

Role of Interior design, localization and standardization on fast food eateries

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ABSTRACT

This study addresses interior design, localization and standardization factors in the fast food industry by taking a real time case study of the McDonalds. The color scheme of McDonalds also help in attracting its customers. The QSCV (Quality, Service, Cleanliness and Value) policy of McDonalds is the key factor for its popularity among customers. McDonalds follow a localization strategy in combination with global strategy with which it is able to think globally and act according to its locality. The localization strategy used by McDonalds has proven to make it more successful among the fast food chains.

Keywords: Interior design, localization, standardization, strategy

Introduction

A type of food that is mass-produced and designed for industrial resale and with a robust priority placed on "speed of carrier" versus other applicable factors worried in culinary science can be termed as fast food. At the very beginning, fast food was created as an industrial strategy to accommodate the more significant numbers of busy commuters, vacationers, and wage people who often did no longer have time to sit at a public house or diner and wait for their meal to be prepared. In a study by Bougoure and Neu, 2010, fast food eateries which actually incorporate all offerings which even say that nourishment served through self-benefit counter or through drive-through window. This kind of food is prepared when it is being ordered. However, the main goal of any fast food eatery is to serve food in negligible measure of time. A drive-thru eatery, additionally referred to inside the business as a Quick Service Restaurant or QSR, is a specific class of café recognized both by its cheap food cooking and restricted table help. Food served in cafés selling inexpensive food as a rule serves a "meat-sweet eating regimen" and is given from a constrained menu; is pre-cooked in mass and kept hot; is done and pressed to arrange; in which halfway arranged nourishments and administrations through controlled flexibly channels following normalized fixings is conveyed at each eatery. By 1951, "inexpensive food" was distinguished by a word reference by Merriam—Webster Human Resource Management Refers to arrangements, strategies, and procedures that influence representatives' conduct, disposition, and productivity.

Speed of service was made as to the priority which ensures that the clients with a strictly restrained time frame (i.e., a commuter stopping nearby or on the way to procure dinner for themselves or for the family, for example, an hourly laborer taking a quick lunch break) were now not inconvenienced by looking forward to their meals. For those with no time to spare, speedy meals became a multibillion-greenback enterprise. In 2018, the small meals enterprise became worth an estimated \$570 billion globally. The fastest shape of "rapid food" consists of pre-cooked meals served in ready on customer's arrival in which the available time is reduced to mere seconds. Other rapid food outlets, broadly speaking the hamburger outlets (McDonald's, Burger King, etc.) use mass-produced pre-prepared ingredients (bagged buns & condiments, frozen red meat patties, prewashed/sliced vegetables, etc.) however make incredible efforts to point out to the customer that "potatoes and meat" are regularly cooked fresh (or at the least particularly recently) and assembled "to order" (like at a diner). The color of fast-measure tables and chairs has terrific effects on eating places, including dining room furniture decoration and opposition with others. This article is to give guidelines on selecting the proper colors of fixtures in speedy food canteens, restaurants, even cafe, and bistro. Now our existence rhythm could be very fast, or even many human beings have an irregular diet,

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which makes all forms of speedy food restaurants come into being. And the competition of fast food and eating place commercial enterprise is very fierce.

Literature Review

Many researchers have studied the fast food industry, its standardization, localization and customer behavior. Since within the most up-to-date few years there has been associate growth in the amount of international nutrition ventures in the world. it's clothed to be universal that leading nutrition firms are escalating their merchandise in several countries and changing into immense each in size and economically. beguiled by market size of sustenance division and development capability of rising economies, variety of international nutrition ventures have entered or are coming into these business sectors either through outside direct speculation or joint ventures. because the international nutrition ventures are going into varied markets, key partnerships between native food firms and international food companies undertakings have to boot dilated within the current past years. The increasing globalisation observe has modified the universal centered succession within the food business. At the purpose once international nutrition ventures ought to get to a different market aloof from the native market, the ventures have the selection of selecting two elementary ways of promoting their merchandise and services either to follow an analogous strategy because the one applied in their domestic market likewise understand as globalized strategy or standardization strategy or to vary it to suit in with the host nation know as Localized strategy. Globalized strategy or standardization includes making selling ways considering the whole world as a solitary entity. this suggests that ventures use the customary merchandise, promotional campaigns, costs and distribution channels across all markets considering the globe to be one market. Localized ways or localization, involves developing selling ways for a definite county in line with its cultural, regional and national individuality. On the opposite hand, international nutrition ventures apply localization strategy, by accentuation on the actual fact that globalisation of associate item can succeed once the item or administration is adjusted significantly thereto district. This paper depends on gaining from the instance of McDonald's system in Asian nation. With the help of this case we have a tendency to contend that within the international nutrition ventures will be effective in their host nations, as long as they adopt localization ways of promoting combine. this is often as a result of food habits disagree altogether crosswise over societies. The international nutrition ventures ought to perceive the distinctive food wants of their customers and serve the worldwide market in like manner vary considerably across cultures.

As the interest changes so does the flexibly and the propensities for the customers assume a urgent job in forming new patterns identified with the evolving requests. As indicated by Wesslen, Sepp and Fjellstrom the dietary patterns framed in early years become marginally unchangeable act of life as kids take in everything from the family and society (Wesslen, Sepp and Fjellstrom, 2002). Be that as it may, society and culture goes inseparably what's more, change in one causes inescapable change in the other. It is commonly concurred that food societies don't stay static yet are consistently advancing and changing in light of distinctive inward and outer boosts (Mennell, 1985). One of the noticeable outer boosts is the encounters which the individuals convey with them while they move from one spot to another. Without a doubt, human versatility, which incorporates developments related with movement, migration and the travel industry, has critical effect on globalization of food (Inglis and Gimlin, 2009). Consequently, the development of clients does influences the menu of many Fast Food eateries. Nonetheless, Hall and Mitchell underscore that in spite of the fast globalization of the food advertise in numerous goals, homogenization of creation or utilization has less conviction in contrast with the heterogeneity for the market (Hall what's more, Mitchell, 2000). Homogenization of utilization isn't ensured as a result of the expanding mindfulness of the social inclinations by numerous worldwide food enterprises. For example, McDonald's has presented restricted items, for example, Mc Krokot in the Netherlands, Mc Kebab in India, Teriyaki Burger in Japan, and Mc Rice Burger in Hong Kong. In Israel, Mc Donald's has expanded the size of its burger by 25 percent and balanced the arrangement strategy by utilizing a mix of fire and charcoal so as to react to the Israeli clients' inclinations for huge segment of flame broiled meat (Upadhy. Smash,2004). The internationalization and globalization of the inexpensive food have additionally been clarified by Calhoun, who calls attention to that "Samosas are currently English food similarly as pizza is American and Indonesian curry" is Dutch. Indeed, even where the colorful food is found noticeable, clients approach global dishes. That is the reason clients can eat Mexican food in Norway and Ethiopian food in Italy (Calhoun, 2002).

Localization emphasize on customers satisfaction through adaptation of product. Once the businesses prefer to adopt the options of latest atmosphere with possess attributes it's called localization or adaptation strategy. Medina and Duffy (1998) expressed that adaptation is a very important changes needed in line with the

requirement of

the targeted market on build product applicable to foreign market state of affairs. Benett (2008) expressed that adaptation strategy is appropriate in only those state of affairs wherever there's an enormous distinction within the requirements and necessities of the purchasers, fulfillment level is high which qualities associations to isolate their thing from the others to fulfill fundamental requirements of host nation and where the client's instruction level, pay level, client way of life is high. Cavusgil et.al (1993) communicated that association's uses adjustment procedure so as to accomplish upper hand.

Standardization focuses on minimal effort through huge scope producing, yet dismisses client's tendencies. At the point when a firm or organization enters another market with varied culture, it is generally recognized that the firm faces the issue of cross-culture. Standing up to such issue a couple of firms remain with comparable highlights or to use a comparative technique known as Standardization. It is a comparative advertising methodology that is applied in all business sectors (Samiee and Roth, 1992), or it suggests that the household promoting procedure is applied to worldwide market. It is communicated, as the overall market is getting the chance to be particularly homogenous in nature, which allows the firm to change normalization over the whole world, (Cavusgil et al., 1993). According to Levitt(1983) a successful worldwide advertising system contain same brand name, sign and images, bundling and same correspondence method pictures, all through the world. (Zou and Cavusgil, 2002; Karuppur, 1994) communicated that normalized advertising technique gives a standard way to deal with item advancement, advertising and marking on a worldwide level.

Achievement and success in the market is frequently the consequence of difficult work, viable arranging and blend of a few key components such as design of the restaurant that go into building up a fruitful framework for any organization. These components differ as indicated by the ecological milieu and the idea of the association. Strangely, the fast food organizations are cognizant about the blend of these components to gadget the proper system in the light of regularly changing business condition. To develop and get by in the present serious and dynamic market condition over the timeframe, the fast food organizations have embraced extraordinary advertising systems to suit the worldwide and territorial monetary variances. In some cases, during downturn inexpensive food chains consolidate so as to snatch a greater piece of the pie also, increment their benefits. Mergers likewise encourage the drive-through joints to build their income and client base by extending the decisions accessible to their clients and additionally by expanding the long stretches of activity.

In the present study, McDonalds at Bhiwadi has been studied in respect of its interior design and the food served by them. The color of fast food tables and chairs has great effects on restaurants dining room furniture decoration and competition with others. This study would give suggestions on choosing the right colors of furniture in fast food canteens, restaurants, even cafe and bistro.

Methodology

Richard James and Maurice James McDonald were American entrepreneurs who founded the McDonald's restaurant in San Bernardino, California, and inventors of the "Speedee Service System," now commonly known as "fast food".

- Founders: Richard and Maurice McDonald
- Number of locations: 37,855 restaurants (2018)
- Founded: May 15, 1940; 79 years ago
- Revenue: US\$21.025 billion (2018)

McDonald's strategic alignment behind this plan has created better McDonald's of multiple initiatives surrounding the five factors of exceptional customer experien

The following are the five P's :-

1. Place
2. People
3. Promotion

- 4. Price
- 5. Product

Location of the present study

Established in the year 2013, McDonald's in Bhiwadi. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Bhiwadi.



Figure 1: Location of Mc-Donald's in Bhiwadi. (Courtesy: Google Maps)

Color Scheme used at Mc-Donalds

Red and yellow are the chief food colors, evoking the taste buds and stimulating the appetite. Both red and yellow are also effective at grabbing attention. The Figure 2 represents the effects of these colors on customers.

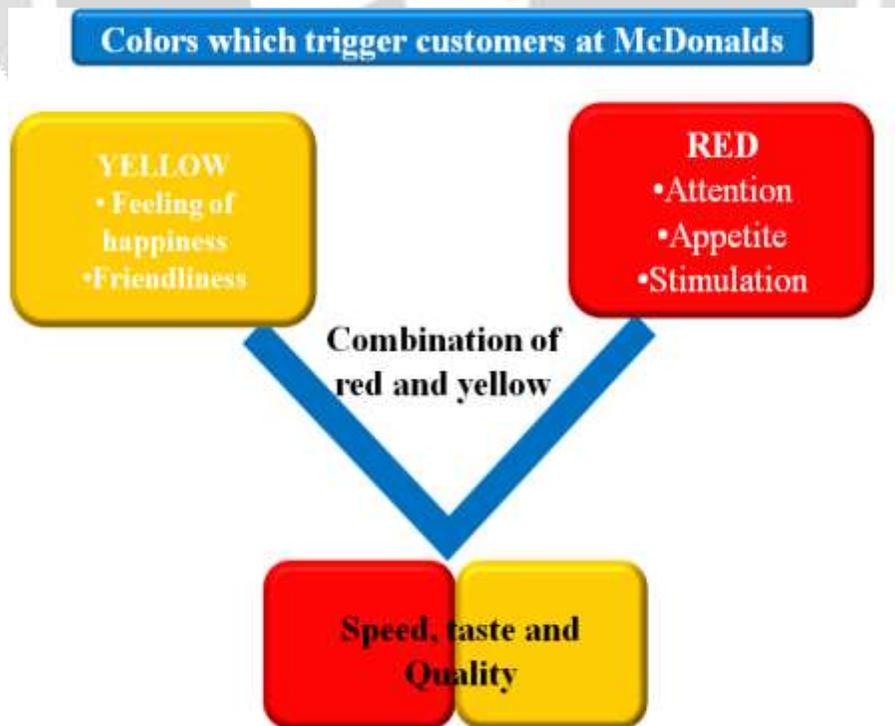


Figure 2: Color Scheme used at McDonalds and its triggering effect on customers

Products and services offered by McDonalds

McDonald's in Bhiwadi has a wide assortment of items and services to take into account the differed prerequisites of their customers. The workforce at this built up request is considerate and brief at offering any help. They promptly arrangement any inquiries or questions that you can have. Pay for the item or administration with no difficulty by the utilization of any of the accessible methods of installment, comprehensive of Cash, Master Card, Visa Card, Debit Cards, Checks, American Express.

Target Market

McDonald's principle reason is to consideration a wide range of customers. Its objective market is for all individuals in network wherever on the planet. From veggie lover to non-vegan. McDonald's diagram its objective commercial center the utilization of term period of demography. The portions of the demography are; hover of family members life cycles, age, Nationality, Income, Generation and so on. In spite of the fact that McDonald's offer acceptable fine suppers at low costs, they have presented a fresh out of the box new trademark for McDonald's "there might be McDonald's for each body".

Internal and External Factors

Three elements have been chosen to characterize the accomplishment of McDonald's enterprise. The main thing is globalization, which is diagram as nearer contact between stand-out components of the world, with expanding potential outcomes of private trade, shared information and kinship between world resident. Decent variety, the contrast among people and custom is the subsequent issue. The last segment is morals, which can be characterized as a fixed of ideas of appropriate direct.

Globalization

Today, every organization is trying to their increasing commercial enterprise within the worldwide market. Globalization is essential for fulfillment and survival within the worldwide market. However, it is not easy to do opposition international market and make commercial enterprise a hit there. As a leading speedy food carrier retailer, McDonald's joins excellent multinational businesses with eating places in a hundred and twenty nations. Important strategic decisions are a key factor to their success with consideration for both inner and external factors. When thinking about the foreign market, businesses need to keep in mind there are risks. There should be local advertising and marketing to attraction to the local clients and to construct relationships and trust. Therefore, the strategic making plans for advertising and marketing has to be effective. McDonald's caters its menu in other countries to the subculture of the regions. For instance in India beef isn't always encompass in non-vegetarian menu, because pork taken into consideration as sacred. Global advertising and marketing decisions are not one of a kind from those made domestically but the decisions are to specific to every country. Furthermore, operating on a global scale lets in a company's personnel to experience running in one-of-a-kind cultural environment. This is a worldwide marketing strategy for recruiting personnel. McDonald's has a international core curriculum for its restaurant management.

Diversity

McDonald's commitment to assortment is mounted at the fundamental thought that decent variety isn't just a good and moral issue, yet in addition an endeavor issue. Because of worldwide field of McDonald's business, go has end up a necessary a piece of the inside organization culture. McDonald's has almost more than 30000 cafés inside the world that implies establishment, administrators, workers, and customers speak to pretty much every culture, religion or ethnicity on earth. What's more, McDonald's advances the use of close by suppliers and dependent on their arrangements of decent variety, expects and holds suppliers which have a comparable assortment culture. Knowing and data the local traditions and conventions of the gatherings where McDon-ald's has set up organizations, coordinating individuals from these gatherings into the office, and adjusting provincially to the preferences and cooking styles of the network, has made McDonald's the pioneer in their industry.

McDonald's understands that assortment as an advantage altogether improves the benefit of the organization. Decent variety is an immediately reflected picture of big business' relational connection ships. These

connections, if positive, bring about a productive endeavor. Then again, if the connections are negative, the organization's resolve decays and if now not tended to, prompts the weakening of the business endeavor. This decay straightforwardly impacts the business venture's profit and the network's allure of the business.

Ethics

McDonald's satisfaction based on the establishment of individual and master uprightness. From the earliest starting point, McDonald's has put together its acknowledgment with respect to consider and constancy, and their devotion to the system made them a family name. Author Ray Kroc, had confidence in giving something again to the system with a reason to make the world a higher spot. McDonald's has consistently acted morally on the planet with the guide of giving them great client support.

All through the 1970's McDonald's develop to be concerned with an assortment of noble cause work. In 1974 set up a foundation called Ronald McDonald house. The reason for this program changed into to give transient lodging to the family units of seriously sick children accepting cure at close by medical clinics. Notwithstanding their locale association, McDonald's has a long-standing promise to natural insurance. Eatery around the globe has imaginative applications for reusing, help protection, and waste decrease. The ecological accomplishments of this enterprise have been perceived by utilizing bunches including the Audubon Society.

Technological Factors

McDonald's generates a requirement for his or her merchandise. The organisation's key device for selling is thru tv advertisements. There are equally some claims that McDonald's are willing to hobby the younger populations additional. The existence of play spots in addition as toys in food offered with the help of the enterprise suggests this being. different demonstrations of such a advertising methodology is apparent within the commercials of they use. They rent animate depictions in their characters like Grimace and Hamburglar. different advertising operations appoint common celebrities to sell their merchandise. form Justin Timberlake has become endorsers for McDonald's worldwide "I am lovin it".

Real time images of McDonalds Bhiwadi



Figure 3: Outside view and the selling counter view of the restaurant



Figure 4: Restaurant inside view with the types of chairs which also includes child care chairs and the interior décor of the place.

Conclusion

The present study deals with standardization and localization factors with the effects of interior design on the fast food restaurant. The study was made more conceptual by a real time case study of the McDonalds which holds almost 49 % in the fast food industry due to the services and food provided by it. The various factors such as location analysis, internal and external, ethics and diversity in food served is studied in detail. The color scheme and the interiors of McDonalds also help in attracting its customers. McDonalds QSCV (Quality, Service, Cleanliness and Value) policy is the key factor for its popularity among customers. McDonalds follow a localization strategy in combination with global strategy with which it is able to think globally and act according to its locality. This strategy has proven to make it more successful among the fast food chains.

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