

Research Proposal

1. The Research Question

What is the impact on McDonalds marketing strategies on sales in India, Spain, and the United States, and what factors contribute to this variation?

2. Research Methods

In order to collect my data I will need to create a list of variables of things I need to look for on the different McDonalds websites and social media accounts. Some variables I will include are photo to text ratio, language, what age group they target, what celebrities endorse the company, what cultural items do they have on their menu, what promotions they have currently, how many locations they have in that specific country, and more. I will answer these questions across the three countries I have chosen, Spain, India, and the U.S.A., in order to help me answer my question. I will be comparing variables from each country's McDonald's websites, as well as their Instagrams. Based on the data I collect, it will help me understand what marketing strategies have worked for McDonalds in these different countries.

3. How Your Research Fits - how can research help contribute to society (companies can use this info)

By conducting a case study using websites and social media, it can help companies generally decide what marketing strategies will work in different countries. By looking at this research they will be able to tell how successful a fast food company is in different countries and what led them to that success. Furthermore, they will be able to identify the consumer behavior in different countries towards a fast food company. My research will fit into the research relating to this topic since I am putting an emphasis on marketing strategies of the same company in different countries, and how well they have worked. This research paper will primarily be qualitative data, since for example, there are many different categories that the celebrities endorsing McDonalds can fit in, since there is no select answer. Since this project is aimed at looking at the

impact of different marketing strategies in different countries, this data can be used when different companies (not only fast food companies) are trying to market to the countries India, Spain, and the U.S.A.

4. Timeline

Week	Goals
1	Finishing and submitting research proposal
2	Finding data for all my variables (example: finding what color is being used on websites)
3	Having an outline of my paper done
4	Have a draft of first half of paper
5	Have a draft of second half of paper
6	Have a draft of full paper and make comments on what needs to be added
7	Have paper finished
8	Add any final details and submit paper
9	Revisions and resubmissions

5. Roadblocks and Concerns

Potential roadblocks in my research paper include language barriers, website caches, and where to gather certain types of information from. Since my research will primarily focus on information from websites and social media, and I am studying multiple countries, it might be hard to understand what other languages are saying. However, I can solve this problem by using google

translate to read languages other than English. Another concern I have is that I may not be able to find previous versions of the website in order to compare how they have changed over time. My last roadblock would be that McDonald's Spain does not have an Instagram account, and since Instagram is the main form of social media I am using to collect data, it might be hard to collect certain data for Spain. I am planning on finding out why this is, and using this in my research rather than finding information from Instagram for Spain.