

MCDONALD'S PROMOTIONAL STRATEGIES AND IT'S IMPACT ON BRAND EQUITY

Dr. Harsha Vardhan*

*Faculty,

University of Mysore, INDIA

Email id: harshavardhan1809@yahoo.com

DOI: 10.5958/2249-877X.2022.00012.1

ABSTRACT

This article is based on the deep insights of marketing and promotional strategies adopted by McDonald that have enhanced its brand equity in Indian market. The article stretches its understanding on how McDonald's promotional methods impact the target audience to buy its products. Hence, promotional activities that leads to develop a brand image in the minds of target audience. It focuses on the key elements of promotional mix: namely Advertising, Sales Promotion, Personal Selling and Word of Mouth which McDonald's uses to communicate with present and potential customers. Though McDonald's integrated marketing communication (IMC) involves several channels to convey the message, this study has indicated the most effective promotional component is Word of Mouth, through which the brand equity among customers is created at minimal cost. The main objective of this study is to examine the relationship between the promotional strategies and brand equity and find out to what extent the promotional strategy impacts on brand equity of McDonald's in Mysore district. Therefore, it explicates how McDonald's formulates promotional strategies with ongoing trends as it is essential to use the appropriate techniques that can help to stay connected with all kinds of customers in competitive markets.

KEYWORDS: *McDonald's, Promotional Strategies, Brand Equity.*

REFERENCES:

- Aaker D.A. (1991). Managing brand equity. New York: Maxweel Macmillan-Canada.
- Aaker D.A. (1996). Measuring brand equity across products and markets. California Management Review, 38(3), 102-120.
- Keller K.L. (2003). Strategic brand management: Building, measuring, and managing brand equity. New Jersey.
- S.F.Fasana & A.G. Haseena (2017). Promotional Mix as the Strategic Tool for Improving Brand Equity (A Case in Franchise Fast Food Restaurants in Sri Lanka). International Journal of Engineering and Management Research.