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## UAE Consumer rejoinder towards Mc Donald's sales promotional strategy in Dubai

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### Abstract

The behaviour of consumer in the fast food industry is dynamic due to the influence of factors like technology, innovation and promotional offers provided by different fast food restaurants. McDonalds is looking into a multicultural environment under one umbrella, where consumers from different nations are together in one country.

The purpose of this research was to find out where McDonalds was lacking when it comes to not only their sales promotional offers but also their product quality, ambience of their restaurant and consumers thought on McDonalds other services in real terms, such as party halls and parking facilities.

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### 1. Introduction

Buying behaviour of a consumer in a market is a study that describes about the tastes, preferences, attitudes, wants, culture and beliefs of individuals in a market when they purchase a product and consume it. Buying behavioural activities are vital area of study for the overall planning and growth of any growing organization. The rationale behind studying buying behaviour is that it helps the marketer to evidently determine the influencing factors that prompt the consumers during their buying decision making process.

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Consumer buying behavior helps in fetching answers for the different crucial questions such as why different individuals purchase a commodity, when they buy, what they buy or how often they use it. Studying the consumer behavior is imperative as it helps in creating a focus for any brand in order to increase their efforts and get the expected results. With the understanding of consumer behavior, an organization will be in a competitive position in the market to provide consumers with the right type of commodities and services needed by customers the market which in turn reflects in the increased sales and profit. The study of the consumer behaviour aids in the developing unique marketing strategies focusing on the different consumer groups which let an organization target the right market and be able to optimize the utilization of their resources on their target market.

With the detailed knowledge about the behaviour of a consumer in a market, a marketer is able to understand what an individual thinks or feels about a product or service being offered. This understanding of the consumers is reflected by the organizations' through their ambience of the shop, sales person, promotional tools and product range. Cultural, social, personal and psychological factors, are those uncontrollable factors for the marketers that strongly influence an individual's buying behavior. On the contrary, these are the indispensable factors that the marketers need to closely monitor at all times to understand the dynamic complex behavior of consumers.

McDonalds is one of the best examples when it comes to adapting their market and producing products according to their customers cultural needs around the world. They are aware of the importance to provide their customers with food that meets their taste and needs from different cultures. As UAE is a Islamic country, they provided only halal foods and refrain from serving kosher meat and as well as pork. Also according to the Islamic Shariah they follow only ethical ways in their production process. The dress code that McDonalds employees follow in UAE is a fully covered and respectable.

It is one of the most challenging and demanding concept in marketing as it tries to understand how buyers react or do what they do. The marketers have to understand what the consumers' value and craft their marketing strategies in such a way that it strongly influences the consumers buying decision resulting in a long-term relationship with the organisation.

### *1.1 Marketing Communication*

Marketing communication is a crucial and a critical element of marketing activities. It educates and communicates the vital information's about the products to the target market through the appropriate communicational channels. The underlying concept is to clearly distinguish themselves and differentiate their products from the existing competition in the market.

The fusion of marketing communication tools are determined by an organization based on their financial viability, human resource capacity, size of the market and the buyer behaviour of the consumers in the market. The organisations on regular intervals study the effectiveness of their communicational tools and improvise them to optimize their expenditure. Marketing communication one of the vital part in the marketing mix because it is not only a communicational tool but it is also used as a growth and development strategy by the organisations. Even well established organisations continue to use the communicational tools to remind their customers and most importantly retain their customers. It is a complex and a fundamental part of any firms marketing efforts.

#### *1.1.1 Sales Promotion*

Sales promotions are considered one of the most effective ways by which the marketers are able to achieve their set goals and objectives. Sales promotion are a way of getting customer attention and providing them with information that will lead them to the product itself. The different tools of sales promotion include contests, coupons, group sales, free gifts, free samples, raffles, games or price reductions which all act as a communication medium to promote their sales and provide a unique invitation to the individuals so that they are encouraged to carry out their transaction over a short period of time. It could include price reductions or allowing them to purchasing a higher quantity at the same price that will enable organisation to call out for an immediate action from consumers by creating a feeling of regret within them of not purchasing the product at such an amazing offer.

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