



東海大學學生報告 ePaper

論麥當勞風潮

-從文化,健康與行銷策略面向探討

Investigating the Trend of McDonald's

-From the aspects of Culture, Health and Marketing Strategies

作者：洪千喻 謝詠婷 蔡俞宣

系級：外文 2A

學號：1021218 1021230 1021234

開課老師：陳玫樺老師

課程名稱：研究方法

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中文摘要

因家庭經濟結構改變，國人在家開伙次數越來越少，尤其是在外求學的大學生，幾乎三餐外食。基於以上原因，近年來國內速食餐飲市場蓬勃發展，速食業者不斷的推出新產品和優惠方案來吸引消費者。其中，長年引領台灣以及大多數國家的速食業龍頭非麥當勞莫屬。因此，我們將由麥當勞在文化、健康影響和行銷手法等三個面向來探討麥當勞在這五十年來的歷久不衰。

除了書面資料，我們亦設計了一份問卷，針對大學生對麥當勞之於文化、健康與行銷策略之看法進行調查。在文化方面，我們著重在文化背景，如素食者或不吃牛肉者，他們在食物選擇上的限制是否會影響他們到麥當勞消費的意願。在健康方面，我們研究的重點在於人們在知道過量速食會影響健康的前提下，是否還願意到麥當勞消費，以及他們的理由。最後，在行銷策略的部分，我們將比較麥當勞歷年來使用過的促銷手法，並觀察這些方法是否真的達到目的，以及在效果不如預期後，業者的應變方式與態度。

在 255 份的有效問卷中，我們發現在文化上，即使基於文化背景而食物選擇縮減的人，並不會因此降低到麥當勞消費的意願，所以這部分對麥當勞並不會造成影響；在健康上，亦如我們的假設，顧客在知道麥當勞不利於健康的情況下，仍然願意去消費，多數人的理由是麥當勞相當方便快捷，偶一為之並不會對身體造成太大的負擔；在行銷策略上，問卷結果則是與我們的猜測相悖，如甜心卡普遍受到推崇，但名人代言對消費者而言不再有強大的吸引力。然而，在各式手法中，得來速則是獲得壓倒性的喜愛，大多數的消費者都認為這項服務相當便利，實屬麥當勞最成功的一項行銷策略。

身為速食業龍頭超過五十年的時間，即使麥當勞在健康這個部分仍然讓人詬病，但他們用文化與行銷策略去彌補自身的缺陷，獲得了更大的利益，也創造出屬於自己的麥當勞傳奇。

關鍵字：文化、行銷策略、健康、麥當勞

Keywords: Culture, Health, Marketing Strategies, McDonald's

Abstract

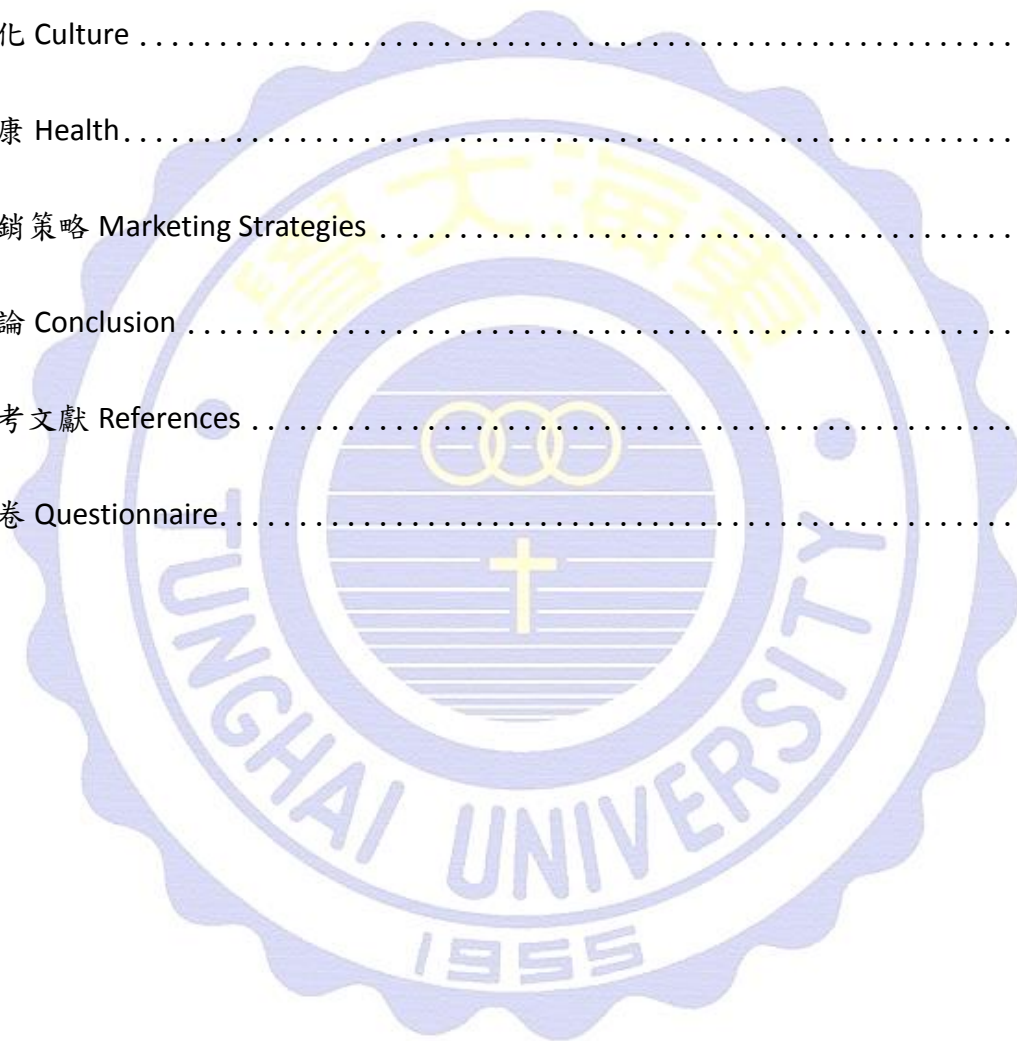
There are about 400 branches of McDonald's in Taiwan, therefore people have easy access. However, provide easy access isn't equal to guarantee of everlasting prosperity. There must be reasons how McDonald's succeeds in standing still in fast food market in Taiwan for so many years. We divided our research into 3 aspects: culture, health, and marketing strategies.

Our group decided to support our research by questionnaire, investigation, and background knowledge from outside sources. Our questionnaire involved all the 3 aspects, and there are 23 questions, including basic background questions regarding to participants. Besides our questionnaire, our group members do research on each aspect. On culture aspect, we introduce how menu of McDonald's differs in different countries/cultures, and what characteristics do Taiwan branches have. On health aspect, basically depends on gathering statistics from our questionnaire, and we search for related information. On marketing strategies aspect, we depend on our questionnaire as well. On the other hand, we do research on what marketing strategies have been used in order to see if they are effective to people.

Our questionnaire has been filled out by students from 20 universities and universities of technology, and most are the ones in Taichung, especially Tunghai, Providence, and Chung Hsing. From our 255 effective questionnaires, it can be told that mostly people don't eat beef because of religious factors; and people think McDonald's is delicious and it's fine to eat once in a while; Drive-Thru service is more useful than Coupon Cards and celebrities endorsement. No matter how people agree with that eating too much McDonald's will affect, people enjoy eating McDonald's a lot. Although there are still spaces for McDonald's to improve their effect on consumers' health, McDonald's makes use on their marketing strategies and culture influence. McDonald's prospers, and created a unique Legend of McDonald's.

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Introduction

Nowadays, more and more people tend to eat-out, especially college students. McDonald's is the most widely spread international chain enterprise around the world, and there's no exception in Taiwan. There are about 400 branches in Taiwan, which means it's very easy to access McDonald's. This phenomenon raises our interest, thus we investigate the prosperous of McDonald's and how McDonald's leads the trend for over fifty year. Based on the sources we found and our questionnaire toward college students, we discuss in three aspects: culture, health, and marketing strategies.

Assumption of our group toward the first subtitle, culture, is the same to what we got, mostly cannot eat beef because of religious factors. Same situation in the aspect of health, most people eat once per over a month, while knowing that eating McDonald might affect one's health. However, things differ in marketing strategies, such as Coupon Card, celebrity endorsements, and Drive-Thru. The mentioned will be introduced in details in the following paragraphs.

Culture

The history of McDonald's in Taiwan started in 1984, while the first McDonald's opened in Taipei. During that time, Taiwan and China still remained an intensive relationship. Under the pressure, any kind of action could be considered as treason, even having Chinese cuisine. McDonald's appeared make food culture in Taiwan more complicated. At the same time, McDonald's provided Taiwanese a choice out of the fighting between Chinese and Taiwanese culture, it became a place of political neutrality. Also, young generation opened their arm to McDonald's as a symbol of new life and new future.(1) However, the most important reason McDonald's can be the head of fast-food all because of their goal, which is "try to be the part of local culture". We can easily find this in their menu, like the beer in German or the rice burger in Taiwan. Opposite with the globalization, McDonald's adopts localization to merge with the local culture and reduce the pound of entering, which make the big success.

For the questionnaire, just as we expected, beef is the majority (32 out of 255) item that people can't eat. Because of Chinese traditional concepts, many people believe that eating beef will cause bad fortune. Besides, people come from agricultural family consider cow as their friend, so they refuse to eat it. Second, some people are allergic to seafood; therefore, they don't eat fish (11 out of 255) or shrimp (1 out of 255). Not to mention the vegetarians (4 out of 255), they have less choice. However, the restrictions only influence a little percentage (17.6%) of people's willing to go to McDonald's. (Figure 1-3)

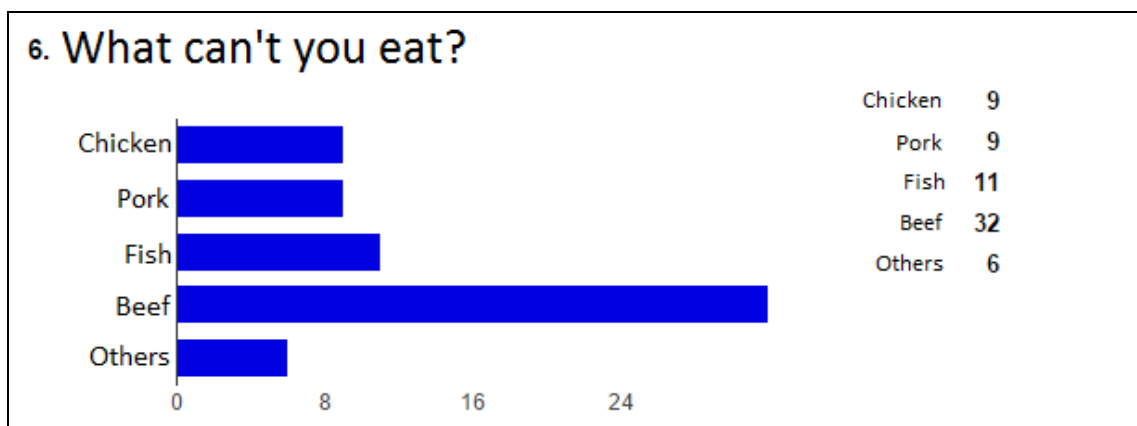


Figure 1

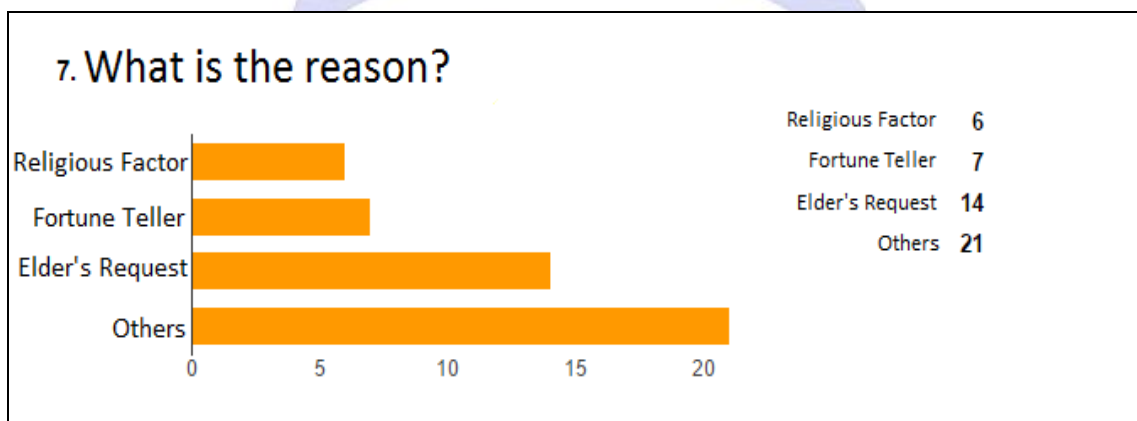


Figure 2

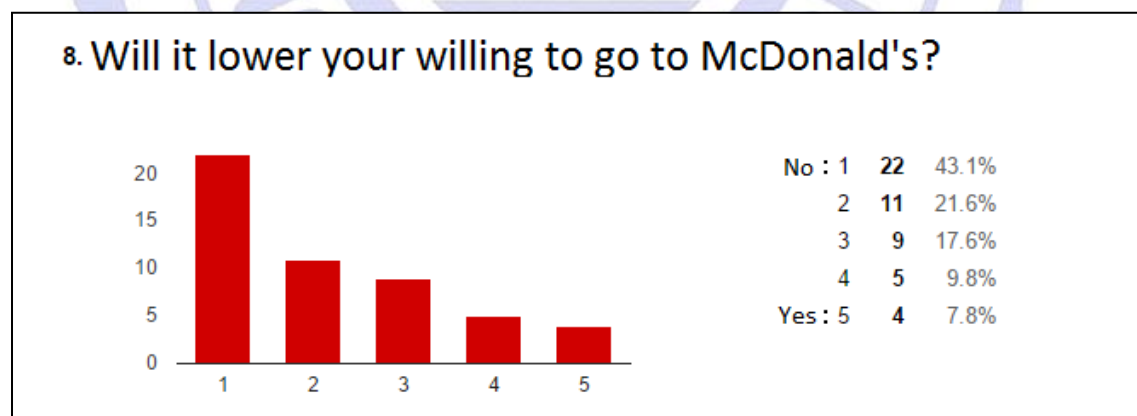


Figure 3

Health

91% of our participants agree that eat McDonald's too often will do effects on people's health. Still, 97.1% of them got reasons to eat McDonald's, since they think McDonald's is delicious and they don't eat that often. To support that, more than half (51%) eat once per over one month is shown in our questionnaire. 40% of the participants will warn their friends to eat less, 32.9% are carefree and only 27.1% will advise so.

Although 16 out of 255 say that they don't care what negative influence will eat McDonald's do on them, in question 14, "what do they care among oil, salt, and calories," still 3 out of them check all the options. What's more, two of them eat once per over month; however, the other eats per week. Among these 16 participants, only 2 didn't care at all, since they check nothing.

At the meantime, in the question 14 (Figure 4) we provide blank space to let participants fill in free answers. After gathering statistics, we found out that people who check the most degree to advice eat less McDonald's are more willing to tell more by filling the blank space. Here are the answers that people care when eating McDonald's besides calories, oil, and salt (there is a question about gender): she doesn't eat fried food; she is afraid that the powdered beef in oil might cause mad cow disease; she is afraid of eating chemical. There are other answers from others:

The answer he/she checks	Free answers
5 (will advise to	She doesn't eat fried food; She is afraid that the powdered beef in oil might cause mad cow

eat less)	disease; She is afraid of eating chemical; She has no idea what else to eat; She won't eat McDonald's if there are other choices; He thinks food of McDonald's is distasteful and nothing is related to "health".
4	She is concerned about the quality; He thinks Taiwanese has already eaten lots of poison; He is concerned about antiseptic.
3	She doesn't want to eat processed food; She is afraid of eating chemical; He doesn't want to eat restructured meet; He thinks there is nothing healthy left in Taiwan.
2	He's afraid that materials are inferior; He has no choices for night snacks.
1(will not advise to eat less)	She cares nothing at all; He thinks that eating McDonald's is already far from caring one's health; He thinks everything people eat will do influence on human health and it's his choice to eat McDonald's

However, the point that may cause mad cow disease can be clarified. There are already stickers put up in McDonald's to declare the source of their beef, and Australian and New Zealand are both countries which have never been hit by mad cow disease.

Nevertheless, no matter what degree people check in question 15 (Figure 5) "in what degree will you suggest your relatives and friends to eat less/not to eat McDonald's," what people care from most are calories (174 out of 255) and oil(172 out of 255). And the most popular reasons are "It's fine to eat once in a while" and "Although McDonald's is unhealthy, it is delicious." From this we can

tell that people still care about what they eat in McDonald's, and what's different is the degree. Therefore, most participants agree that they'll eat less McDonald's, also advice their friends to do so.

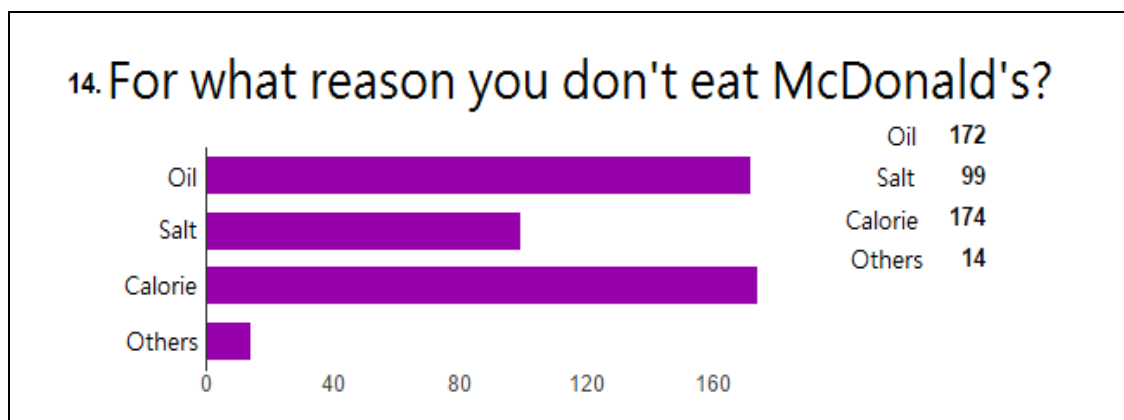


Figure 4

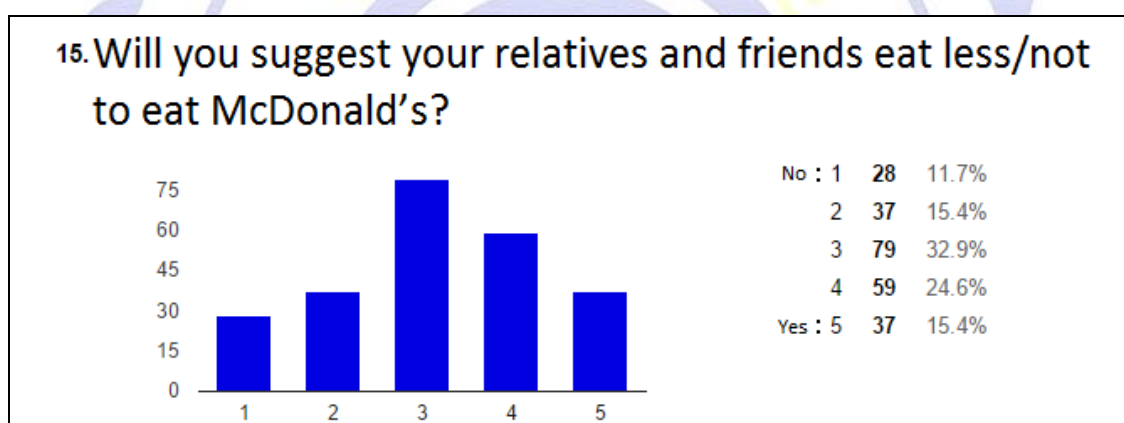


Figure 5

Marketing Strategies

In this part, we focus on four strategies of McDonalds'. They are Coupon Card, celebrity endorsement, Drive- Thru, and the last one is the decoration and the music played in the restaurant.

After studying the responses of our questionnaire, we found something is in our expectation; whereas, we found some thoughts from the participants are contract to ours. In the responses, to our surprise, we found few people (36.9%) have interests in buying Coupon Card (Figure 5), and neither do people (8.6%) have interests in celebrity endorsement (Figure 8) in this aspect. Nevertheless, because 67.5% of our participants like Drive-Thru (Figure 9) (E), people hold positive opinion toward it. As for the decoration and music (Figure 7) (7), they influence people while they are eating meals and we found something. From statistics, atmosphere (143 out of 255) and mood (124 out of 255) are influenced the most. 96 people feel no difference; minor people find influence on appetite and working efficiency.

Previously, we thought many people had Coupon Card, and they would tend to consume in McDonalds' because of the card. However, the result showed that people had little interest in that card; even it has discount on their purchasing, people still don't buy it. We are confused, because this card was popular in the past, almost high school students had one in their wallets. Therefore, we found an essay which talks about Coupon Card (8) to illustrate. On page 14-18 in the essay, the author talks about the effects of discount. Indeed, most of the strategies of discount will appeal the customers, but the author said when the contents of discount are changed, the attraction to the consumers will decrease. Truly, this is the condition of McDonalds'. Since they had change the discount contents, people think that the discounts are lessen, and they even have to pay to get the Coupon Card; therefore, they give up

buying that card and the little discount as well.

As for the celebrity endorsement, our thought was the same as the results. We and the participants don't think the strategy of celebrity endorsement will increase people's willing to consume in McDonalds'. In the reference (5) it said celebrities have the traits of attraction, reliance, and profession, we assume these celebrities are the experts of nutrition, and depend on their fame, it may increase the customers' willing to go to McDonalds'. Additionally, we found another essay (A) which is talking about the stars who are active on the TV programs, and their power of influencing people's willing to consume in McDonalds'. View from the results, we found that people think stars will not influence their times to go to McDonalds'. In the past few years, McDonalds' tends to use the normal people to film the advertisement, which will not influence the impression of their new products in people's mind. In other words, compare to the normal people, McDonalds' new products will have a stronger impression in people's minds. The essay we found also point out the perspective; therefore, we think it is reasonable why celebrity endorsement have little influence on the customers.

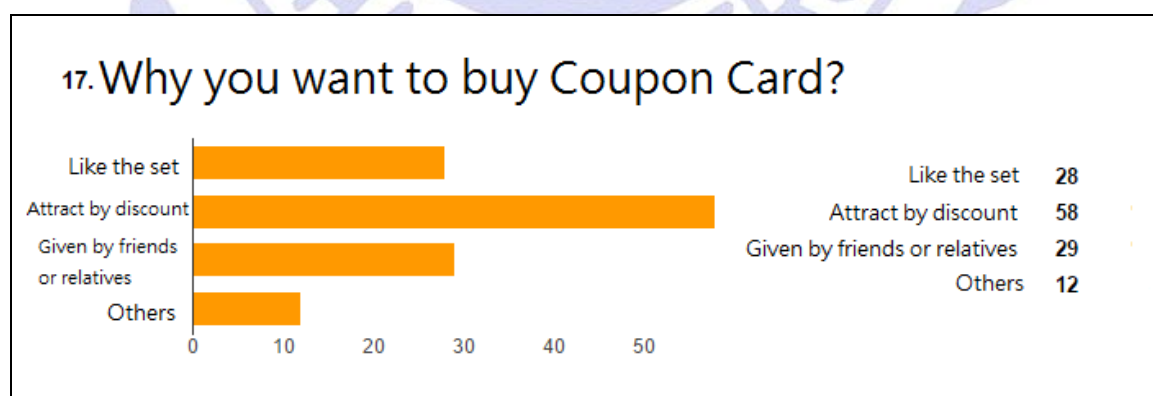


Figure 6

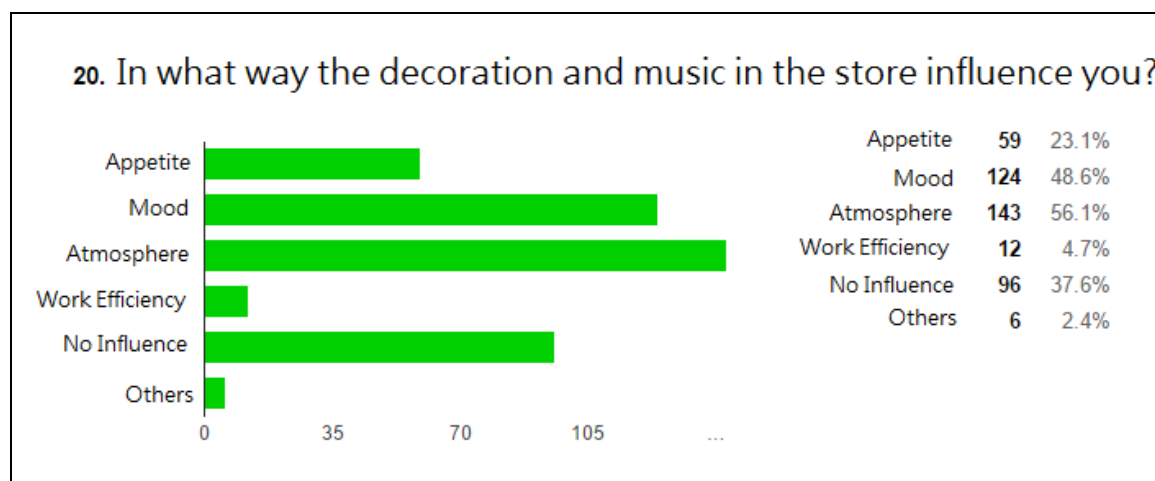


Figure 7

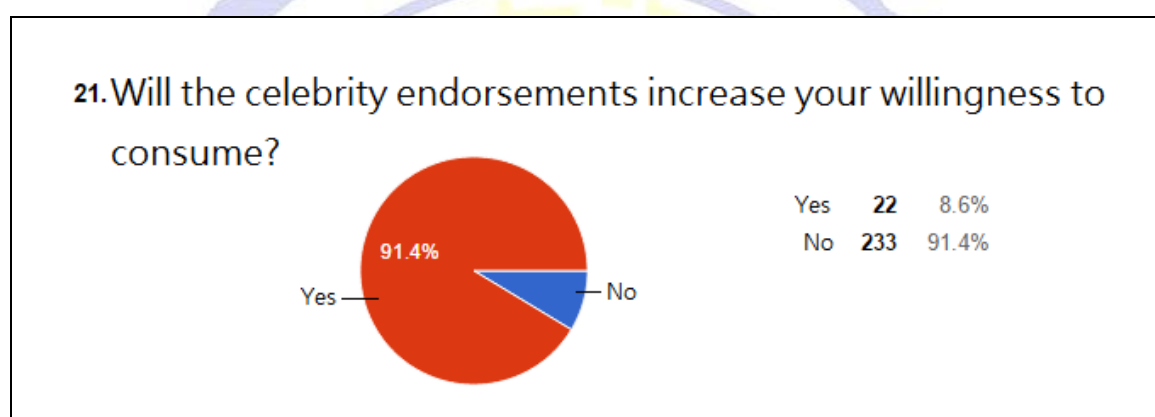


Figure 8

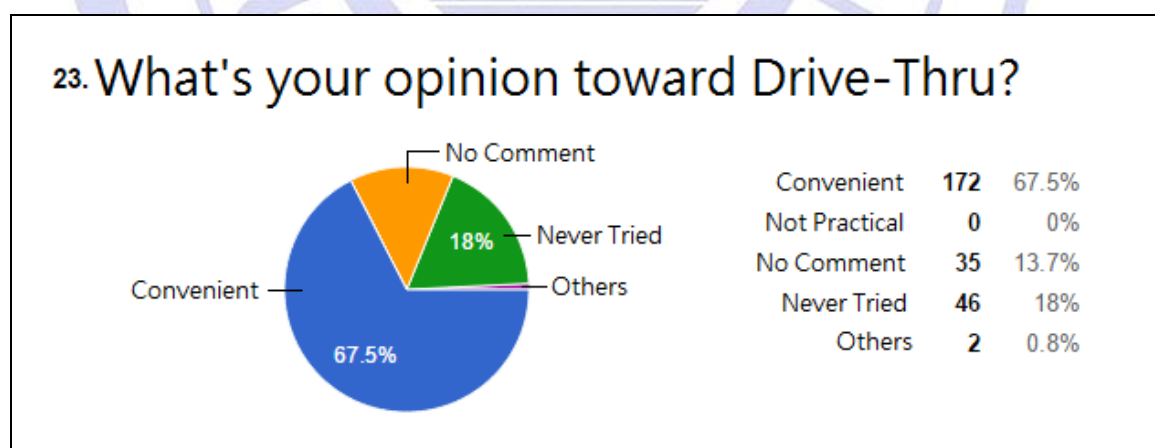
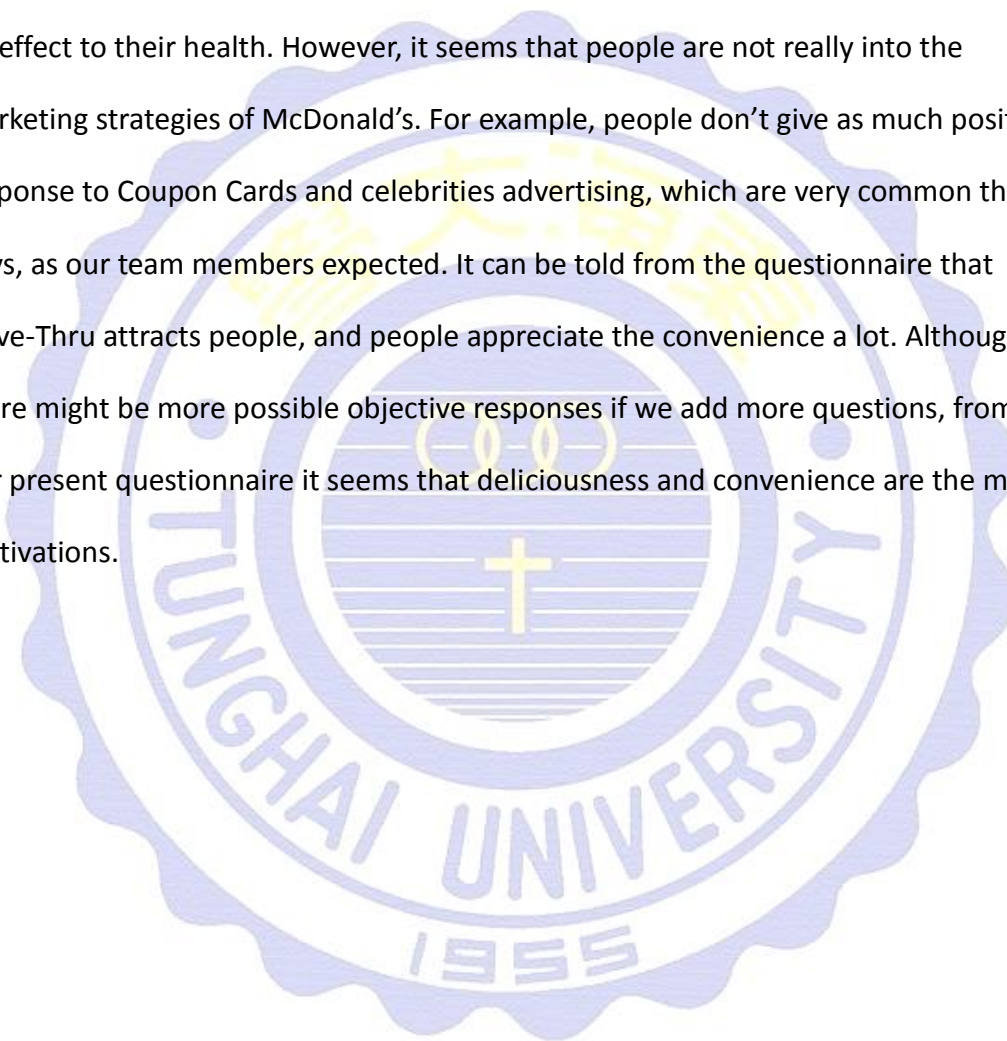


Figure 9

Conclusion

It's very surprising to see how people think of McDonald's, which such a normal element in people's lives is now. Most people enjoy eating McDonald's because they think it is delicious and it is fine to eat once sometimes. When people don't eat, it's because either religious factors or they emphasize on how this would do effect to their health. However, it seems that people are not really into the marketing strategies of McDonald's. For example, people don't give as much positive response to Coupon Cards and celebrities advertising, which are very common these days, as our team members expected. It can be told from the questionnaire that Drive-Thru attracts people, and people appreciate the convenience a lot. Although there might be more possible objective responses if we add more questions, from our present questionnaire it seems that deliciousness and convenience are the main motivations.



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University Students' Opinion toward McDonald's – From the Aspects of Culture, Health, and Marketing Strategies

I . Basic Information

1. What is your gender?

- Boy
- Girl

2. What is the university you are studying now?

- Tunghai University
- Feng Chia University
- Providence University
- Chung Hsing University
- Taichung University of Education
- Hungkuang University
- Chaoyang University of Technology
- Others: _____

3. What is the college you are studying now?

- College of Arts
- College of Science
- College of Engineering
- College of Management
- College of Social Sciences
- College of Agriculture
- College of Fine Arts and Creative Design
- College of Law
- International College
- Others: _____

II . Culture

4. Have you ever tried any foods in McDonald's?

- Yes
- No

5. Is there anything you can't eat?

(If your answer is No, Please jump to Q.10)

- Yes
- No

6. Following Q.5, What can't you eat?

(Multiple Selection)

- Chicken
- Pork
- Fish
- Beef
- Others: _____

7. Following Q.6, What is your reason?

(Multiple Selection)

- Religious Factor
- Fortune Teller
- Elder's Request
- Others: _____

8. Following Q.7, will it lower your willing to go to McDonald's?

	1	2	3	4	5	
No						Yes

9. Why would you eat McDonald's?

- Delicious
- Healthy
- Convenient
- Design of Menu
- Decoration
- The more I use my Coupon Card, the more profit I gain
- Others: _____

III. Health

10. How often do you eat McDonald's?

- Every day
- Every 2-3 days
- Every week
- Every month
- Once over a month

11. Do you think having McDonald's too often would affect your health?

(If your answer is No, please jump to Q.16)

- Yes
- No

12. Do you still eat McDonald's when you know it's bad to your health?

(If your answer is No, please jump to Q.14)

- Yes
- No

13. Following Q.12, why?

(Multiple Selection)

- It's fine to eat once in a while
- I have no choice but to eat McDonald's
- Although McDonald's is unhealthy, it is delicious
- I don't care

14. For what reason you don't eat McDonald's?

- Oil
- Salt
- Calorie
- Others: _____

15. Will you suggest your relatives and friends eat less/not to eat McDonald's?

	1	2	3	4	5	
No						Yes

IV. Marketing Strategies

16. Do you have a Coupon Card?

(If your answer is No, please jump to Q.19)

- Yes
- No

17. Why would you buy Coupon Card?

(Multiple Selection)

- Like the set it provide
- Attract by the discount
- Given by relatives or friends
- Others: _____

18. Following Q.17, do you think using Coupon Card increase your frequency of consumption? (After finishing this question, please jump to Q.20)

	1	2	3	4	5	
No						Yes

19. Why you don't have Coupon Card?

- Seldom go to McDonald's
- It doesn't meet my need
- Others: _____

20. In what way the decoration and music in the store influence you?

- Appetite
- Mood
- Atmosphere
- Work Efficiency
- No Influence
- Others: _____

21. Will the celebrity endorsements increase your willingness to consume?

- Yes
- No

22. Will you choose McDonald's foods to respond the activities' special?

- Yes
- Depends on the products
- Depends on the discount
- No

23. What is your opinion toward Drive-Thru?

- Convenient
- Not Practical
- No comment
- Never Tried
- Others: _____

