and ethical reasons, international eateries like McDonald's have introduced vegetarian choices and no longer serve beef and pork (Mohan and Ganesh, 2025). Besides menu changes, this also means re organising food preparation, buying from nearby suppliers and planning campaigns that appeal to the local audience.

The situation in China is different than other examples. Since KFC has surpassed McDonald's in market share, the company has localised by selling congee and Beijing chicken wraps, as well as changing its stores and service to cater to local eating habits (Mohammad, Hanafiah and Zahari, 2022). These tactics have allowed KFC to bond with local people, increasing loyalty to the brand and keeping KFC on top in the market. Mohammad, Hanafiah and Zahari (2022) believe that when done with care, localisation strengthens local cultures by preventing globalisation from wiping out local food traditions. It helps international brands become part of the process, creating menus that fit with and honour local cultures.

2.2.3 Fusion Cuisine and Culinary Innovation

Fusion cuisine stands out for using a mix of international traditions in cooking, mixing what ingredients, techniques and ways of presenting dishes are common in various cultures. This shows how globalisation influences the arts, allowing cultural barriers to be crossed and experimentation to define identity (Md Ramli, Mohd Noor and Afrizal, 2022). It's not limited to just cooking; fusion cuisine shows the effects of migration, more travel, Internet connections and how customer preferences change when many cultures live together. In big cities, hybrid menus are now offered by restaurants who present their dishes as signs of creativity and acceptance. But, this change in cuisine also raises issues about true tradition, who owns a food and the fine difference between appreciating and stealing.

Lukman Raimi and Masri (2025) explains that fusion food is not a new idea, but in the era of globalisation when cultures mix more, it has become more popular because people crave new experiences. Indo-Chinese Manchurian, Tex-Mex burritos and Korean tacos show that fusion cooking allows people to try new things by using dishes they recognize. Many younger, urban consumers are drawn to this type of cooking because they now often choose trendy meals on social media instead of simple, traditional dishes. In that way, fusion cuisine stands for people who are open to different cultures and global ideas. Fusion cuisine has become very popular in India, especially amongst middle-class urban people who are exposed to world food trends through television and tourism. In both restaurants and homes, you'll find dishes made by mixing Indian spices with techniques used in Western foods, like masala pasta, butter chicken pizza and tandoori momos (Wani, Somani and Iyer, 2025). In China, large cities follow global trends too and young people there desire menus that offer new experiences yet still keep some traditional tastes.

Even so, Li (2025) and others raise some ethical issues. Often, fusion cuisine is used to present traditional recipes out of context just to make them look attractive and sell more. Erasing the background of a dish can lead to a flat version of the food which causes problems in respecting the original culture.

2.2.4 Case Study Literature: McDonald's in India

This case from the McDonald's story in India clearly shows how localisation is used in the fastfood industry. Introducing McDonald's to India in 1996 meant meeting a culture that was not like that in other places (Lalli, 2023). How people eat in India depends on their religion, the region they live in and their economic situation. Hindus generally abstain from eating beef which is part of their religion and Muslims tend to avoid pork. In addition, many people follow vegetarianism as a deeply held belief in ethics and religion. Because these issues were understood, McDonald's decided to change its global menu and serve dishes made especially for the Indian market (Kumar, 2025).

McDonald's chose to fit into different cultures by changing its food and adapting to local ways of thinking. In most other places, only one set of areas and utensils was used for both vegetarian and non-vegetarian products, but that is not what McDonald's did in India. The McAloo Tikki Burger, Paneer Wrap and Masala Grill Chicken were invented in India to suit the local preference for

flavor. These new ideas respected Indian customs and reflected McDonald's wish to be recognized in the country's dining scene (Kaur and Kathuria, 2024).

For example, Kao (2025) sees this approach as "reverse innovation," meaning that changes made for local markets can guide the overall strategy of the chain globally. Localisation affected marketing communication as well as product design. McDonald's India developed campaigns that included family values, affordability and promoting unity among people which resonated with consumers from both groups. Coca-Cola's strategies which included Indian languages, local famous people and themes that spoke to Indians, made them feel more connected with the brand (Ali and Santos, 2025).

McDonald's also began sourcing from local producers to comply with both cost and regulatory rules which allowed the company to fit in with India's economy. McDonald's built a better reputation and reduced the dangers of getting food from distant countries by working with local farmers and suppliers (Jaggi, Kumar and Verma, 2025). There were still difficulties to overcome. Because the market in India is very price conscious, organisations had to focus on cost management. The brand met tough competition from other well-known Indian restaurants like Haldiram's and Café Coffee Day, both of which offered familiar options and charged about the same (Tan Xueling et al., 2023).

2.2.5 Case Study Literature: KFC in China

KFC's success in China is widely regarded as a good example of localisation for global fast food. Since it first opened in China in 1987, KFC has gone from being a foreign novelty to a big part of city food life. KFC has made great progress, as by 2022 it had more than 5,000 restaurants open nationwide, far more than McDonald's (Huang and Hall, 2023). The company has succeeded in China by focused and continuous efforts to enter the market and blend with the culture. KFC put a lot of focus on changing the whole experience for customers, rather than just looking at the food. In order to serve customers in other countries, KFC made its food to fit the tastes of that region. Introducing spicy Sichuan chicken, egg tarts, rice porridge and wraps from the area clearly reflected an awareness of what locals like to eat. Also, traditional Chinese teas were listed as options next to soft drinks, giving people a chance to experience both international and local

flavors (Pham et al., 2025). This way of working made it possible for KFC to be thought of as both a foreign import and a brand that cherished Chinese culinary traditions.

Besides the meals, it was KFC's understanding of culture and importance among local communities that made it grow. Chinese advertising focused on values appreciated by the public, with a lot of campaigns inspired by family, holidays and traditional celebrations (Ali and Santos, 2025). Family groups were able to eat together at KFC which was different from the more solo fast-food style of the West. The decisions made by brands helped grow a feeling of belonging to their culture among Chinese shoppers. Hongdiyanto et al. (2024) state that KFC China's success in localising is strongly connected to its decentralised organisational structure. Regional managers were given a lot of authority to act quickly, respond to the local market and launch new ideas.

Unlike McDonald's which followed a standardized worldwide approach, KFC's decentralized methods let the company respond quickly to economic and social changes.

Even so, there were a few issues that appeared. Often changing the menu was appealing to customers, though some feared it could weaken KFC's identity worldwide. Also, some food safety problems linked to local suppliers caused the brand to lose some of its reputation temporarily and showed that quality assurance could be better (Alrhmoun et al., 2025). Although these issues exist, the way KFC has localised in China demonstrates how adapting to the local culture, sharing decisions with local teams and sourcing locally can give an advantage in other markets (Vergeer et al., 2025).

2.2.6 Theoretical Lenses

Grasping the way global and local factors interact in the food industry requires good theory. Various explanations have been put forward by scholars to describe how international brands adjust their strategies to suit different cultures and how cultures can shape the way these brands work in various countries. Some of the major frameworks that are used here are Glocalisation Theory, Hofstede's Cultural Dimensions Theory and Ritzer's McDonaldization Thesis. Each perspective allows us to understand how international fast-food brands perform in India and China which are culturally diverse countries.

Glocalisation, according to sociologist Roland Robertson (1995), points out that globalization happens unevenly and differently in different countries (Ampuja, 2025). Globalization means that

both global and local things are adjusting to each other. It reflects that international businesses have to adapt their activities to fit the local culture and yet keep important parts of their worldwide branding (Anas, Faisal and Dianafitry, 2023). In the food industry, this is noticeable when companies change their menus, ads and how they serve people to suit local preferences. For example, the introduction of McAloo Tikki in India by McDonald's and the congee breakfast menu by KFC in China are good examples of glocalisation (Hongdiyanto et al., 2024).

According to this theory, local areas take global ideas and change them to suit them and global trends often reach local communities through integration. Things such as the logo, colors, speed of service and layout might be the same around the world, but meals, advertising and the feel of the store could be changed to suit different countries (Guillet et al., 2024).

It adds another dimension by illustrating how countries with different cultures may have different ways people make buying decisions. According to the theory, power distance, individualism, collectivism, masculinity and femininity, uncertainty avoidance, long-term orientation and indulgence vs. restraint are the six cultural dimensions (Osiobe et al., 2025).

Among India and China which are high-context, collectivist cultures, family, tradition and being part of a group are highlighted. Therefore, people are more likely to respond to ads that promote harmony in families, cultural strength and solutions shared by everyone than to ads that focus only on individual needs (Banani Saikia and Verma, 2024). McDonald's ads based on family values are a match for Indian culture, but KFC attracts China's young, tech-savvy urban crowd by stressing modern conveniences and innovation.

Elshaer et al. (2025) looks at how fast-food companies use uniform and predictable ways of doing things in many countries. His main principles are efficiency, being able to count outcomes, predictability and using machines to control things. For fast-food businesses, this makes it possible to expand and be profitable, yet it may also cause what Ritzer calls the "dehumanisation" of culture (Elliott, Truman and Black, 2025). From the world of food, McDonaldization brings about meals that are similar each time and emphasise quickness and order, not originality or local character.

For people living in India and China, where food holds a lot of meaning, overly technical approach to service could put off those who prefer emotional, personal and traditional service in a restaurant

(Elliott, Truman and Black, 2025). Because of McDonaldization, there is a worry that cultural variety and richness in food traditions are lost as food becomes overly uniform and efficient (Bugheşiu, 2021).

With these three theories glocalisation, Hofstede's cultural dimensions and McDonaldization unable to analyse the case deeply. They explain why international fast-food companies have to continue being a single brand, yet ensure they respond to each local market, value cultural relevance and are aware of too much standardisation in mixed cultures (Dobay and APETROAIE, 2024). These frameworks will help analyse and interpret what is learned in both qualitative and quantitative chapters, contributing to both theoretical and practical value for understanding strategies in the culinary world.

2.3 Conclusion

This literature review has analysed how globalisation and localisation interact in the culinary industry, mainly looking at how international fast-food chains adapt in culturally diverse countries such as India and China. Existing academic discussions on global expansion strategies, protecting culture and consumer identity have been addressed, together with specific examples from McDonald's and KFC in their host countries. Written explanations focus on using Glocalisation, ideas of Hofstede and McDonaldization by Ritzer to grasp the mix of global branding with local actions.

All three theories of glocalisation, Hofstede cultural dimension and McDonaldization have valid information on how the global fast-food chains operate in the local markets. The power of glocalisation is that it is how global brands have been able to be relevant in a local setting (Roudometof, 2025). Nevertheless, it may make the issues of global and local balancing oversimplified. The dimensions developed by Hofstede are detailed and help us comprehend the differences in cultures but they might not consider fluidity in the cultural identities in fast globalised cultures (Yu et al., 2025). Finally, the McDonaldization thesis of Ritzer justifies the danger of standardisation without considering the variables of localisation in various markets (Elshaer et al., 2025).

2.4 Other Considerations

Articles for this chapter were chosen because they are relevant, written by experts and recent, following the objectives of the study. Materials such as academic journal articles, industry reports and case-level studies on McDonald's and KFC in India and China were focused on more. The review balanced ethics by sticking to the authors' ideas, not showing any bias and respecting the integrity of quotations. There were no human participants in this step, but respect for cultural differences was maintained when talking about national food traditions. It ensures that the review process is dependable and open and prepares strong support for the main data collection in the Chapter 5.

Chapter-3: Methodology

3.1 Introduction

The chapter describes the methodological approach that will be followed to explore how international fast-food chains like McDonald and KFC manage to globalize their brand names worldwide but still adapt in each country accordingly to the culture. The objective of the study is to examine the impact of localisation of market strategy on perception of the consumer, cultural sustainability and brand loyalty in these culturally rich markets. In order to meet the objectives of the research, a quantitative research design was chosen, and the structured survey chosen as the main data collection instrument. This chapter addresses the philosophical basis of the research, defense of the choice of methodology and the explanation of the sampling approach, data collection and analytical methods.

3.2 Methodological Approaches

Research methodology is the general strategy and the reasoning applied in choosing the particular methods of research with regard to the research problem. The research is quantitative in nature as the quantitative research method is the most appropriate in terms of quantifying perception among consumers and establishing a pattern of statistics in different populations. Based on the philosophy of positivism, the approach implies that social phenomena can be observed, measured, and analysed with the help of the objective data (Adeoye-Olatunde and Olenik, 2021).

Quantitative method seeks to find patterns, associations and generalizable information by quantitatively gathering, and statistically analyzing numerical data in a systematic way. It is especially applied when a test is required of structured hypothesis, correlation evaluation, and information concerning consumer attitudes in quantitative measurement form (Adeoye-Olatunde and Olenik, 2021). The quantitative aspect in this study is realized by use of a structured survey whereby, 100 consumers 50 in India and 50 in China between the ages of 18-45 are sampled.

The primary data will be gathered using structured survey questionnaire, which will be aimed at soliciting answers to the main constructs, including the perceived brand authenticity, satisfaction, cultural alignment, and loyalty. In this way, the researcher can simply measure responses and make statistical analysis with the help of SPSS software (van Gelder et al., 2020).

The approach adopted can be compared to other cross national consumer surveys (e.g. Hofstede cultural dimensions research) in which quantifiable variables and statistical analysis are used to investigate behavioural patterns (Tight, 2022).

3.3 Chosen Approach and Justification

The study is a quantitative primary study design with a structured survey that aims at investigating the efforts of international fast-food brands to balance between global standardisation and local adaptation of cultural needs within India and China. Quantitative method was selected because of the need to survey a diverse sample of consumers on objective, generalisable and statistically analysable data (Story and Tait, 2019). Quantitative research enables the numerical assessment of brand authenticity construct, localisation effectiveness construct, consumer satisfaction construct, and loyalty construct, and the analysis of their pattern and correlations.

This research takes a primary quantitative method research design to draw a broad picture of how global brands of the fast-food industry can achieve global uniformity and local cultural resonance in India and China. The quantitative part, which will be represented by a systematic survey with a regular Likert scale, will allow statistically studying consumer perception involving localisation, authenticity of a brand, satisfaction and loyalty. This methodology is reasonable in case it is rather intricate to cross-cultural brand it and it is necessary to investigate the general consumer trends and specific cultural insights, without which they cannot get to know the outcomes of the globallocal brand process in the culinary market.

This method was chosen because of the effectiveness of a survey to obtain bigger groups of respondents that can be later cross-tabulated by the demographics and regions. Such organised pattern allows consistency of data collection, making it less likely to experience researcher bias, and is therefore more reliable (Monday, 2020).

Support of this approach is also found in the research on international marketing and consumer behaviour, where organised surveys have also been actively applied to discuss the cross-cultural reactions to brand localisation (Roudometof, 2025). It is particularly fit in cross-country studies of culturally rich and populous countries such as India and China where the behavioural understanding can only be comprehensively understood through statistical abilities.

3.4 Organisation's Profile

This research deals with two major multinational fast-food restaurants, which are McDonalds in India and KFC (Kentucky Fried Chicken) in China. It is noteworthy that these brands were selected because of their strong presence in the emerging Asian markets including their unique localisation strategies which would give a rich comparative insight.

The Indian franchise (McDonalds India) adopted a high localisation approach by serving region specific vegetarian food, no beef and pork, and by redesigning the kitchen structure to accommodate the religious food norms. The McAloo Tikki Burger and Paneer Wrap shows a vast knowledge of the Indian culture in its products.

However, KFC China has a localised menu including the traditional Chinese cuisine like congee, rice wraps and spicy Sichuan chicken. Its decentralised approach to management enables local teams to localise the offerings, which makes their dining experience culturally relevant (Kara, 2023).

3.5 Data Collection Methods

The proposed study takes advantage of both the primary quantitative data to analyse how global fast-food brands juggle between international strategies and local cultural demands in both India and China.

An online survey will be the means of gathering primary data so that 100 consumers, aged 18 to 45 will be targeted using an online survey, two groups, and Indian and Chinese consumers. All the

questions will be provided with a rank of five Likert scale to improve clarity and compatibility with SPSS analysis. The questions will be constructed in such a way that they focus on measuring different variables including menu localization, cultural fit, satisfaction, brand loyalty, etc., and they should not be ambiguous or double-barreled. The recruitment of participants will be done through social media and university networks through purposive sampling (Jain, 2021).

The secondary data will be collected in the form of academic journal articles about globalisation, localisation and consumer behaviour in the fast-food industry, brand reports, market reports and publicly accessible case studies (DEWI, 2022). These sources give a background against which the main findings are interpreted and placed into a background of previous literature and theory.

3.6 Gaining Access

The survey participants will be accessed via the digital channels such as social media mediums (e.g., Instagram, WhatsApp, and LinkedIn), university mailing lists, and on-line food forums that Indian and Chinese younger adults consumers are utilizing. The survey link will contain a statement of introduction to describe the purpose of the research, estimated time of completion, and the right of the participants (DeJonckheere and Vaughn, 2019). Personal identifiers will be non-existent in order to guarantee anonymity. Since the study is low-risk and non-sensitive, there would be no need to go through organisational gatekeeping since it is not critical. The involvement will be purely voluntary and all the respondents will be notified of this via an online consent form before they start the questionnaire.

3.7 Informants and their recruitment

This study will use the informants of 100 adult consumers (18-45 years old) in India and China who will be equally represented in both countries (i.e. 50 respondents each). The targeted category of age is chosen due to the fact that it will be the most active and influential group which interacts with worldwide fast-food chains. Such consumers will generally experience the local food culture, as well as consumer culture of the world, and thus will be appropriate to consider their reading of localisation of a brand, authenticity, and satisfaction.

The participants will be recruited through selection strategy known as purposive sampling where the researcher will focus on those who have prior experience of dining in McDonald in India or KFC in China. The main methods of recruitment are internet based that include the university

networks, the social networks, and the food review networks in order to make sure that the participants are technologically savvy and can be reached out by electronic means. The survey will have an initial screening question that will confirm the prior contact with the chosen fast-food brands (Cobb, 2017).

3.8 Ethical Considerations

This study follows the best ethical practices as demanded by research governance systems and intellectual institutions. The digital consent form, which will contain the information about the purpose of the study and its voluntary character as well as a statement that the participants have the right to withdraw at any point with no repercussions, will be sent to all of the participants.

Personally identifiable information will not be gathered and there will be complete anonymity and confidentiality of answers.

3.9 Data Analysis

Both the structured survey data will be analysed by means of SPSS (Statistical Package for the Social Sciences) which is a robust instrument in carrying out statistical and descriptive analysis. The answers to the survey based on the multiple-choice questions will be coded and inserted in SPSS to be cleaned, validated and statistically explained (Ahmed et al., 2021). The trend analysis will aim at finding out the relationship, trends and differences in the way consumers in India and China perceive localisation strategies of international fast-food brands.

The most important of the methods will be:

- Descriptive statistics (mean, standard deviation, frequency and percentage) in order to summarise demographic profiles and consumer sentiment.
- Cross-tabulation comparing the responses in sub-groups (e.g. by country, by age group, by prior brand experience).
- Correlation analysis to investigate the strength and direction of relationships between such variables as perceived authenticity, satisfaction and brand loyalty (Adeoye-Olatunde and Olenik, 2021).
- Statistical significance between categorical variables can also be done using chi-square tests.

Such approaches are acceptable to the positivist orientation of the study and enable objective, replicable results that can be used in theoretical accounts and practical consequences. The research questions and objectives will be answered directly by the data analysis as it shows how global brand names such as McDonald and KFC are able to localise without affecting their global image.

3.10 Conclusion

The chapter has presented the methodological perspective that has been followed in examining the process of international fast-food brands localising their products in cultural different markets such as India and China. It has supported the application of a quantitative method which is based on a survey model and organised with a help of a positivist paradigm and purposive sampling. Data collecting tools and steps, participant selection procedures, ethical protection measures and use of SPSS in analysis have been outlined clearly in order to achieve research rigour. Cumulatively, these are sound options to give credence to the production of culturally relevant findings that respond to the research questions and lead to the knowledge of global-local brand dynamics.

3.11 Research Timeline

The timeline below will give some of the main phases of the given research project in terms of preparation, implementation, and conclusion. Activities have been planned so that there is sufficient time to develop the survey, collect data, analyse it and write up the research so that there is flexibility to take into the account any unforeseen delays.

Table 1: Gantt chart

Activity	Timeline
Topic finalisation and proposal writing	Week 1 – Week 2
Literature review completion	Week 3 – Week 5
Survey design and pilot testing	Week 6 – Week 7
Final survey distribution	Week 8 – Week 9
Data collection	Week 10 – Week 11
Data cleaning and analysis (SPSS)	Week 12 – Week 13
Drafting Chapters 4 and 5	Week 14 – Week 15
Final editing and formatting	Week 16
Submission	Week 17

Chapter-4: Data analysis & findings

4.1 Introduction

This research aims to discover what factors promote the loyalty of customers to international fastfood brands, with special attention to brand familiarity, price sensitivity and cultural adaptation strategies. In such a globalized environment, the brands need to balance between standardization and localization to attract different consumer groups. The study, which applies quantitative techniques and the analysis carried out with the help of SPSS, examines the influence of gender differences, cultural responsiveness, and perceived value on consumer preferences. The main idea is to determine whether the concept of personalizing menus and marketing messages to local cultures can contribute to creating brand loyalty and can be used to inform the global food chains that are eager to increase customer retention in culturally diverse environments.

4.2 Data analysis

4.2.1 Frequency analysis

Table 2: Age group

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	30	30.3	30.3	30.3
	26-35	40	40.4	40.4	70.7
	36-45	14	14.1	14.1	84.8
	46-60	12	12.1	12.1	97.0
	Above 60	3	3.0	3.0	100.0
	Total	99	100.0	100.0	
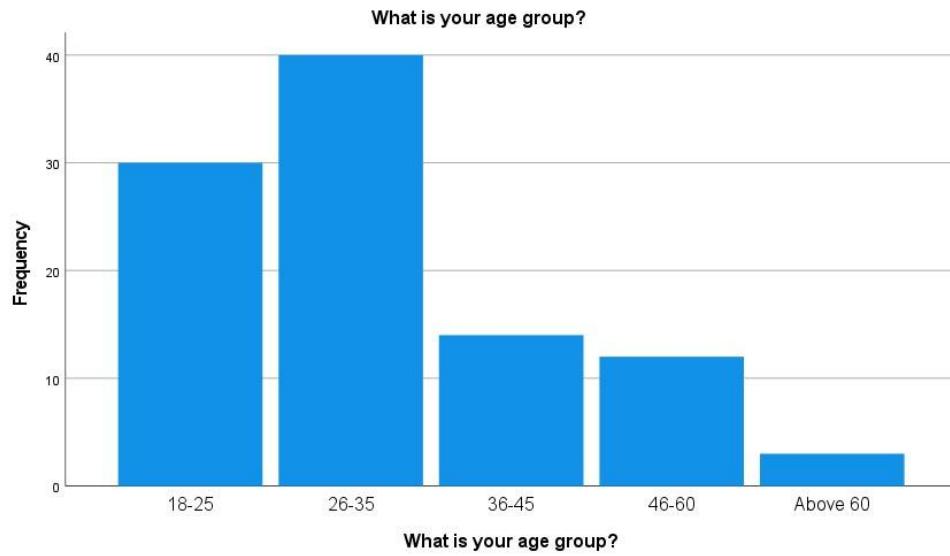
Figure 1: Age group

Out of 99 respondents, the majority (40.4%) were aged 26–35, followed by 18–25 (30.3%). Fewer participants belonged to older age groups: 14.1% (36–45), 12.1% (46–60), and only 3% were above 60. This shows the sample is predominantly young adults, which is significant in understanding fast-food preferences as younger demographics are typically more responsive to global food trends, digital marketing, and fast-food consumption patterns.

Table 3: Gender

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	38	38.4	38.4	38.4
	Female	61	61.6	61.6	100.0
	Total	99	100.0	100.0	

24
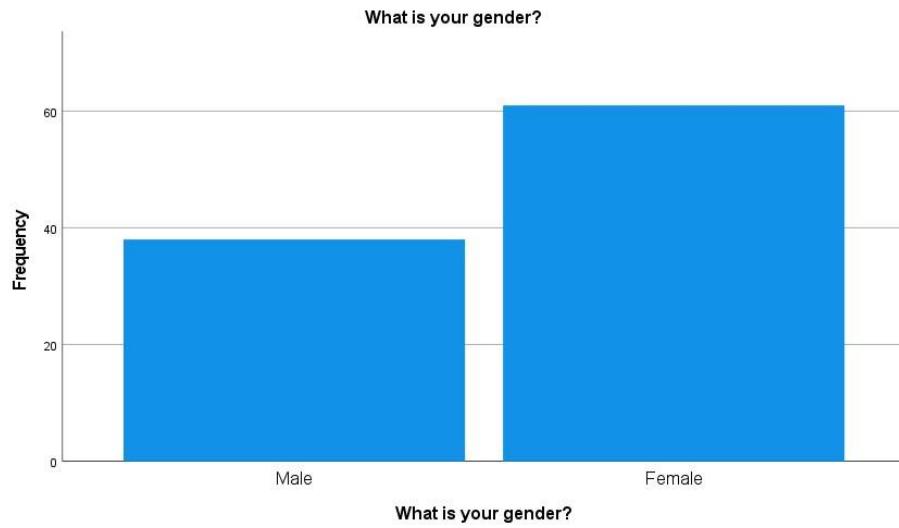
Figure 2: Gender

Among 99 valid responses, 61.6% identified as female and 38.4% as male. This skew toward female respondents may influence the interpretation of preferences and attitudes toward fast food, as gender can play a role in health-conscious choices, brand preferences, and price sensitivity. Understanding this demographic mix is vital for contextualising subsequent consumer behaviour trends in the study.

Table 4: Country of residence

What is your country of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	India	72	72.7	72.7	72.7
	China	19	19.2	19.2	91.9
	Other	8	8.1	8.1	100.0
	Total	99	100.0	100.0	
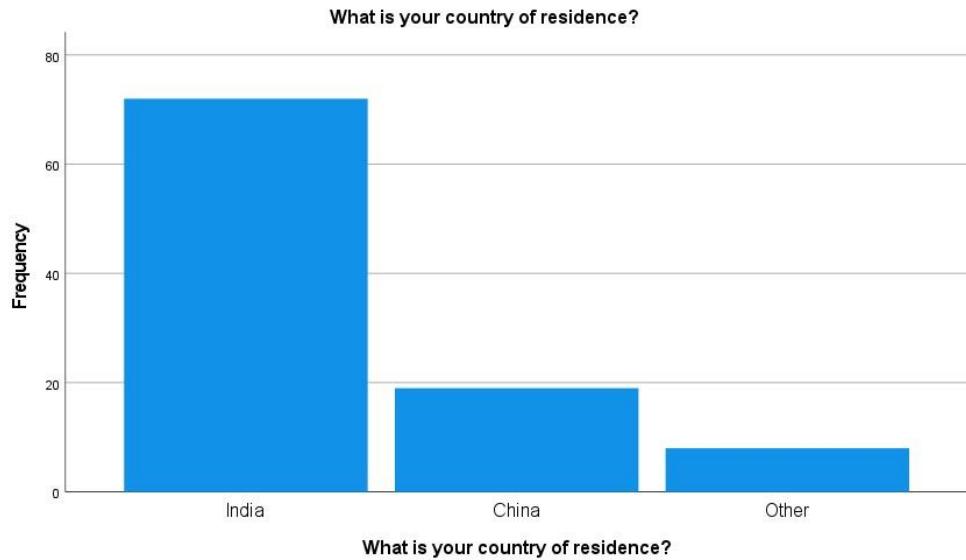
Figure 3: Country of residence

The majority of participants (72.7%) were from India, while 19.2% were from China and 8.1% from other countries. This reflects a stronger Indian representation in the sample, aligning with the research focus on McDonald's in India and KFC in China. The imbalance suggests findings may lean toward Indian consumer behaviour, though Chinese perspectives remain included for comparative insights.

Table 5: Occupation detail

What is your occupation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	26	26.3	26.3	26.3
	Disagree	47	47.5	47.5	73.7
	Neutral	8	8.1	8.1	81.8
	Agree	13	13.1	13.1	94.9
	Strongly agree	4	4.0	4.0	99.0
	6	1	1.0	1.0	100.0
	Total	99	100.0	100.0	
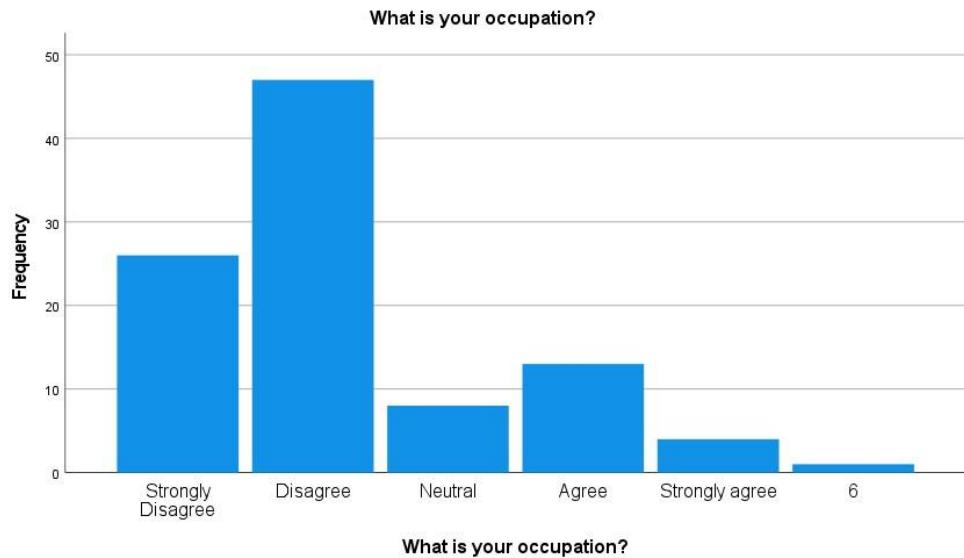
Figure 4: Occupation detail

In a Likert-scale styled question likely asking about occupation-related perception, 47.5% disagreed and 26.3% strongly disagreed. Only 17.1% showed agreement or strong agreement, while 8.1% remained neutral. One unclear response ("6") was likely a data entry error. This suggests most respondents did not link occupation to fast-food choices or perceived it as irrelevant in this context.

Table 6: Price factor for influence international fast-food outlets

Price strongly influences my choice of international fast-food outlets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	3	3.0	3.0	7.1
	Neutral	24	24.2	24.2	31.3
	Agree	49	49.5	49.5	80.8
	Strongly agree	19	19.2	19.2	100.0
	Total	99	100.0	100.0	

Price strongly influences my choice of international fast-food outlets.

Figure 5: Price factor for influence international fast-food outlets

Price was seen as a major factor by most respondents, with 49.5% agreeing and 19.2% strongly agreeing that it influences their choice of international fast-food outlets. Only 7% disagreed, and 24.2% were neutral. This indicates that affordability is a significant determinant in fast-food consumption patterns, particularly relevant for pricing strategies in competitive markets like India and China.

Table 7: Brand familiarity

Brand familiarity strongly influences my choice of international fast-food outlets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	7.1	7.1	7.1
	Disagree	7	7.1	7.1	14.1
	Neutral	21	21.2	21.2	35.4
	Agree	53	53.5	53.5	88.9
	Strongly agree	11	11.1	11.1	100.0
	Total	99	100.0	100.0	

Brand familiarity strongly influences my choice of international fast-food outlets.
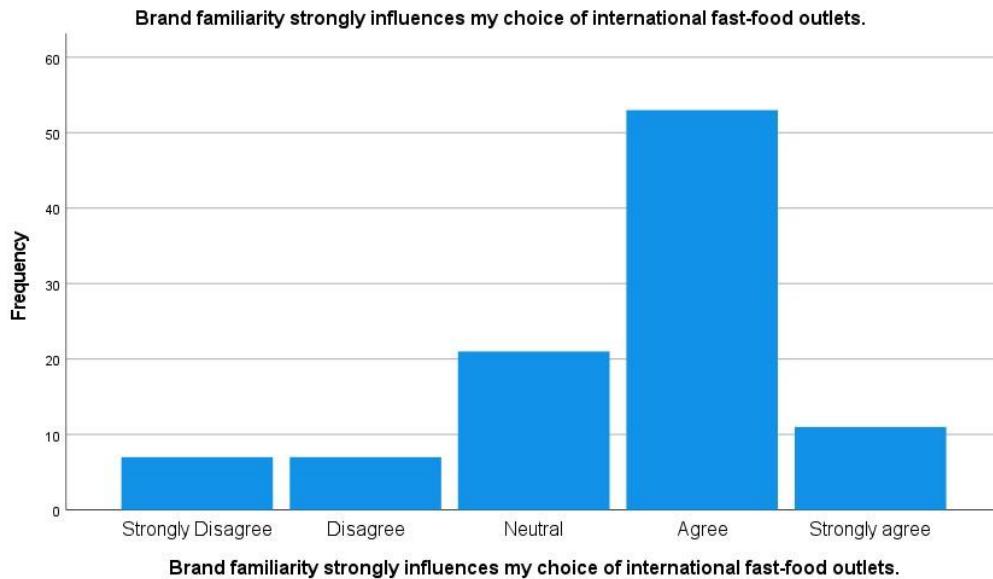
Figure 6: Brand familiarity

A majority of respondents (53.5% agree, 11.1% strongly agree) felt brand familiarity strongly influences their choice of fast-food outlets. Only 14.2% disagreed, while 21.2% remained neutral. This highlights the importance of established brand presence and consumer trust in fast-food decision-making. Global chains benefit from this familiarity, making it a key factor in market penetration strategies.

Table 8: Cultural adoption for the selecting the fast food outlets

Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	7.1	7.1	7.1
	Disagree	14	14.1	14.1	21.2
	Neutral	27	27.3	27.3	48.5
	Agree	40	40.4	40.4	88.9
	Strongly agree	11	11.1	11.1	100.0
	Total	99	100.0	100.0	

Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.

Figure 7: Cultural adoption for the selecting the fast food outlets

Cultural adaptation significantly influences consumer choices, with 40.4% agreeing and 11.1% strongly agreeing. Meanwhile, 21.2% disagreed, and 27.3% remained neutral. This indicates that while over half the respondents favour culturally tailored menus at international fast-food chains, a notable proportion either remain indifferent or unconvinced. These insights reinforce the importance of incorporating local customs in food design, particularly in culturally diverse countries like India and China, where tradition strongly impacts food choices.

Table 9: Differentiation between menu of global and country fast food

I can clearly notice differences between the menu of global fast-food chains in my country and their Western versions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	8	8.1	8.1	12.1
	Neutral	12	12.1	12.1	24.2
	Agree	65	65.7	65.7	89.9
	Strongly agree	10	10.1	10.1	100.0
	Total	99	100.0	100.0	

30

I can clearly notice differences between the menu of global fast-food chains in my country and their Western versions.
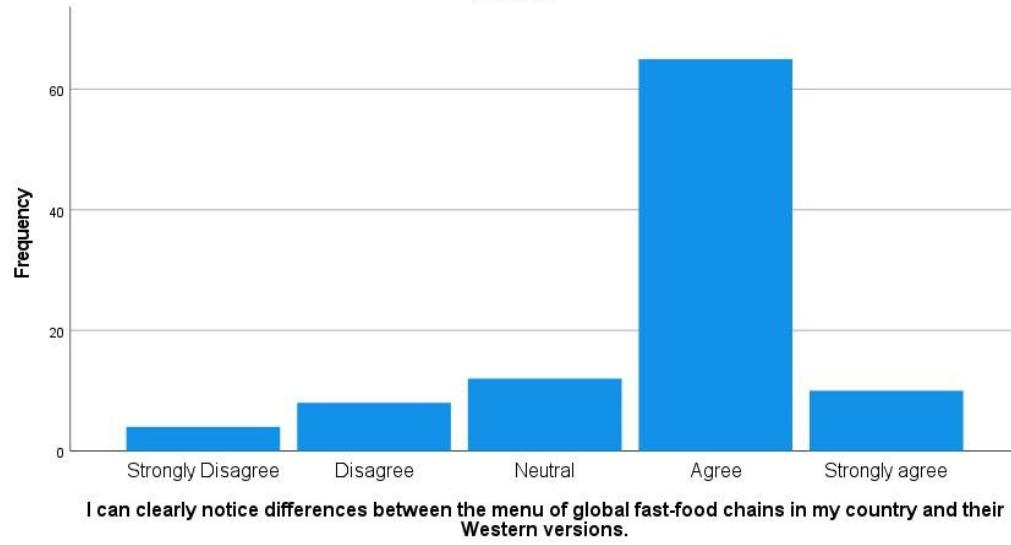
Figure 8: Differentiation between menu of global and country fast food

The striking results were that 65.7 percent and 10.1 percent strongly agree that they could distinguish very well the difference between the local and western versions of the different menus of the world fast foods. On the one hand, there were only 12.1% of the disagreeing people, and 12.1% were neutral. This affirms consumer knowledge of localisation initiative by international chains and shows how visible adaptation of the offerings (such as rice bowls or vegetarian foods) are perceived unique. It also demonstrates that brand adaptation strategies are not only incorporated but also known and recalled by customers.

Table 10: Localisation of menus for including the diversity

It is important for international fast-food chains to localize their menus in culturally diverse countries.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	4	4.0	4.0	5.1
	Neutral	15	15.2	15.2	20.2
	Agree	62	62.6	62.6	82.8
	Strongly agree	17	17.2	17.2	100.0
	Total	99	100.0	100.0	

31

It is important for international fast-food chains to localize their menus in culturally diverse countries.
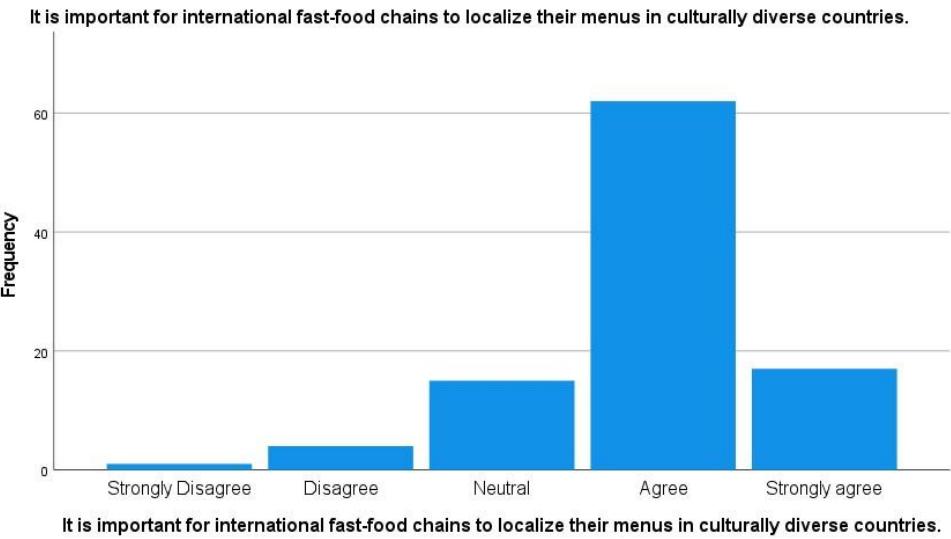
Figure 9: Localisation of menus for including the diversity

Respondents gave an overwhelming response of 62.6 percent who agreed and 17.2 percent who strongly agreed that menus must be localised in culturally diverse nations. One fifth (20%) never agreed and 15.2 percent remained neutral. These findings reiterate that global fast-food restaurants are supposed to conform to local food standards, religious laws, and cultures. Localisation is not merely a marketing method; people expect it, and this is why it is vital to the long-term success of a brand in the global market and customer retention.

Table 11: Factor for localisation items

I enjoyed trying localized items like the Veg Maharaja Mac (India).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.0	2.0
	Disagree	6	6.1	6.1	8.1
	Neutral	32	32.3	32.3	40.4
	Agree	48	48.5	48.5	88.9
	Strongly agree	11	11.1	11.1	100.0
	Total	99	100.0	100.0	

I enjoyed trying localized items like the Veg Maharaja Mac (India).
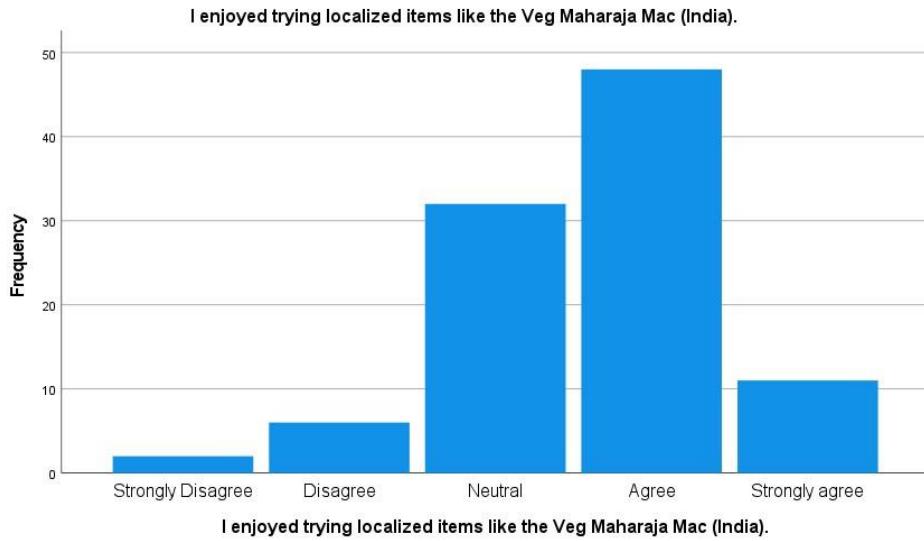
Figure 10: Factor for localisation items

An astonishing 62.6 percent said they agreed and 17.2 percent strongly agreed that it is important to localise the menus in culturally diverse countries. The percentage in disagreement was only 5 and neutral 15.2. These findings support the fact that consumers do not want global fast-food chain to impose their global eating habits and lifestyles on domestic markets due to local dietary standards, religious regulations, and cultural distinctions. The concept of localisation is not a mere marketing attempt, but rather an expectation of people, and thus its acceptance is essential to the long-term prosperity and brand loyalty in the international market.

Table 12: Localised items trying like Chicken Rice Bowl

I enjoyed trying localized items like the Chicken Rice Bowl (China).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	14	14.1	14.1	18.2
	Neutral	24	24.2	24.2	42.4
	Agree	45	45.5	45.5	87.9
	Strongly agree	12	12.1	12.1	100.0
	Total	99	100.0	100.0	

I enjoyed trying localized items like the Chicken Rice Bowl (China).
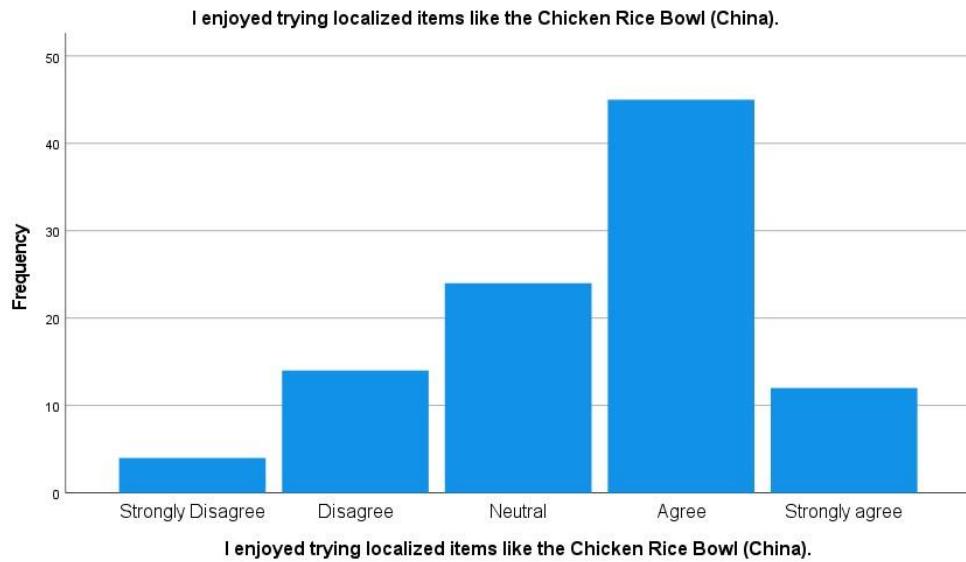
Figure 11: Localised items trying like Chicken Rice Bowl

A total of 57.6 percent of the respondents replied that they liked the Chicken Rice Bowl or strongly like it. About 24.2 percent were neutral whereas 18.1 percent did not agree. This indicates that the greatest number of people prefer the localised product offering in the Chinese market. Nonetheless, the level of enjoyment is a little less compared to that of India in reaction to the Veg Maharaja Mac which could be due to variation in cultural or taste requirements. The outcome serves to highlight the relevance of culturally inspired menu items in order to attract the local tastes.

Table 13: Localised items trying like Paneer Zinger

I enjoyed trying localized items like the Paneer Zinger (India).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.0	2.0
	Disagree	5	5.1	5.1	7.1
	Neutral	35	35.4	35.4	42.4
	Agree	41	41.4	41.4	83.8
	Strongly agree	16	16.2	16.2	100.0
	Total	99	100.0	100.0	

34

Figure 12: Localised items trying like Paneer Zinger

The Paneer Zinger was well received, with 41.4% agreeing and 16.2% strongly agreeing they enjoyed the item. About 35.4% were neutral, and only 7.1% disagreed. This demonstrates that India's vegetarian adaptations continue to resonate well with local consumers. Such data supports the idea that incorporating familiar, culturally significant ingredients like paneer into international menus boosts acceptance and builds customer affinity toward global brands operating in regional markets.

Table 14: Localised items trying like Sichuan Burger

I enjoyed trying localized items like the Sichuan Burger (China).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	12	12.1	12.1	15.2
	Neutral	38	38.4	38.4	53.5
	Agree	35	35.4	35.4	88.9
	Strongly agree	11	11.1	11.1	100.0
	Total	99	100.0	100.0	
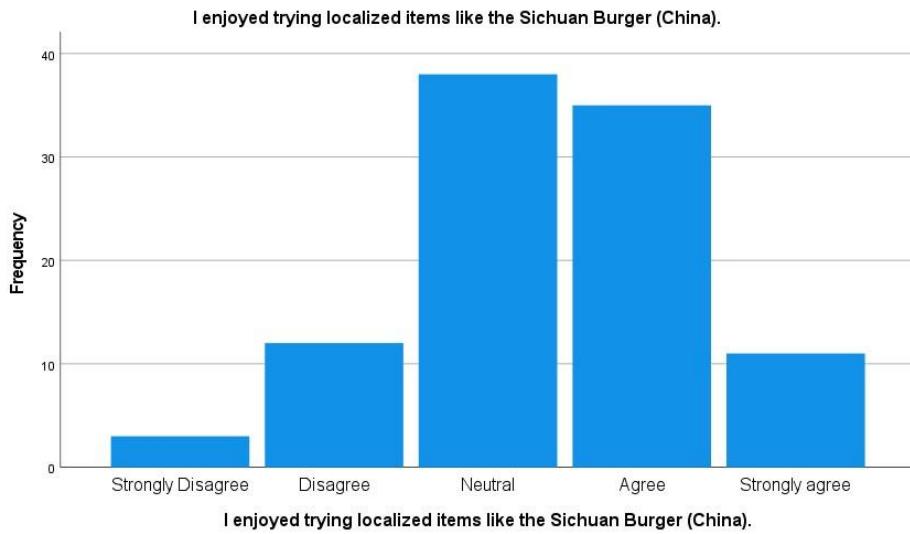
Figure 13: Localised items trying like Sichuan Burger

Responses to the Sichuan Burger were more mixed. While 35.4% agreed and 11.1% strongly agreed they enjoyed it, a high 38.4% remained neutral and 15.2% disagreed. This suggests a more moderate appeal, possibly due to differing expectations or the fusion nature of the item. Nonetheless, a majority still reported a positive experience, indicating that such regionalised options do play a meaningful role in engaging local customers, though taste preferences may vary more than in other items.

Table 15: Localised Advertisement for improving perception of global fast-food brands

Localized advertising (language, visuals, and values) improves my perception of global fast-food brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	6	6.1	6.1	9.1
	Neutral	21	21.2	21.2	30.3
	Agree	56	56.6	56.6	86.9
	Strongly agree	13	13.1	13.1	100.0
	Total	99	100.0	100.0	

Figure 14: Localised Advertisement for improving perception of global fast-food brands

A total of 69.7% agreed or strongly agreed that localised advertising improves their perception of global fast-food brands. Only 9.1% disagreed, while 21.2% were neutral. These findings show that tailored advertising—using local language, visuals, and values—strengthens brand image. This aligns with Hofstede's cultural dimensions, suggesting that advertising strategies need to reflect local values to enhance emotional connection and improve brand acceptance in different cultural environments.

Table 16: Localised food offering by global brands for preserve local food culture

Localized food offerings by global brands help preserve local food culture.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	14	14.1	14.1	15.2
	Neutral	25	25.3	25.3	40.4
	Agree	46	46.5	46.5	86.9
	Strongly agree	13	13.1	13.1	100.0
	Total	99	100.0	100.0	
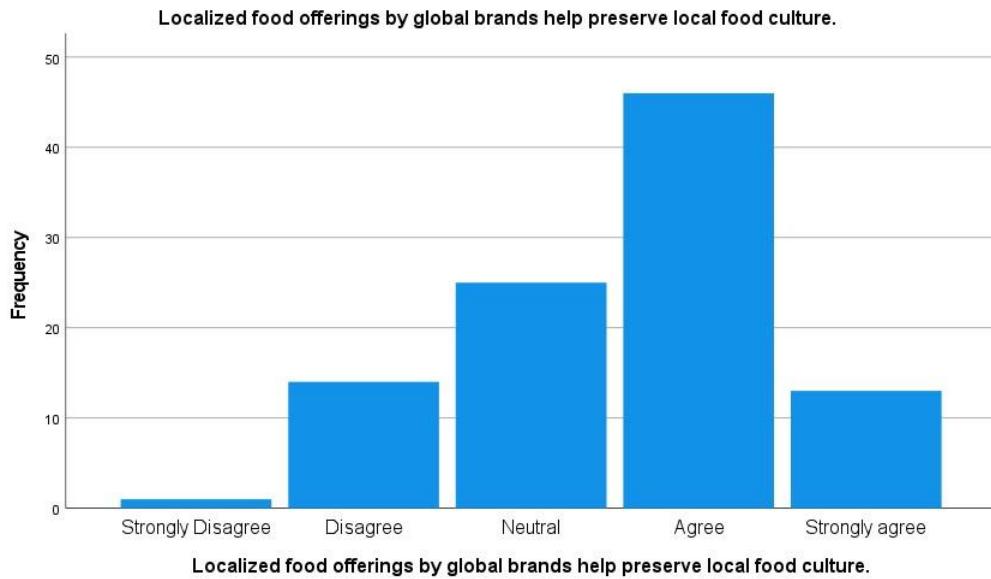
Figure 15:Localised food offering by global brands for preserve local food culture

46.5% agreed and 13.1% strongly agreed that localised food offerings help preserve local food culture, reflecting a 59.6% majority. While 25.3% were neutral, 15.1% disagreed. This suggests that most respondents perceive localisation by global brands not merely as a marketing tactic but as a cultural preservation tool. Localised fast-food options are seen as a bridge between modernity and heritage, helping maintain culinary traditions within rapidly globalising societies. This supports the argument that brand localisation contributes positively to sustaining regional food identities, particularly in diverse cultural contexts like India and China.

Table 17: Fusion cuisine that combines global and local elements is creative and enjoyable

Fusion cuisine that combines global and local elements is creative and enjoyable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.0	2.0	2.0
	Disagree	3	3.0	3.0	5.1
	Neutral	19	19.2	19.2	24.2
	Agree	57	57.6	57.6	81.8
	Strongly agree	18	18.2	18.2	100.0
	Total	99	100.0	100.0	
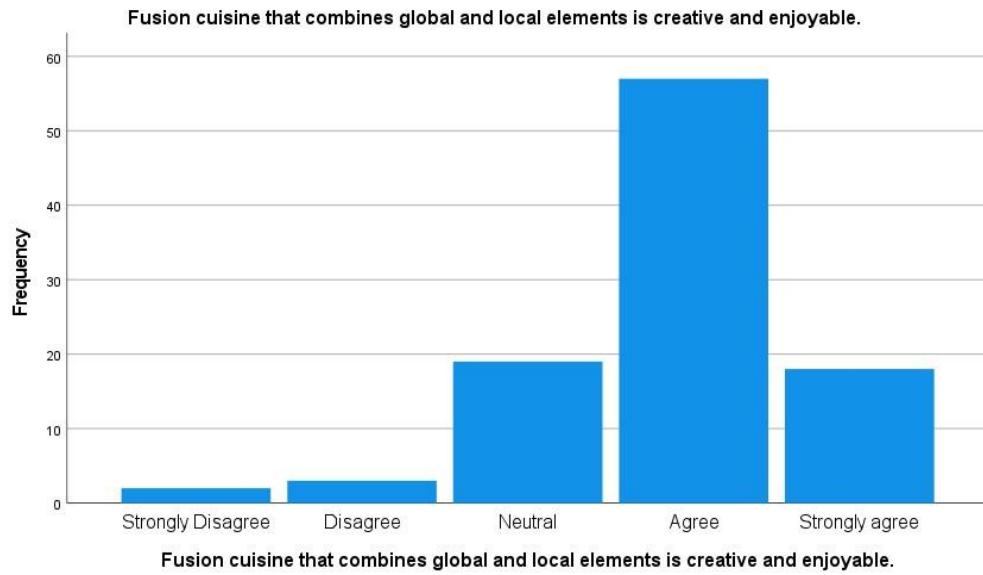
Figure 16: Fusion cuisine that combines global and local elements is creative and enjoyable

A large majority of respondents (57.6% agree and 18.2% strongly agree) found fusion cuisine creative and enjoyable. Only 5% disagreed, and 19.2% remained neutral. These results show strong consumer support for culinary innovation that blends global and local flavours. Fusion dishes like Indo-Chinese or Sichuan-inspired items seem to offer novelty while maintaining some cultural relevance.

Table 18: Food localisation by global brands

Food localization by global brands makes me feel more culturally respected.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.0	1.0	1.0
	Neutral	24	24.2	24.2	25.3
	Agree	61	61.6	61.6	86.9
	Strongly agree	13	13.1	13.1	100.0
	Total	99	100.0	100.0	

Food localization by global brands makes me feel more culturally respected.
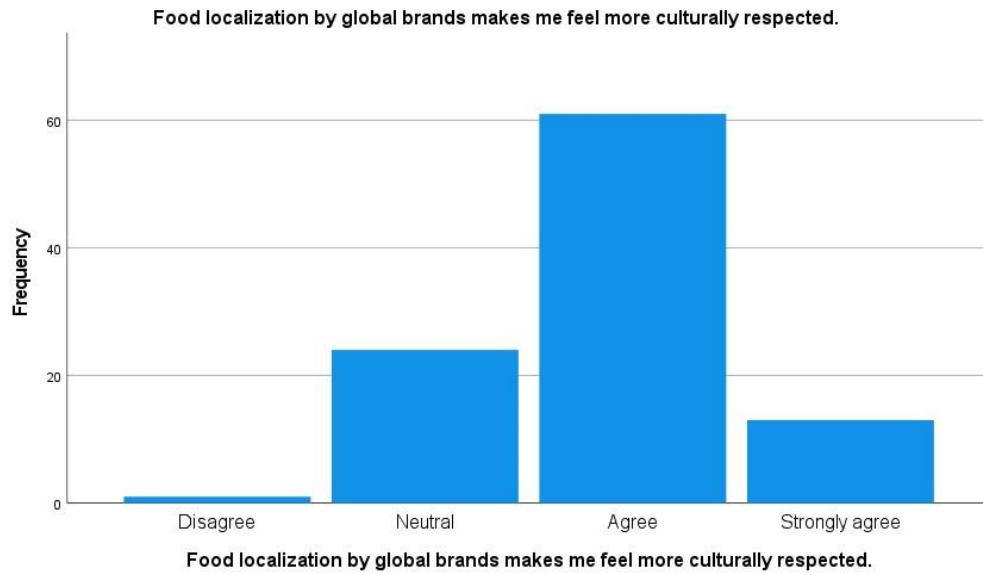
Figure 17: Food localisation by global brands

A great percentage of respondents (61.6) agreed and 13.1 strongly agreed that localisation of food makes them feel more respected culturally. There was only one dissenting respondent and 24.2 percent of the respondents were neutral. Such insights display that, localisation does not only promote customer satisfaction, but also emotional and cultural affiliation. International companies whose products and services are customised to the local culture and preferences will make the consumers feel recognised and appreciated.

Table 19: Global fast food chain challenges in meeting local taste preferences

Global fast-food chains face challenges in meeting local taste preferences in my country.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	10	10.1	10.1	11.1
	Neutral	26	26.3	26.3	37.4
	Agree	50	50.5	50.5	87.9
	Strongly agree	12	12.1	12.1	100.0
	Total	99	100.0	100.0	

40

Global fast-food chains face challenges in meeting local taste preferences in my country.
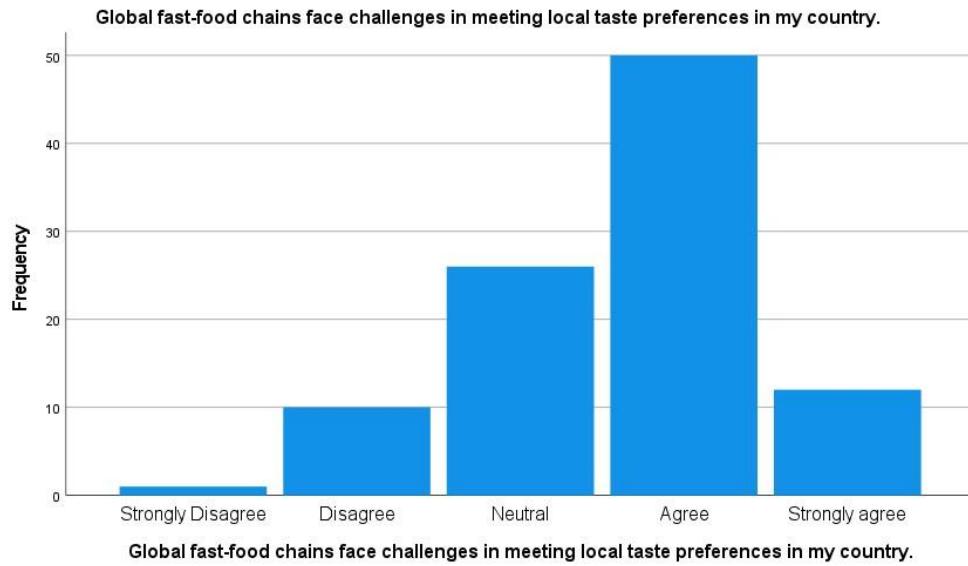
Figure 18: Global fast food chain challenges in meeting local taste preferences

Majority of the respondents (50.5 percent respondents answered Yes and 12.1 percent responded strongly yes) admitted that international fast-food chains have a problem in meeting local preferences. Though a neutral response was recorded at 26.3 percent, the disagreement was only recorded at 11.1 percent. These findings show that there is common knowledge of challenges that brands encounter whenever entering new markets. It is necessary to consider carefully how it is possible to adapt the global menu to the local tastes, food regulations and codes of the society.

Table 20: Loyalty for global fast-food brands

I am more loyal to global fast-food brands that respect and adapt to local food cultures.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	7.1	7.1	7.1
	Disagree	14	14.1	14.1	21.2
	Neutral	31	31.3	31.3	52.5
	Agree	39	39.4	39.4	91.9
	Strongly agree	8	8.1	8.1	100.0
	Total	99	100.0	100.0	
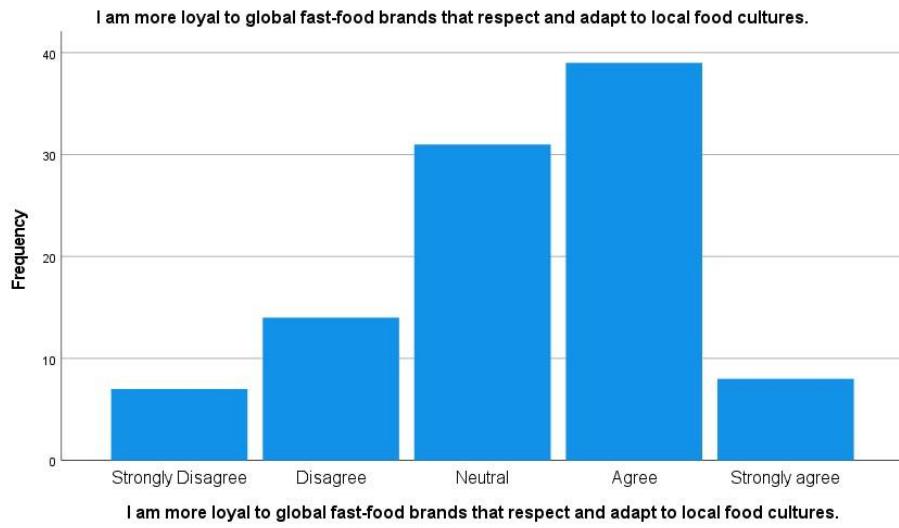
Figure 19: Loyalty for global fast-food brands

39.4 percent said that they are more brand-loyal to brands who localize to food cultures compared to 8.1 percent who strongly agreed; 31.3 percent were neutral. But 21.2 percent objected or strongly objected. The results indicate the withholding degree of a positive moderate relationship between localisation and consumer loyalty. On one hand, certain customers definitely treasure cultural sensitivity whereas the others are either indifferent or simply unconvinced.

Table 21: Localisation role in the global fast food success in the country

Localisation plays a significant role in the success of global fast-food chains in my country.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	3	3.0	3.0	6.1
	Neutral	21	21.2	21.2	27.3
	Agree	59	59.6	59.6	86.9
	Strongly agree	13	13.1	13.1	100.0
	Total	99	100.0	100.0	
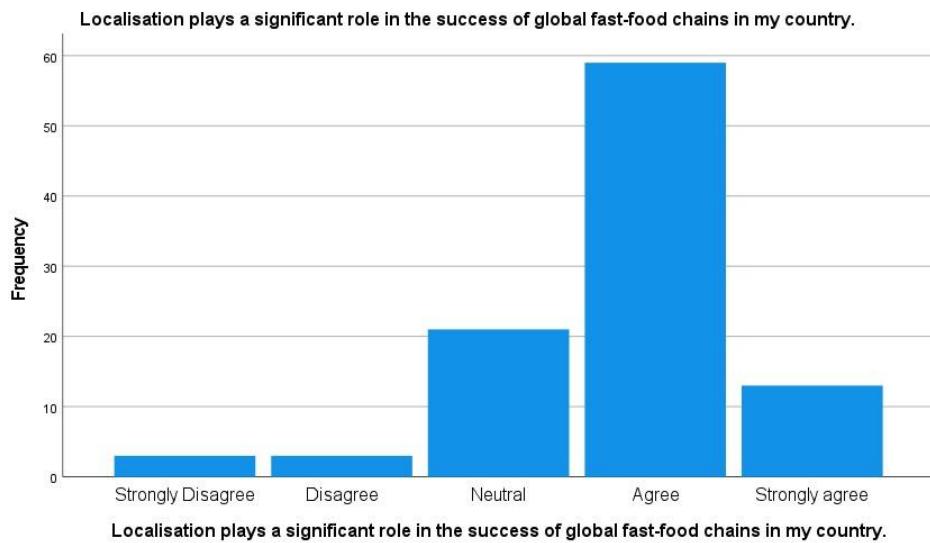
Figure 20: Localisation role in the global fast food success in the country

59.6 percent of the respondents answered that localisation plays a great role in the success of global fast-food chains and 13.1 percent strongly agreed. Another 21.2 percent and just 6 percent were neutral and in disagreement respectively. This implies that there is a wide agreement that localization to local tastes, practices and traditions increases market performance. Localisation is not only considered as the customer-centric strategy but as the business-critical one which influences revenues, brand image, and customer loyalty.

Table 22: Global fast food in socially responsible and sustainable

I view global fast-food brands that localize their offerings as more socially responsible or sustainable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	4.0	4.0	4.0
	Disagree	5	5.1	5.1	9.1
	Neutral	25	25.3	25.3	34.3
	Agree	56	56.6	56.6	90.9
	Strongly agree	9	9.1	9.1	100.0
	Total	99	100.0	100.0	
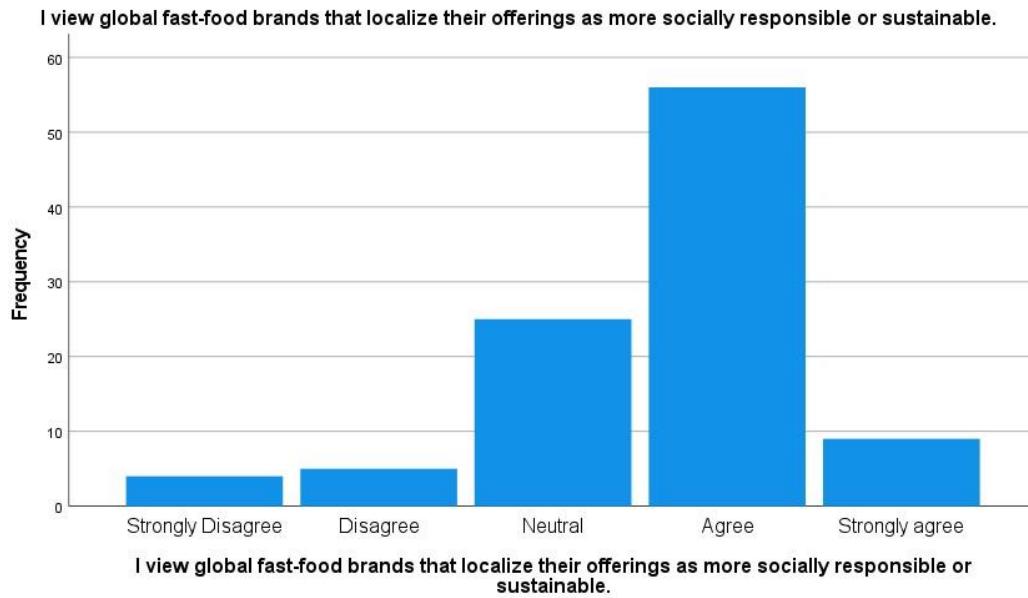
Figure 21: Global fast food in socially responsible and sustainable

The respondents were mostly likely to view localising brands in a more responsible approach with 56.6 percent agreeing and 9.1 percent strongly agreeing. One-fourth (25.3 percent) of the subjects were neutral, but only 9.1 percent disagreed. These statistics indicate that localisation initiatives have a positive impact on brand perception other than sales with a perception of inclusivity and sustainability. The culturally modified offerings can be seen as the ethical marketing as it allows respecting the diversity of consumers and facilitating social cohesion.

Table 23: Global cuisine impact on local food

Exposure to global cuisine has made me more critical of local food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	6.1	6.1	6.1
	Disagree	16	16.2	16.2	22.2
	Neutral	24	24.2	24.2	46.5
	Agree	46	46.5	46.5	92.9
	Strongly agree	7	7.1	7.1	100.0
	Total	99	100.0	100.0	
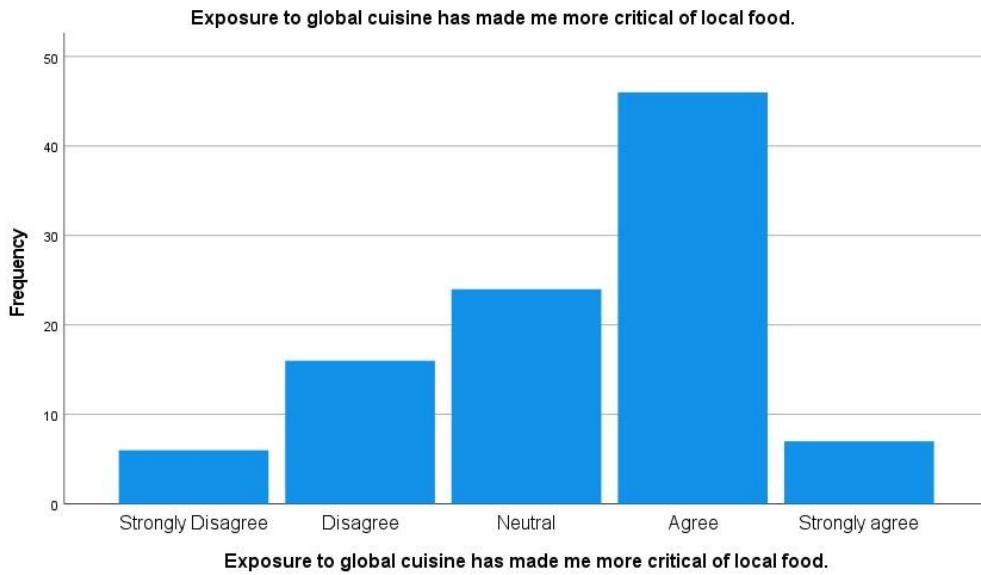
Figure 22: Global cuisine impact on local food

About 46.5 percent of the respondents indicated that they have become more judgmental of local food due to exposure to global cuisine whereas 24.2 percent did not respond. Less (22.3%) agreed. This reveals the presence of a large number of consumers who have started to consider traditional food in comparison to international standards that can cause a change in perception of local fare.

Table 24: Menu localisation for the success of global food brands

Menu localization is essential for the success of global food brands in culturally diverse markets.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	3	3.0	3.0	4.0
	Neutral	16	16.2	16.2	20.2
	Agree	58	58.6	58.6	78.8
	Strongly agree	21	21.2	21.2	100.0
	Total	99	100.0	100.0	

Menu localization is essential for the success of global food brands in culturally diverse markets.
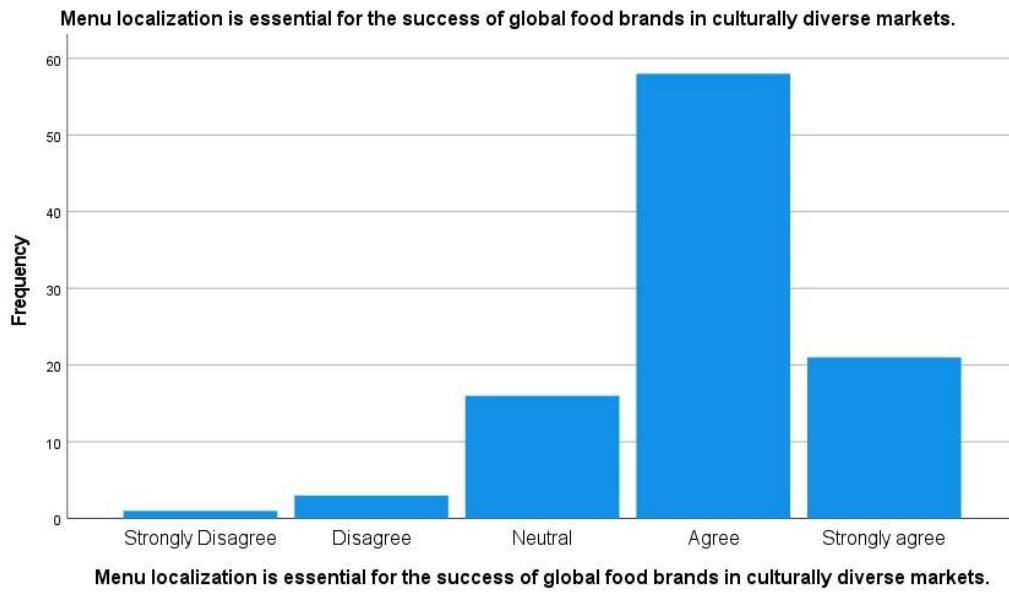
Figure 23: Menu localisation for the success of global food brands

A majority of the respondents, 58.6 per cent stated that they strongly agreed and 21.2 per cent stated that, it is necessary to localise menus to succeed in diversified markets. There was a disagreement in only 4 percent and 16.2 percent were neutral. This emphasizes menu adaptation as one of the core strategies of international food brands. The high percentage of agreement proves the value of culturally relevant offerings as well as the expectations of the global brands to adapt the products to cultural surroundings of the consumers.

4.2.2 Cross-tab analysis

Table 25: Cross-tabulation between age group and localisation essentials for the success of global food brands

What is your age group? * Menu localization is essential for the success of global food brands in culturally diverse markets. Cross-tabulation

Count

		Menu localization is essential for the success of global food brands in culturally diverse markets.					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	
What is your age group?	18-25	0	2	6	18	4	30
	26-35	1	1	4	20	14	40
	36-45	0	0	4	8	2	14
	46-60	0	0	1	10	1	12
	Above 60	0	0	1	2	0	3
Total		1	3	16	58	21	99
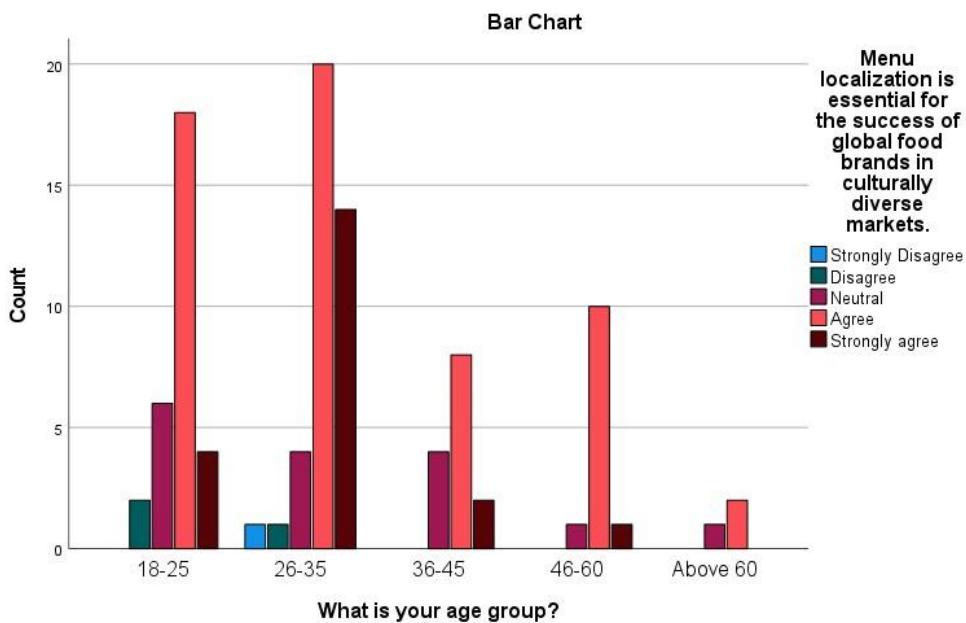
Figure 24: Cross-tabulation between age group and localisation essentials for the success of global food brands This cross-tabulation explores the relationship between age group and belief in the importance of menu localisation for global food brand success. Across all age categories, support is notably high. Among 26–35-year-olds, 20 agreed and 14 strongly agreed—making it the most supportive age group. Younger respondents (18–25) also showed positive sentiment, with 18 agreeing and 4

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strongly agreeing. Even older groups (36–60+) largely agreed, showing broad generational consensus. Only 4 respondents in total disagreed or strongly disagreed. These findings indicate that across all age brackets, consumers largely view localisation as essential in culturally diverse markets.

Table 26: Chi-square test-1

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.410a	16	.495
Likelihood Ratio	16.522	16	.417
Linear-by-Linear Association	.042	1	.839
N of Valid Cases	99		

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .03.

The Pearson Chi-Square value is 15.410 with a p-value of 0.495, indicating no statistically significant association between age group and belief in the importance of menu localisation. A high percentage (72%) of expected cell counts are below 5, which may reduce test reliability.

Table 27: Cross-tabulation between gender and brand familiarity that influences of international fast-food outlets

What is your gender? * Brand familiarity strongly influences my choice of international fast-food outlets. Cross-tabulation

Count

		Brand familiarity strongly influences my choice of international fast-food outlets.					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	
What is your gender?	Male	4	2	5	23	4	38
	Female	3	5	16	30	7	61
Total		7	7	21	53	11	99
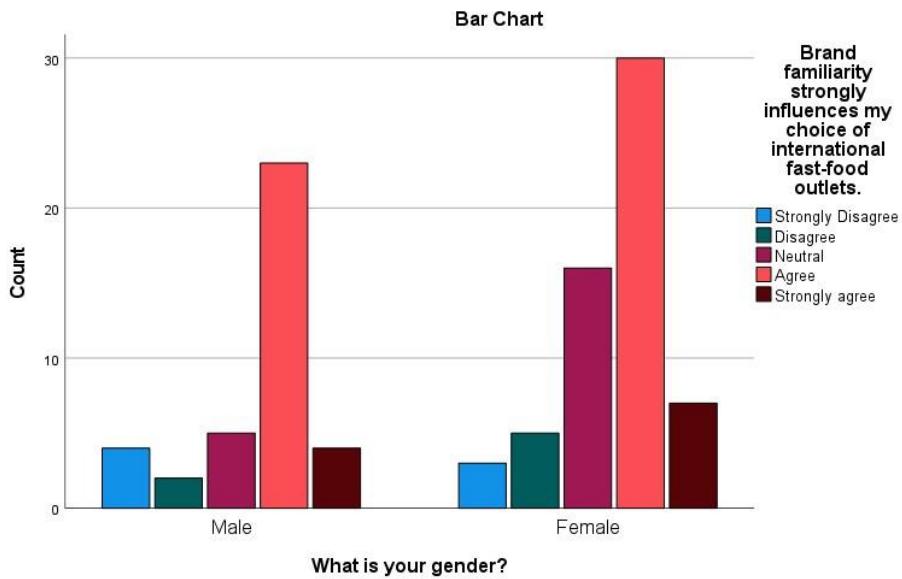
Figure 25: Cross-tabulation between gender and brand familiarity that influences of international fast-food outlets

This cross-tabulation examines how gender influences the perception that brand familiarity affects fast-food choices. Both males and females overwhelmingly agreed or strongly agreed—23 males and 30 females agreed, while 4 males and 7 females strongly agreed. Neutral responses were higher among females (16) than males (5), suggesting slightly more variability among women. Overall, 84.2% of all respondents across genders leaned toward agreement, confirming that brand familiarity significantly shapes consumer choices.

Table 28:Chi-square test-2

Chi-Square Tests

|	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.795[a]	4	.435
Likelihood Ratio	3.894	4	.420
Linear-by-Linear Association	.003	1	.956
N of Valid Cases	99		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 2.69.

The Pearson Chi-Square value is 3.795 with a p-value of 0.435, suggesting no significant relationship between gender and perception of brand familiarity's influence. With 50% of cells

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having expected counts below 5, the test's assumptions are weakly met, reducing robustness of conclusions.

4.2.3 One-way ANOVA

Table 29: One-way ANOVA-1

ANOVA

Food localization by global brands makes me feel more culturally respected.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.560	4	.140	.340	.851
Within Groups	38.733	94	.412		
Total	39.293	98			

The ANOVA result (F = 0.340, p = 0.851) indicates no statistically significant difference between groups regarding the perception that food localisation by global brands increases cultural respect. Since p > 0.05, we fail to reject the null hypothesis. This suggests respondents, regardless of group, had relatively similar views on this matter.

Table 30: One-way ANOVA-2

ANOVA

Price strongly influences my choice of international fast-food outlets.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.165	5	1.433	1.698	.143
Within Groups	78.491	93	.844		
Total	85.657	98			

The ANOVA result (F = 1.698, p = 0.143) shows no significant difference in group perceptions on the influence of price when choosing international fast-food outlets. Although some variation exists, the p-value exceeds 0.05, indicating that price sensitivity is fairly consistent across demographic or categorical groups in this dataset.

4.2.4 Correlations analysis

Table 31: Correlation analysis-1

Correlations

		Localized advertising (language, visuals, and values) improves my perception of global fast-food brands.	I am more loyal to global fast-food brands that respect and adapt to local food cultures.
Localized advertising (language, visuals, and values) improves my perception of global fast-food brands.	Pearson Correlation	1	.244*
	Sig. (2-tailed)		.015
	N	99	99
I am more loyal to global fast-food brands that respect and adapt to local food cultures.	Pearson Correlation	.244*	1
	Sig. (2-tailed)	.015	
	N	99	99

*. Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation coefficient is **0.244** with a **p-value of 0.015**, indicating a statistically significant positive correlation at the 0.05 level (2-tailed). This means that as respondents' positive perception of localised advertising (language, visuals, values) increases, their loyalty toward global fast-food brands that adapt to local food cultures also increases. While the correlation is moderate, it suggests that localisation in advertising can build emotional connection and customer retention. This supports the idea that cultural alignment through communication plays an influential role in shaping customer-brand relationships in international food marketing.

Table 32: Correlation analysis-2

Correlations

		Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.	I am more loyal to global fast-food brands that respect and adapt to local food cultures.
Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.	Pearson Correlation	1	.307**
	Sig. (2-tailed)		.002
	N	99	99
I am more loyal to global fast-food brands that respect and adapt to local food cultures.	Pearson Correlation	.307**	1
	Sig. (2-tailed)	.002	
	N	99	99

**. Correlation is significant at the 0.01 level (2-tailed).

This correlation shows a **Pearson coefficient of 0.307** with a **p-value of 0.002**, indicating a **stronger and statistically significant positive relationship** at the **0.01 level**. Respondents who believe that menu cultural adaptation strongly influences their fast-food choices are also more likely to express loyalty toward brands that adapt to local food cultures. This suggests that product

localisation not just advertising plays a critical role in building customer trust and attachment. The finding underscores the power of culturally tailored offerings in driving long-term brand loyalty in diverse global markets like India and China.

4.2.5 T-test analysis

Table 33: Group statistics of T-test

Group Statistics

	What is your gender?	N	Mean	Std. Deviation	Std. Error Mean
Brand familiarity strongly influences my choice of international fast-food outlets.	Male	38	3.55	1.108	.180
	Female	61	3.54	.976	.125

This table compares the responses of males and females regarding how strongly brand familiarity influences their choice of international fast-food outlets. The mean scores are nearly identical: 3.55 for males (n=38) and 3.54 for females (n=61), suggesting minimal difference in perception. The standard deviation values—1.108 (males) and 0.976 (females)—indicate slightly more variability in male responses. The standard error of the mean is higher for males (.180) than females (.125), which is expected given the smaller sample size.

Table 34: Independent sample T-test

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand familiarity strongly influences my choice of international fast-food outlets.	Equal variances assumed	.217	.643	.055	97	.956	.012	.212	-.410	-.433
	Equal variances not assumed			.053	71.175	.958	.012	.219	-.425	-.448

This t-test evaluates whether the mean differences between males and females on brand familiarity's influence are statistically significant. The Levene's Test (Sig. = .643) shows equal variances can be assumed. The t-test (t = .055, df = 97, p = .956) indicates no statistically

significant difference between the two groups' means. With a significance value well above .05, we conclude that gender does not significantly influence how respondents perceive the role of brand familiarity in choosing international fast-food outlets. The 95% confidence interval for the mean difference also crosses zero (−.410 to .433), supporting the conclusion of no significant difference.

Table 35: Independent sample effect sizes

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	Upper
Brand familiarity strongly influences my choice of international fast-food outlets.	Cohen's d	1.028	.011	-.394	.416
	Hedges' correction	1.036	.011	-.391	.413
	Glass's delta	.976	.012	-.393	.417

This table presents three types of effect size measures: Cohen's d (1.028), Hedges' correction (1.036), and Glass's delta (0.976). All three show very small point estimates (.011–.012), with confidence intervals ranging from negative values (−.394 to −.391) to positives (.416 to .417), indicating no reliable or consistent effect of gender. Despite the seemingly high standardizers (above 0.9), the negligible point estimates and overlapping confidence intervals confirm that the actual effect of gender on brand familiarity's influence is practically insignificant.

4.2.6 Regression analysis

Table 36: Variable entered in regression analysis

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Cultural adaptation of the menu strongly influences my choice of international fast-food outlets., Price strongly influences my choice of international fast-food outlets., Brand familiarity strongly influences my choice of international fast-food outlets.[b]	.	Enter

a. Dependent Variable: I am more loyal to global fast-food brands that respect and adapt to local food cultures.

b. All requested variables entered.

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This table shows that all three independent variables—cultural adaptation of menus, price influence, and brand familiarity—were included in the regression model to predict loyalty toward global fast-food brands. No variables were removed. The method used was "Enter," meaning all predictors were entered simultaneously. The dependent variable was loyalty to brands that respect and adapt to local cultures.

Table 37 Model summary of regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.358a	.128	.101	.985

a. Predictors: (Constant), Cultural adaptation of the menu strongly influences my choice of international fast-food outlets. Price strongly influences my choice of international fast-food outlets. Brand familiarity strongly influences my choice of international fast-food outlets.

The model summary indicates an R value of .358 and an R^2 of .128, meaning that approximately 12.8% of the variance in loyalty to global fast-food brands is explained by the predictors. The adjusted R^2 is slightly lower at .101, reflecting the model's predictive power when accounting for the number of predictors. The standard error is .985.

Table 38:ANOVA of regression analysis

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.538	3	4.513	4.655	.004b
	Residual	92.098	95	.969		
	Total	105.636	98			

a. Dependent Variable: I am more loyal to global fast-food brands that respect and adapt to local food cultures.

b. Predictors: (Constant), Cultural adaptation of the menu strongly influences my choice of international fast-food outlets. Price strongly influences my choice of international fast-food outlets. Brand familiarity strongly influences my choice of international fast-food outlets.

The ANOVA results show a statistically significant model (F = 4.655, p = .004), indicating that the combination of cultural adaptation, price influence, and brand familiarity significantly predicts loyalty to global fast-food brands. The total variance is 105.636, with 13.538 explained by the

model and 92.098 as residual. The significance value below .05 confirms the regression model is valid.

Table 39: Coefficients of regression analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.448	.499		4.902	.000
	Price strongly influences my choice of international fast-food outlets.	-.165	.112	-.149	-1.478	.143
	Brand familiarity strongly influences my choice of international fast-food outlets.	.176	.112	.174	1.567	.121
	Cultural adaptation of the menu strongly influences my choice of international fast-food outlets.	.246	.103	.256	2.388	.019

a. Dependent Variable: I am more loyal to global fast-food brands that respect and adapt to local food cultures.

Among the three predictors, only cultural adaptation of the menu significantly affects loyalty (β = .256, p = .019). Price (p = .143) and brand familiarity (p = .121) do not show significant effects.

The standardized coefficients show that cultural adaptation has the strongest influence. The constant term is significant (B = 2.448, p < .001), indicating the baseline loyalty level when all predictors are zero.

4.3 Findings

The analysis demonstrates that there is a significant relationship between the cultural adaptation strategies and consumer loyalty within the context of international fast-food brand. Pearson correlation indicates that a positive relationship exists between localized advertising and brand loyalty (r =.244, p =.015) and between cultural menu adaptation and loyalty (r =.307, p =.002). Such findings indicate that there is a likelihood of consumers developing a sense of trust and loyalty when the global fast-food chains localize their menus and marketing contents like, using local languages, cultural values, and recognizable food elements.

Independent samples t-test analysis to determine whether there is an objective difference between men and women in terms of the role that brand familiarity plays in selecting the outlet of an international fast-food chain was not significant (p = .956). The mean result of the male (3.55) and female (3.54) samples were close and the effect size (Cohen d =.011) also indicated that gender had a negligible effect. This implies brand familiarity is equally and significant regardless of gender and is also a universally applicable aspect of consumer choice in this regard even though it is not highly segmented on the basis of demographic characteristics such as gender.

The correlation analysis also confirms these conclusions showing there are positive relationships to be found between localised advertising and loyalty (r = 0.244, p = 0.015) and menu cultural adaptation and loyalty (r = 0.307, p = 0.002). These findings are similar to the Cultural Dimension Theory introduced by Hofstede which underlines the fact that collectivist cultures are characterized by high significance on cultural familiarity, societal values, and the cultural sense of belonging (Osiobe et al., 2025; Banani Saikia & Verma, 2024). Localised advertisement which involves use of native language, culturally identifiable images, and traditional values seem to enhance the emotional appeal between the consumer and the brand just like the family-based advertising campaigns of McDonalds in India, and the traditional festive adverts by KFC in China (Ali & Santos, 2025).

The regression model that included price sensitivity, brand familiarity, and cultural adaptation of the menu as independent variables pointed out that cultural adaptation is the only significant predictor of loyalty (beta =.256, p=.019). The price (p = .143) and brand familiarity (p = .121) failed to be significant. The general regression model turned out to be statistically significant (F = 4.655, p = .004), as it was able to explain 12.8 percent of the variance in consumer loyalty. This suggests that although all three predictors are conceptually significant, cultural sensitivity based on offering at a local level is the most significant predictor of consumer loyalty towards global fast food brands and hence the need to focus on cultural adaptation in foreign branding.

The regression results, which ranked cultural adaptation over the price sensitivity and brand familiarity in predicting loyalty, resonate with criticisms of the McDonaldization Thesis by Ritzer (Elliott, Truman & Black, 2025). Efficiency and standardisation are operational advantages; however, they are not enough in the context of food that is so much related to cultures and religions

in such markets. Rather, it can be seen by the case study of McDonalds in India and KFC in China, that the most effective strategies involve global strength of the brands and cultural sustainability (Reddy & van Dam, 2020) retaining traditional food elements and innovating to reflect more modern tastes.

These results can support the literature-based argument that glocalisation is not a mere competitive benefit but a necessity in the multicultural markets. The main driver of cultural adaptation proves to be the best predictor of loyalty, which confirms theoretical notions in Chapter 2, and represents empirical validation that the concept of global fast-food chains has to incorporate local cultural identity in their fundamental strategy to obtain long-lasting consumer devotion.

4.4 Summary

The results indicate that menu adaptation to the culture is a major aspect that spurs consumer loyalty to a global fast-food brand over and above price or recognition of the brand. Although localized advertising and culturally sensitive products increase trust and brand attachment, gender does not make a difference in brand preference. The regression model substantiates the contention that only one of the three tried variables produced significant effect, and this is cultural adaptation. These observations imply that foreign fast-food organizations ought to focus on glocalisation to customise products to local preferences and cultures-to establish better relations with consumers. Being local goes further than basing loyalty on low prices or brand awareness.

Chapter-5: Discussion

5.1 Introduction

The chapter offers an in-depth discussion of research findings and ties them with the background of existing body of literature analysed in Chapter 2. This is aimed at analyzing the data yielded by the SPSS analysis and discussing its associated implications in the context of preferences of consumer of international fast-food brands. The issue that illustrates the factors that have an impact on brand loyalty such as brand familiarity, price sensitivity, and cultural adaptation is particularly highlighted. It also involves gender comparison whereby it is checked to see whether males and females consumers differ in their preferences.

This chapter will help to unravel underlying behaviour patterns that lead to consumer loyalty to the global brands that are operating in culturally diverse markets by inspecting the statistical significance and effect sizes of its findings.

5.2 Integration of Literature Review and SPSS Results

In this section, the most essential findings of the SPSS analysis are associated with the theoretical background used and the studies that have been considered in Chapter 2 to build a clear picture of how the present study contributes to or disapproves or develops the already existing knowledge regarding consumer behaviour in the international fast-food industry. The pillars of the literature review will be the theories of Glocalisation, Hofstede Cultural Dimensions, and McDonaldization Thesis, by Ritzer, which will be applied as a useful framework to explain the statistical findings.

Among the key results, it is indicated that there is a positive relationship between menu adaptation based on cultural preference and brand loyalty (r =.307, p =.002), demonstrating that the consumers are more loyal towards international brands that align their menus with their local cultural preferences. This sustains the idea of glocalisation by Robertson who focused on the fact that global branding must be combined with locally relevant culture. The local menu offerings such as the McAloo Tikki and congee bowls presented similar conclusion findings in the case studies of McDonalds in India and KFC in China and reported in Chapter 2.

The fact that localized advertising positively correlated with brand loyalty (r = .244, p = .015) is echoed in other works (e.g., Tan Xueling et al., 2023) that state that cultural-relevant marketing campaigns, i.e., those that resonate with local language, local customs and local emotional appeal, lead to deeper consumer-brand relationships. These results can be linked to cultural dimensions (by Hofstede) especially the contrast of individualism and collectivism, uncertainty avoidance, which can be useful in understanding that the culturally-targeted messages are more likely to be spoken to at a deeper level in high-context cultures such as India or China.

The conceptual significance of brand familiarity and sensitivity to price were not reflected in terms of statistically significant predictor of loyalty in the regression analysis (p > 0.05). Even though brand familiarity showed significant awareness in descriptive statistics, the benefit did not yield significant commitment to determine loyalty when being tested along cultural adaptation. This implies that cultural fit will be more important in a market within which culture and tradition are

part and parcel of food consumption. This result is to some degree contradictory with others in Western markets where brand recognition may be more influential (e.g., Vergeer et al., 2025). The t-test analysis revealed no significant gender disparity between the perceptions of the consumers on the influence that brand familiarity has hence having uniformity in brand recognition between the male and female respondents.

Lastly, the total regression model, being statistically significant (F = 4.655, p = .004), could explain just 12.8 percent of the variance in brand loyalty, which means that in addition to cultural adaptation, other variables not incorporated into this model also might have an influence on the consumer loyalty in the fast-food industry, e.g., social media influence, peer recommendation, or health awareness. These results support and complement other literature and further justification of the culturally relevant brand success in high context and non-Western markets.

5.3 Interpretation of Key Findings

The most important results of such a research provide an idea of some significant facts concerning consumer loyalty to the international fast-food corporations in culturally dissimilar markets like India and China. Out of three main predictors discussed (cultural menu adaptation, price sensitivity, and brand familiarity), the only statistically significant effect on brand loyalty was the cultural adaptation (.256, p = .019). This implies the possibility of consumers becoming more loyal to the brands that show appreciation of local food culture, dietary programs, and values in the products they offer.

This effect justifies the relevance of glocalisation where the global strategies of multinational firms are localised in order to suit the regional demands. The examples of how this local adaptation can deliver to consumer expectations are the use of locally customized menu items by McDonalds and KFC whose menu includes the McAloo Tikki in India or the Sichuan Chicken Burger in China. This method is confirmed by the statistical significance of cultural adaptation in the regression model, which demonstrates that the actual attempts to use regional identity in the menu have a positive impact on customer loyalty.

Conversely brand familiarity and price sensitivity were some of the factors that played a significant role in consumer decision-making, but did not influence significantly the prediction of loyalty in this regard. The price (p = .143) and familiarity (p = .121) variables did not turn out to be

statistically significant, therefore indicating that on their own, they may contribute to a trial or brand consideration, but are not alone enough to lead to long-term loyalty. This observation could be seen as indicative of an increasingly conscious consumer seeking more than brand value or economic affordability; the brand has to correlate with local identities and has to be sensitised to cultural values.

These interpretations are also reinforced by correlation analyses. The result of a moderate positive correlation between the localized advertising and loyalty (r = .244, p = .015) indicates that it is not only that consumers pay attention to cultural adaptation within the menus but also to the marketing communication. Customer attachment is increased when brands talk a culturally familiar language with local language, festivals or emotional appeals, and is thus seen as more authentic.

5.4 Gender-Based Insights

The objective of the gender based analysis was to distinguish between male and female customers in the approach of using brand familiarity in deciding where to eat on international fast-food outlets. The independent samples t-test analysis showed no statistically significant difference in the scores of the two groups (p = .956) and the mean scores of males and females were almost the same (3.55 and 3.54 respectively). This implies that the brand familiarity is equally significant between the genders which implies a perception that is the same irrespective of gender.

5.5 Practical Implications for Global Fast-Food Chains

The implications of the study are quite crucial to global fast-food chains that can be found in the culturally diverse markets. The most striking example is the high impact on consumer loyalty that cultural menu adaptation has, meaning that the brands need to be focused on being relevant locally. It does not only mean serving dishes typical of the region, but it implies knowing and incorporating the local food culture, religious sensibilities and preferences, local diets and tastes. An example is that vegetarian food in India or meals that consist of rice in China are not just an addition but a necessary adaptation that appeals to the cultural expectations.

The small significance of price and brand familiarity when forecasting loyalty implies that low prices and worldwide brand recognition are not adequate. Rather, cultural fitness is a prominent point of variance in terms of holding onto the consumers. Therefore, international fast-food firms must have a strategy of glocalisation where the global brand image is balanced with local

customisation. The approach will not only enhance the brand equity but also help the brand to be culturally respectful and socially responsible to local consumers.

5.6 Summary

The main findings of the SPSS analysis were discussed in this chapter with references to the literature reviewed above. Adaptation of cultural menu has proved to be the greatest determinant of consumer loyalty bringing too much for the aspect of glocalisation in international fast-food branding. The brand familiarity and the price sensitivity are applicable, but they did not show significant impact on the loyalty in this case. There were no noticeable differences between genders, according to the gender-based analysis, meaning that the perceptions of consumers within the genders were similar. The combination of literature and the empirical findings confirmed the necessity of culturally responsive strategies in products and advertisements in order to succeed. Such insights offer viable solutions to international brands that aim at sustainable consumer attraction.

Chapter-6: Conclusion

6.1 Summary of key findings

The chapter is a conclusion of the study; it summarises its purposes, procedures, and results, develops central conclusions, and identifies the implications of the study on theory, practice, and future research. The study examined the strategies of international fast-food chains that have maintained the push-pull dynamics of standardisation and local adaptation, i.e. McDonalds in India and KFC in China. Based on a positivist, quantitative study, it was observed how consumer loyalty can be affected by method of adaptation of the menu in terms of culture, price sensitivity and brand familiarity. It was analysed using Glocalisation Theory, Hofstede Cultural Dimensions and Ritzer McDonaldisation Thesis to explain the findings and offer both theoretical and practical knowledge.

The results of this research provide useful and definite knowledge about the relationships between global branding, culture adaptation and consumer loyalty in the international fast-food industry taking the example of McDonalds in India and KFC in China. Among the most important findings that arise out of the analysis, cultural adaptation of menus is the best indicator of consumer loyalty.

The regression analysis showed that the cultural adaptation of the menu had a positive significant impact on the loyalty (B = .256, p = .019), whereas the other two predictors assessed price sensitivity (p = .143) and brand familiarity (p = .121) were not significant. This implies that culturally diverse markets attach greater importance to brands that honor and acknowledge their food cultures and religious norms as well as their taste preferences rather than the low prices or familiarity with the brands.

A positive association was also determined between localised advertising and consumer loyalty. Pearson correlation outcomes indicated that culturally adapted advertising-local language and culture specific image and cultural value- were moderately and significantly correlated with loyalty (r =.244, p =.015). This conforms to what Hofstede Cultural Dimensions where in high context, collectivist societies like India and China consumers would be more receptive to marketing messages which hit the common traditions and social norms.

Interestingly, though descriptive statistics pointed to the fact that price and brand familiarity as being an important issue in the selection of fast-food outlet by many consumers, it failed to predict loyalty significantly when tested together with the cultural adaptation. This implies that price competitiveness and brand trust can either drive first trial or purchase but not enough on its own to create long-term loyalty in the culturally diverse environment. It seems the consumers want to have more emotional and cultural attachments with more than functional advantages.

The gender-wise analysis showed no significant effect in the difference between male and female respondents in considering the effect of brand familiarity to their fast-food preferences (p =.956). The difference between the means of males (3.55) and females (3.54) was negligible and the effect size measures also reported the same. The implication of this is that brand familiarity works the same among the genders and thus marketers can formulate recognition based strategies without doing much segmentation along gender lines.

The other interesting discovery is that there is a high consumer expectation of localisation. In general, there was a high consensus with food groups across the demographic groups that the international fast-food chain restaurants need to adjust their menu in accordance with the local food standards, culture, and religious food restrictions. Even though localisation was mainly seen

by the respondents as a marketing strategy, many of the respondents also interpreted it as a display of cultural sensitivity and even an element of a local food heritage sustenance in certain instances.

6.2 Summary of Research Aim and Objectives

The overall purpose of this study was to examine how such global fast-food corporations, with a particular focus being applied to McDonalds in India and KFC in China, can possibly balance consistency in terms of their global brand name with the cultural contextualization of that brand internationally. In a globalised food industry the conflict between standardisation and localisation is especially accentuated in a culturally rich market where food culture is strongly connected to religion, heritage and values in the society. This paper aimed to find out the strategic strategies of the implementation of these brands in customizing their menus, marketing strategies and operational culture to appeal locally, but keep essential features of their global identity.

The study was informed by five objectives that were used in achieving this objective. The first one was to look at how the major fast-food corporations alter their food menu and marketing campaigns to suit the palates, nutritional needs, and culinary traditions of various nations. The second was to find out the role of such adaptations in the sustainability of local food cultures and how these consumers perceive such brands in India and China. The third goal was to evaluate the contribution of food tourism and fusion cuisine in determining the consumer expectations and enabling cultural exchange as they may enhance as well as complicate the traditional food preparation. The fourth was assessing the effects of localisation in terms of brand identity, operational effectiveness and market performance as far as whether the strategies enhance or weaken the global brand.

6.3 Theoretical Implications

In terms of theoretical implications, the results of this paper are vital and support and expand the use of the Glocalisation Theory, the Cultural Dimensions developed by Hofstede and the McDonaldization Thesis advanced by Ritzer that are applied to the international fast-food industry. This is confirmed by the fact that the high statistical significance of predicting consumer loyalty based on the adoption of cultural menu, which supports the main thesis of Glocalisation Theory, the need to integrate brand globalisation with local cultural appeal. This study contributes empirical evidence in support of the glocalisation concept as a source of competitive advantage in

culturally diverse markets because it showed that products designed to meet local tastes and preferences such as vegetarian food in India offered by McDonald or congee in China offered by KFC can directly lead to increased loyalty.

The findings also fit well in the Hofstede Cultural Dimensions, especially the dimension of collectivism vs. individualism dimension and avoidance of uncertainty. In high-context, collectivist cultures such as Indian and Chinese, the positive relationship between a localised advertising and loyalty, confirms the theory that culturally relevant communication such as communication that highlighted emphasis on the family, communal tradition and cultural pride was more effective to deliver than a uniform, individualistic communication. These results add to the model of Hofstede by demonstrating that cultural congruent menu products can be used to complement culturally specific advertising as a means of enhancing brand authenticity.

The findings of the study refute certain suppositions in the McDonaldization Thesis of Ritzer. Though efficiency, predictability and consistency are considered the attributes of global fast-food business, the present case has shown that extreme standardisation might kill loyalty in those markets where cultural identity is intrinsically linked to food. The necessity of meaningful adaptation can therefore be seen to be the disadvantage of a purely standardised model, and it indicates the merit of integrating cultural diversity in otherwise standard regimes.

6.4 Practical Implications
For international fast-food brands:

Prioritise menu adaptation as a loyalty driver: The evidence demonstrates that menu adaptation based on local dietary norms- namely culturally relevant menu offerings are imperative. This will demand investment in local product development teams, supplier relations and cultural studies.

Embed cultural elements in marketing: Localised advertising, increases emotional connections. The themes of cultural celebrations, value, and symbols must be present in the campaigns and utilize the local languages and identifiable stories.

Avoid over-reliance on price or global brand recognition: These are useful to attract attention, but neither plays a major role in promoting loyalty in multi-cultural markets. Brand strategies ought to be rather focused on cultural alignment.

Adopt a decentralised decision-making structure: Consistent service quality, design and core values built around the brand but flexibility in the menu and marketing around local cultures.

6.5 Limitations of the Study

While the research provides valuable insights, it is subject to certain limitations:

Sample size and composition: Having 99 valid responses and an overrepresentation of Indian respondents (72.7%) may bias findings toward the Indian point of view, reducing the possibility to generalise.

Extent of variables: Just three predictors, cultural adaptation, price, brand familiarity were analysed and accounted to 12.8 percent of loyalty variance. Other aspects, like health awareness, online activity, or peer pressure might apply.

Cross-sectional: Capturing of data at a specific point in time restricts the capability to determine the change in loyalty either over time or as a result of the changing market conditions.

Self-reported: There may have been the influence of respondent bias or social desirability in the answers especially on culturally sensitive questions.

6.6 Recommendations for Future Research

This study should be a precursor to further studies which should look forward to increase the variety of variables studied and increase the geographical coverage. Although this study considered such aspects as cultural menu adaptation, price sensitivity and brand familiarity as the key drivers of consumer loyalty, other influences like health consciousness, sustainability, digital activities and influence of peers might yield further insight into the issues of consumer loyalty. More balanced and larger sample of the countries would also be advised to enhance cross cultural comparability and minimize bias since this study was more representative of India as compared to China. Longitudinal would also come in handy by monitoring the shift in loyalty over time and with the event of change in brand strategy, market conditions or even a change in the culture. It might be possible to incorporate qualitative studies, i.e. interviews or focus groups, to elicit stronger emotional and cultural and symbolic interpretations, which quantitative surveys are less capable of grasping.

6.7 Final Reflection

This research has demonstrated that, where the consumer brand name is universal and the local culture needs to be adjusted to fit the product, cultural fit becomes the key ingredient of consumer loyalty in the fast-food business. Although world-recognizable brand and affordable price is important, it cannot replace the better emotional and cultural experience, feeling of being a part of the local community, with its local food traditions, norms, and values being respected and incorporated.

Using a quantitative approach and basing the study on existing theories, this study closes the gap between theoretical and conceptual notions of glocalisation and its implementation in competitive markets. These findings send a clear message to global fast-food firms, culture adaptation should never be seen as a marketing strategy but as a long-term business strategy aimed at ensuring successful brand performance in different markets.

Glossary

Brand Familiarity – The extent to which consumers recognise and are knowledgeable about a brand's products and identity.

Cultural Adaptation – Modifying products, services, and marketing strategies to align with local cultural norms, values, and preferences.

Fast-Moving Consumer Goods (FMCG) – Products sold quickly and at relatively low cost, including packaged foods and beverages.

Glocalisation – The practice of conducting business according to both global and local considerations.

Loyalty – A consumer's consistent preference and commitment to repurchase a specific brand.

McDonaldization – A concept describing efficiency, predictability, and uniformity in global industries, potentially reducing cultural diversity.

Localisation – Customising offerings to suit specific local markets.

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