

# An Analysis of the Impact of Culture on McDonald's Consumer Behaviour in Indonesia

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## Abstract

This dissertation analyses the impact of culture on consumer behavior. It investigates how cultural factors influence consumers' decision-making process and how the local community perceives a brand. The spread of globalization has impacted the food and beverage industry's marketing strategy, which only stresses the importance of awareness regarding the relationship between a target market's culture and how it affects the consumer behavior of said target market. This study aims to comprehend how Indonesian culture might affect the fast-food franchise consumer behavior in the country. Looking at existing findings on the impact of culture on consumer behavior, this dissertation asks: does culture affect the visiting frequency and how the consumers perceive the brand? The definition that is used to analyze this phenomenon in this context is Indonesian food culture.

The researcher recruited McDonald's Indonesia consumers as interview participants based on the literature review and ways consumer behaviors relate to culture and marketing. Participants were given a set of questions they needed to answer in regards to this matter. Analysis of the responses showed that although culture in localized menus does not significantly impact customer's visiting frequency, it influences how customers perceive the brand. The results indicate that culture does affect consumer behavior to a certain extent. Based on this, it is recommended that researchers and marketers alike be mindful of one's culture when doing international marketing. Further research is needed to discover factors that might influence a more successful international marketing campaign.

## Keywords

Business strategy, marketing strategy, international marketing, culture, consumer behavior.

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## Biography

**Arlenea Halyda Herdimansyah** is an undergraduate student undergoing her international business degree in the School of Business and Management at Bandung Institute of Technology. She went on to the University of Hull to undertake a double degree programme in the same field. She is expected to graduate from both universities in October 2021.