

**INTRODUCTION OF MCDONALD’S:**  
  
**McDonald's fast food restaurant is one of the largest franchises in the United States as well as aboard. Their top menu items include: hamburgers, cheeseburgers, McNuggets, and French fries. They are also known for one of their popular desserts: the apple pie and their breakfast sandwich: the Egg McMuffin.**  
  
**There are more than 32,000 McDonald's restaurants serving in 117 countries. More than 75% of McDonald's restaurants worldwide are owned and operated by independent owners.**  
  
**McDonald's has several ethical and social responsibility policies in place throughout their solely owned and franchised companies. These policies include placing the customer experience at the core of what they do, committing to their employees by nurturing their talent and rewarding their achievements, maintaining high standards regarding the conduct for business, and giving back to the communities in which they are established. All of these values are infiltrated through all levels of the company, which keeps McDonald's thriving as a successful fast food chain restaurant.**  
  
**Risk management is imperative to McDonald's. They have a risk assessment tool that they use to determine the country risk: which pertains to the specific country/region they are located in; industry risk: pertains to supplies produce; and facility risk: which is a combination of both country and risk groundwork. These factors are all part of the risk assessment tool that is used in each of their companies to help them with risk management.**

**Security features in McDonald's includes their security camera systems within the facilities to continuously monitor all activity in and around the restaurants to ensure the safety for the workers as well as customers. McDonald's use these security cameras also in regards to workers compensation claims or liability lawsuit claims from consumers. McDonald's also monitors their computer software systems with an ACS system that monitors the technicogical factors of their business.**

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## Psychology of Buying Behaviour

**The market economy has two major players, namely, the buyer and the seller. The two parties interact with each other through a relationship referred to as a *market exchange.* Through this exchange, they assess and determine relative trade-offs that they must make to meet their respective needs and wants (Warner 2006). The seller or the company is guided by policies and objectives. For example, a company may decide to offer a given product only if it can bring a margin of +10% or greater (Kincheloe 2011).**

**On the other hand, the consumers or buyers have their policies and objectives, which guide their responses in the exchange. However, buyers do not have written principles and policies that can guide their decision to buy or not to buy a product. Sometimes, lack of understanding prompts buyers to behave in a particular manner when purchasing a product.**

**This aspect presents sellers with a “black box” of buyer behaviours that make the exchange process unpredictable and difficult for marketers to anticipate and/or understand (Kincheloe 2011). Despite the unpredictability of the buyer behaviours, marketers are very essential to the marketplace to the extent that they cannot be wished away by the seller. Hence, studies and theories to explain and understand buyer behaviour have been put forward.**