

Analyzing the Fast-Food Marketing Strategies Impacting Consumer Buying Behavior

Kia Hui Gan¹, Wei Chien Ng², Xin Yao Chia^{3*}, Sihao Chen⁴, Cheah Yee Cheng⁵,
Xue Lin Chieng⁶, Amish Kumar Agarwal⁷, Adelia Nur'Aeni⁸, Daisy Mui Hung Kee⁹

INTI International College, Pulau Pinang, Malaysia¹

Universiti Sains Malaysia, Pulau Pinang, Malaysia^{2,3,4,5,8}

IMS Engineering College, Ghaziabad, Uttar Pradesh 201015, India⁶

Politeknik Negeri Malang, Kota Malang, Jawa Timur 65141, Indonesia⁷

Corresponding Author: xinnnyao03@gmail.com³

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ABSTRACT

Kentucky Fried Chicken (KFC) has long been a dominant player in the global fast-food industry, known for its distinct fried chicken offerings. This study explores the effect of KFC's marketing strategies on consumer buying behavior, using the marketing mix framework (4P: Product, Price, Place, Promotion). Primary data were gathered from a survey of 150 consumers in Malaysia via Google Forms, while secondary data included company reports and industry publications. Regression analysis was employed to determine the relationship between the independent variables (product, price, promotion, and place) and consumer buying behavior. Results indicated that product, price, and promotion significantly impact consumer decisions, with the product being the most influential factor (beta = 0.525). Price and promotion also had positive, albeit smaller, effects, while place was statistically insignificant. The R² value of 0.755 suggests that 75.5% of consumer behavior variation can be explained by these factors. These findings underscore the importance of product differentiation and effective promotional strategies in shaping consumer preferences, while the role of physical locations may be diminishing in the fast-food sector due to the rise of delivery services.

Keywords: Consumers Buying Behavior; Fast-Food Market; Marketing Mix; Marketing Strategies; Product Innovation

INTRODUCTION

The history of Kentucky Fried Chicken (KFC) dates back to 1930, boasting over 90 years of culinary tradition. Its flagship product, the KFC Original Fried Chicken, continues to tantalize taste buds with Colonel Harlan Sanders' renowned "Original Recipe" blend of 11 herbs and spices. Over the decades, KFC has solidified its reputation as a purveyor of irresistible fried chicken, delighting millions of patrons worldwide ([Lin et al., 2023](#)). In an era marked by fierce competition within the fast-food industry, companies are relentlessly seeking avenues to outshine rivals and boost sales. To achieve this, they continually refine their marketing strategies to resonate with target consumers ([Pandagre & Verma, 2021](#)).

Central to KFC's marketing prowess is its steadfast adherence to the 4Ps framework—Product, Price, Promotion, and Place—a strategic blueprint employed to engage its target audience and bolster brand visibility. The product element is epitomized by KFC's Original Recipe Chicken, which remains the cornerstone of its menu. This product consistency assures customers of the taste and quality they expect, fostering brand loyalty. In addition to its classic offerings, KFC periodically introduces limited-time menu items to stimulate interest and attract a broader audience. By innovating within its product line while maintaining the beloved staples, KFC effectively balances novelty and tradition, keeping the menu fresh and exciting for both new and returning customers.

Notably, KFC maintains competitive pricing and seldom fluctuates its rates. This approach stems from its established market position and profitability, underpinned by a defensive pricing strategy aimed at ensuring stability ([Liu, 2023](#)). By keeping prices stable, KFC not only provides customers with a predictable and reliable dining option but also reinforces its value proposition, particularly important in an industry where price sensitivity is high. This stability helps KFC manage customer expectations and sustain a loyal customer base.

Place is another critical component of KFC's marketing strategy. KFC strategically selects high-traffic locations, prioritizing areas frequented by bustling crowds, such as commercial hubs, office precincts, and educational institutions. These locations maximize visibility and convenience, essential factors in attracting foot traffic. Moreover, the company leverages online delivery platforms to enhance accessibility for customers, ensuring maximum convenience. The advent of digital ordering and home delivery has expanded KFC's reach, allowing it to cater to the growing demand for quick and convenient meal solutions ([Justin, 2023](#)). The omnichannel approach, blending physical stores with a robust online presence, ensures that KFC remains accessible to its diverse customer base.

Promotion is another area where KFC excels. The company utilizes a blend of traditional and digital marketing channels to reach a wide audience. KFC capitalizes on social media channels like Instagram and Facebook to disseminate promotional campaigns and discounts, bolstering brand engagement and visibility ([Arun, 2024](#)). These platforms allow for real-time interaction with customers, enabling KFC to respond swiftly to feedback and trends. Additionally, KFC employs influencer marketing and collaborations with popular figures to enhance its appeal, particularly among younger demographics. The use of humorous and relatable content in its advertising campaigns has also proven effective in engaging a broad audience and fostering a positive brand image.

KFC's customer demographic primarily comprises teenagers and families drawn to its offerings for their affordability, taste, speed, and convenience. The affordability factor is crucial in attracting budget-conscious consumers, while the speed and convenience of service cater to the fast-paced lifestyles of modern consumers. To further cater to its

diverse customer base, KFC maintains a globally uniform menu while incorporating localized options tailored to specific markets. This localization strategy not only respects regional tastes and preferences but also enhances KFC's cultural relevance in different parts of the world.

Previous studies have delved into various aspects of KFC, including the challenges associated with promoting healthy lifestyles within the fast-food industry ([Chan et al., 2020](#)), the relationship between organizational management, employee motivation, and service quality ([Husna et al., 2020](#)), and consumer satisfaction with KFC's products and services ([Pandey et al., 2021](#)). These studies underscore the multifaceted nature of operating a global fast-food chain and the need for continuous improvement and adaptation in various business areas.

Drawing inspiration from [Ganatra et al.'s \(2021\)](#) exploration of Subway's marketing 4P strategy, our study aims to investigate how KFC's marketing strategies influence consumer purchasing behavior. By examining KFC's marketing initiatives, this study aims to provide insights into the company's innovative and effective approaches to captivating and influencing consumers. Understanding these strategies will not only shed light on KFC's success but also offer valuable lessons for other players in the fast-food industry striving to enhance their market presence and customer appeal.

LITERATURE REVIEW

Consumer Buying Behavior

The development of e-commerce platforms and mobile shopping apps has drastically transformed consumer buying behavior. Research by [Kumar and Anjaly \(2017\)](#) highlights that ease of access, convenience, and a wider variety of options have led to increased online shopping. Besides, social media's role has been pivotal in shaping consumer behavior. According to a study by [Kapoor et al. \(2018\)](#), platforms like Instagram and Facebook influence purchase decisions through user-generated content and influencer marketing. Consumers are increasingly relying on reviews and recommendations from peers and influencers, which significantly impacts their buying choices. Corporate Social Responsibility initiatives play a crucial role in shaping consumer behavior. Research by [Carroll & Shabana \(2010\)](#) and [Chuah et al. \(2020\)](#) suggests that consumers are more likely to support companies that engage in positive social and environmental practices. Corporate Social Responsibility can enhance brand reputation and foster consumer loyalty.

Product

Product factors are crucial in influencing consumer behavior and market dynamics. Perceived product quality remains a critical determinant of consumer satisfaction and purchase decisions. According to [Zeithaml \(1988\)](#), consumers equate high quality with superior functionality, durability, and overall performance. Studies by [Parasuraman et al. \(1985\)](#) further emphasize that perceived quality influences brand perception and loyalty. Besides, research by [Nuttavuthisit and Thøgersen \(2017\)](#) highlights the importance of quality assurance measures, such as certifications and standards, in building consumer trust. Certifications like ISO and organic labels can enhance perceived quality and give consumers confidence in the product's reliability and safety. Furthermore, offering a wide variety of product options caters to diverse consumer preferences. According to a study by [Iyengar and Lepper \(2015\)](#), a broader product assortment can enhance consumer satisfaction by providing more choices. In addition, product availability and accessibility are critical for consumer convenience.

Price

One important component affecting consumer behavior and the marketplace is price. Price sensitivity refers to how consumers react to changes in price. According to [Lichtenstein et al. \(1993\)](#), consumers' price sensitivity varies based on product type, income level, and individual preferences. Research shows that consumers are generally more price-sensitive for non-essential and commoditized products, while less sensitive for essential and differentiated products. Besides, price fairness is crucial for maintaining consumer trust and satisfaction. Research by [Xia et al. \(2004\)](#) reveals that perceived unfair pricing can significantly impact consumer behavior, often leading to negative emotions such as frustration, resentment, or distrust. When customers feel that prices are unjustified or inconsistent, it can diminish their confidence in the brand, reducing their intention to make a purchase. Pricing is not just a transactional factor; it plays a crucial psychological role in shaping how consumers perceive value and fairness. If they believe that a product is priced unfairly compared to competitors or their expectations, this perception can create dissatisfaction and harm the brand's reputation.

The study emphasizes that transparency in pricing is vital for maintaining perceived fairness. Brands that openly communicate why prices are set at certain levels or provide justifications for price changes are more likely to be viewed as trustworthy and reasonable. For instance, explaining the reasons for price fluctuations, such as increased production costs or market demand, can help customers understand the rationale behind the pricing, mitigating potential negative reactions. In contrast, unexplained price hikes or hidden fees can erode trust and make consumers feel exploited, driving them to seek alternatives.

Ultimately, [Xia et al. \(2004\)](#) argue that brands must prioritize clear and transparent pricing strategies to ensure that consumers feel treated fairly, which is key to preserving their loyalty and fostering long-term relationships. Transparent pricing helps maintain consumer trust, reducing the likelihood of negative emotions and encouraging continued purchasing behavior.

Promotion

Promotion strategies play a vital role in influencing consumer behavior, brand perception, and market competitiveness. Advertising remains a cornerstone of promotional strategies. Research by [Tellis \(2003\)](#) suggests that effective advertising can increase brand awareness, shape brand perceptions, and influence purchase intentions. The advent of digital advertising has enabled targeted messaging and personalized campaigns, enhancing effectiveness. Besides, discounts and coupons are widely used to stimulate immediate sales and encourage repeat purchases. Research by [Neslin et al. \(2006a\)](#) indicates that well-timed and targeted promotions can attract price-sensitive consumers and drive short-term revenue growth. However, over-reliance on discounts may erode brand equity over time.

Place

Place often referred to as distribution in marketing, plays a crucial role in influencing consumer behavior and shaping market strategies. Retailers play a significant role in influencing consumer behavior through store layout, ambiance, and customer service. Research by [Wakefield and Baker \(1998\)](#) suggests that factors such as store atmosphere, employee interactions, and product displays can enhance the overall shopping experience and affect purchasing decisions. The proximity of distribution channels to consumers influences purchase decisions. Research by [Neslin et al. \(2006a\)](#) highlights the critical role that convenience plays in shaping consumer behavior, particularly in fostering satisfaction, repeat purchases, and brand loyalty. The study emphasizes that when customers have easy access to stores or convenient delivery options, their perceived effort in acquiring products is significantly reduced. This

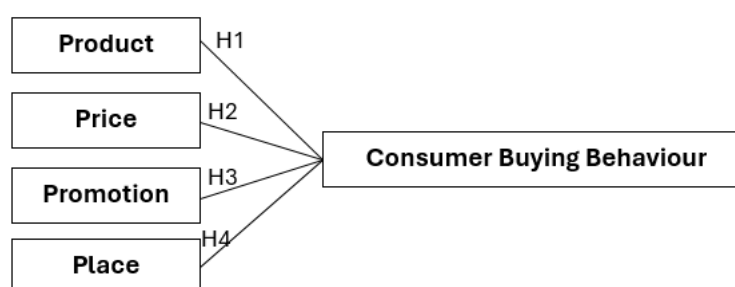
convenience not only enhances the overall customer experience but also creates a positive association with the brand. Consumers today prioritize efficiency and ease, and brands that offer seamless access—whether through physical locations or reliable delivery services—are more likely to meet these expectations.

Convenience reduces the friction points that can cause frustration or dissatisfaction during the shopping process. By making it easier for customers to obtain products without unnecessary hurdles, brands increase the likelihood of repeat purchases. When consumers know they can quickly and easily access a product they need, they are more inclined to return to the same brand, reinforcing their trust in the brand's ability to deliver consistently. [Neslin et al. \(2006b\)](#) suggest that this reduction in perceived effort leads to higher levels of satisfaction, which naturally fosters brand loyalty. Loyal customers tend to stick with brands that align with their need for convenience, making it a crucial factor in long-term customer retention. Ultimately, the research underscores how convenience, whether through physical or online access, is key to enhancing customer satisfaction and securing repeat business, solidifying a brand's relationship with its consumers.

Research Framework

The study's framework is depicted in [Figure 1](#). KFC's 4P marketing strategies which include product, price, promotion, and place are the independent variables. The study's dependent variable will be consumer buying behavior.

Figure 1. Research Model



The hypotheses of this study can be formulated as follows:

- H1: Product is positively related to consumer buying behavior.
- H2: Price is positively related to consumer buying behavior.
- H3: Promotion is positively related to consumer buying behavior.
- H4: Place is positively related to consumer buying behavior.

RESEARCH METHOD

In order to comprehensively study the impact of KFC's marketing strategies on consumer purchasing behavior, this study uses a variety of research methods to obtain detailed and accurate data and information. The quantitative method enables researchers to perform simple statistical studies of statistics that require integrating data, demonstrating correlations between data, or comparing all aggregate data ([Coghlan & Brydon-Miller, 2014](#)). In this study, it is required to prove the impact of independent factors on the dependent variable. As a result, this study chose KFC's marketing tactics 4P, which include product, price, promotion, and place, as independent variables and KFC's consumer purchasing behavior as dependent variables.

Sample and Procedure

The population in this study involves several KFC consumers all around the world. The original data is mainly obtained through questionnaire surveys, which ensures the

directness, validity, and credibility of the data. There are two types of questions in the questionnaire which are open and closed. Open-ended questions request the respondent to provide a textual explanation of the issue in response. Closed questions require concise replies or only one potential response. Primary data can be explored using both types of questionnaires. This study selected closed questionnaires to allow respondents to reply quickly, enable data analysis procedures, and tabulate the findings of all surveys collected. Therefore, a questionnaire was prepared using Google Forms and distributed to the respondents through social media platforms such as WhatsApp. Through convenience sampling, this research successfully collected questionnaire data from 150 respondents of different genders, age groups, and nationalities. These respondents include loyal customers of KFC, consumers who have occasionally tried it, and potential consumers who have never purchased it, which can fully reflect the views and reactions of different KFC consumer groups on KFC's marketing strategies. The data were analyzed using IBM SPSS Statistics and descriptive and multiple regression analysis. The measure details for each variable can be found in Appendix 1.

RESULTS

Table 1. Summary of Respondents' Profile (N=150)

Response	Frequency	Percentage (%)
Gender		
Male	81	54
Female	69	46
Age		
18-25	117	78
26-35	26	17.3
36-45	5	3.3
46-55	2	1.3
Nationality		
Malaysian	127	84.7
Indian	8	5.3
Indonesian	15	10
Ethnicity		
Chinese	94	62.7
Indian	15	10
Indonesia	9	6
Javanese	3	2
Malay	27	18
Siamese	2	1.3
Occupation		
Employed	27	18
Self-employed	3	2
Student	117	78
Unemployed	3	2
Income Level		
Above RM 5,000	6	4
Below RM 1,000	5	3.3
No Income	116	77.3
RM 1,001 - RM 3,000	13	8.7
RM 3,001 - RM 5,000	10	6.7

Based on [Table 1](#), the profile of the respondents is summarized. According to the data, more than half of the respondents are male, totaling 81 individuals (54%), while females

consist of 69 respondents (46%). Most respondents fall within the age range of 18 to 25 years old, consisting of 117 respondents (78%) of the total. Additionally, 26 respondents (17.3%) were between the ages of 26 to 35 years old, 5 respondents (3.3%) were aged 36 to 45 years old, and only 2 respondents (1.3%) were between 46 to 55 years old. Malaysian respondents constitute the majority, with 127 individuals (84.7%), followed by 8 Indian respondents (5.3%) and 15 Indonesian respondents (10%). Furthermore, most respondents, totaling 94 individuals (62.7%), identify as Chinese, 15 respondents (10%) identify as Indian, and 9 respondents (6%) are Indonesian. The Malay ethnic group is represented by 27 individuals (18%). Furthermore, 3 respondents (2%) identify as Javanese, and 2 respondents (1.3%) identify as Siamese. Moreover, the study showed that 117 respondents (78%) were students, 27 respondents (18%) were employed, and 3 respondents (2%) were each in the groups of self-employed and unemployed. Among the respondents, 77.3% reported having no income. 5 respondents (3.3%) had an income below RM1,000, 13 respondents (8.7%) fell within the income range of RM1,001 to RM3,000, 10 respondents (6.7%) reported an income between RM3,001 to RM5,000, and the remaining 6 respondents (4%) had an income exceeding RM5,000.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables

Variables		1	2	3	4	5
1.	Product	0.897				
2.	Price	0.605**	0.871			
3.	Promotion	0.571**	0.752**	0.937		
4.	Place	0.651**	0.611**	0.544**	0.861	
5.	Consumer Buying Behavior	0.812**	0.704**	0.688**	0.661**	0.840
Number of Items		4	4	4	4	4
Mean		3.83	3.57	3.63	3.70	3.94
Standard Deviation		0.84	0.88	0.96	0.77	0.79

Note: N = 150; *p < 0.05, **p < 0.01, ***p < 0.001. The diagonal entries represent Cronbach's coefficients alpha.

The results presented in [Table 2](#) reveal key insights into the relationships between various marketing mix variables (Product, Price, Promotion, and Place) and consumer buying behavior. Each variable has been analyzed for its mean, standard deviation, and correlations, providing a comprehensive understanding of how these factors influence purchasing decisions.

The Product variable shows a strong positive correlation with Consumer Buying Behavior (0.812**), indicating that product quality and features significantly impact consumers' purchase intentions. With a mean of 3.83 and a standard deviation of 0.84, the product is evaluated highly by consumers, suggesting that the overall perception of product quality is a critical driver of buying behavior. The high internal consistency of the product variable (0.897) further supports the idea that consumers are more likely to make purchases when they have a favorable perception of the product.

Price also has a notable influence on consumer behavior, showing a positive correlation of 0.704** with buying behavior. The mean score of 3.57 and a standard deviation of 0.88 indicate that pricing is moderately important to consumers, though not as influential as the product itself. The correlation between price and other variables, such as Promotion (0.752**) and Place (0.611**), highlights that pricing is interconnected with other aspects of the marketing mix, impacting how consumers perceive value for money and accessibility. The internal consistency of the price variable is strong (0.871), emphasizing its reliability as a factor in consumer decision-making.

Promotion has a high internal consistency (0.937) and is positively correlated with Consumer Buying Behavior (0.688**), though its mean score of 3.63 and standard deviation of 0.96 suggest a moderate level of importance. Promotions, such as discounts, advertisements, and special offers, are shown to influence buying behavior, but they are less dominant than the product or pricing strategies. Promotions may be more effective when combined with other elements like pricing, as indicated by the strong correlation between promotion and price (0.752**).

Place (distribution or accessibility) has a correlation of 0.661** with consumer behavior, indicating that how and where a product is available also plays a significant role in purchasing decisions. The mean score of 3.70 and a standard deviation of 0.77 suggest that consumers find accessibility important but not as crucial as the product itself. The internal consistency of place is also strong (0.861), reinforcing its significance in influencing consumer decisions.

In summary, the results show that all four marketing mix variables (Product, Price, Promotion, and Place) positively correlate with Consumer Buying Behavior, with Product having the highest correlation (0.812**). Consumers appear to prioritize product quality, followed by price, promotion, and place when making purchasing decisions. The high internal consistency scores of each variable suggest that these factors are reliable indicators of consumer preferences, highlighting their combined importance in shaping buying behavior.

Table 3. Regression Analysis

Variables		Consumption Patterns
1.	Product	0.525***
2.	Price	0.167*
3.	Promotion	0.205**
4.	Place	0.107
R ²		0.755
F Value		111.437
Durbin-Watson Statistic		1.679

Note: N = 150; *p < 0.05, **p < 0.01, ***p < 0.001.

According to the results presented in [Table 3](#), consumer buying behavior is identified as the dependent variable, while product, price, promotion, and place serve as the independent variables. These variables were examined to determine their influence on how consumers make purchasing decisions. The hypotheses were tested using regression analysis, a statistical method that helps quantify the relationship between the independent variables and the dependent variable. The analysis revealed that product, price, and promotion were significantly and positively related to consumer buying behavior, meaning that as these factors improve or change, consumer purchasing behavior also shifts in a positive direction. As a result, hypotheses H1, H2, and H3 were proven to be valid, confirming the importance of these variables in shaping consumers' decisions.

The R² value, a key indicator in regression analysis, was found to be 0.755, indicating that 75.5% of the variation in consumer buying behavior can be explained by the independent variables of product, price, and promotion. This high percentage underscores the strong influence these factors have on consumer decision-making processes, showing that they are essential components of KFC's marketing strategies.

Among the independent variables, the product emerged as the most influential factor, with a beta value of 0.525. This indicates that the quality, variety, and appeal of KFC's

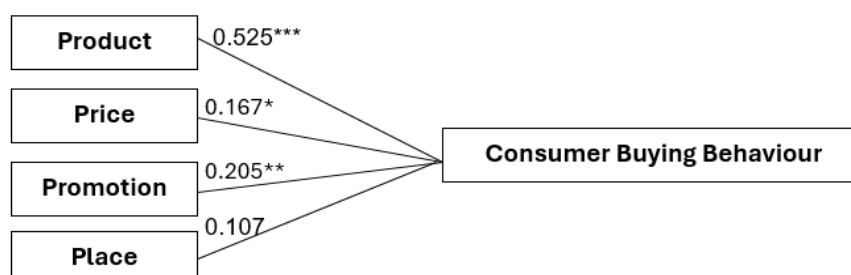
products play a critical role in shaping consumers' preferences and purchase decisions. Consumers are particularly drawn to KFC's product offerings, which significantly contribute to their overall buying behavior.

Price, with a beta value of 0.167, also showed a significant but smaller impact on consumer buying behavior. This suggests that while price is an important factor, its influence is not as strong as the product itself. Consumers may be willing to pay slightly higher prices for products they perceive as valuable or of high quality, reinforcing the importance of product differentiation in competitive markets.

Promotion, with a beta value of 0.205, also played a notable role in influencing consumer buying behavior. Effective promotional campaigns, such as discounts, advertising, and special offers, help attract and retain customers, indicating that promotional strategies are key drivers of consumer interest and engagement.

However, the impact of place, which refers to the locations or distribution channels through which KFC products are made available, was found to be statistically insignificant. This suggests that the availability or accessibility of KFC's outlets or the location strategies used by the company do not have a strong direct impact on consumer purchasing decisions. As a result, hypothesis H4, which posited a significant relationship between place and consumer buying behavior, was not supported. This finding may imply that consumers are more concerned with the quality, price, and promotional efforts of KFC, and less with the physical locations of its outlets, possibly due to the growing importance of online ordering and delivery services in the fast-food industry.

Figure 2. Hypothesized Model



The hypothesized model in [Figure 2](#) can be described as follows:

Product: Positively related to consumer buying behavior with a 0.525 beta value.

Price: Positively related to consumer buying behavior with a 0.167 beta value.

Promotion: Positively related to consumer buying behavior with a 0.205 beta value.

Place: Not related to consumer buying behavior.

DISCUSSION

In this study, the marketing strategies employed by KFC, specifically product, price, promotion, and place, were examined to assess their impact on consumer buying behavior. These four variables are central to KFC's efforts to engage customers and influence their purchasing decisions. Through the analysis of survey responses and consumer behavior data, several key insights have emerged regarding the effectiveness of these strategies.

Among the four variables, product, promotion, and price have proven to be the most influential factors, accounting for 75.5% of the variation in consumer buying behavior, as demonstrated by the R^2 value of 0.755. This high percentage indicates that a significant

portion of consumer decision-making is driven by these three elements, confirming their essential role in shaping how customers engage with KFC's offerings.

The product variable, with a beta value of 0.525, emerged as the most dominant factor. This suggests that KFC's ability to offer a wide variety of high-quality menu items significantly influences consumer preferences. Consumers, particularly those in the 18-25 age group (Generation Z), are highly responsive to product diversity and quality. Generation Z, known for its desire to explore and experiment with different food options, is drawn to KFC's innovative products, such as seasonal items or regionally inspired dishes. This consumer segment's interest in exploring new menu items provides an opportunity for KFC to continue developing innovative products and introducing limited-time offerings to sustain their attention.

Price, with a beta value of 0.167, also plays a crucial role, though its influence is somewhat smaller compared to the product. Consumers, particularly younger individuals, are price-sensitive and tend to favor affordable options. Generation Z, which largely consists of students or young adults with limited disposable income, places high importance on finding value for money. This explains why competitive pricing strategies, such as discounts, promotions, or value meal bundles, are essential in capturing and retaining this demographic. While they may explore product variations, their purchasing decisions are still significantly influenced by the affordability of those products.

Promotion, with a beta value of 0.205, is another key factor driving consumer buying behavior. Effective promotional campaigns, such as discount offers, buy-one-get-one deals, and targeted advertising through social media, resonate strongly with younger consumers, particularly Generation Z, who are highly active on digital platforms. By utilizing platforms like Instagram, TikTok, and Facebook, KFC is able to engage with this tech-savvy group, creating excitement around new products and special deals. Social media promotions also serve as a way to create a sense of community and connection with the brand, further strengthening customer loyalty.

In contrast, place, which refers to the locations and distribution channels through which KFC products are made available, did not show a significant impact on consumer buying behavior, as reflected by the regression analysis. This suggests that consumers, especially younger ones, prioritize product quality, affordability, and promotion over the physical locations of KFC outlets. The rise of digital ordering, food delivery services, and drive-through options may have diminished the importance of physical proximity to a KFC location. Generation Z consumers are more likely to prioritize convenience in terms of how quickly they can access KFC products, whether through mobile apps, delivery platforms, or efficient in-store service, rather than focusing on the location of the restaurant itself.

In summary, the findings emphasize the need for KFC to continue focusing on product innovation, competitive pricing, and effective promotions to attract and retain customers, particularly those in the Generation Z demographic. This group prefers a combination of variety, affordability, and engaging promotions, which must be strategically aligned to capture their attention and encourage repeat purchases. By refining these key elements of its marketing strategy, KFC can further solidify its position in the fast-food market, especially among younger consumers who are critical to its ongoing growth and success.

There are also several insights that were gained from the questionnaire. Firstly, this study identified that KFC's emphasis on providing quality products plays a crucial role in shaping consumers' perceptions and preferences. The consistency in the quality, variety, and appeal of KFC's menu offerings is pivotal in influencing consumers' purchasing decisions. Demographic analysis reveals that a significant portion of KFC's consumer

base falls within the age range of 18-25. Additionally, 78% of respondents are students, further indicating that KFC's marketing strategies resonate particularly well with young adults, likely due to factors such as affordability, convenience, and appeal to youthful tastes. For instance, KFC offers not only fried chicken, its main product, but also burgers, french fries, desserts, and more. KFC also provides breakfast meals, which cater to people who are often in a hurry and need a quick, convenient meal.

Furthermore, KFC's continuous menu innovation and product improvement strategies have been key to attracting customers. Not only millennials but adults are also drawn to this strategy. The introduction of healthier options, such as salads (e.g., Summer Sensation Salad), has appealed to health-conscious consumers, while limited-time offerings and seasonal menu items create a sense of urgency and excitement among customers.

Secondly, the analysis indicates that pricing plays a significant role in influencing consumers' purchasing decisions at KFC. According to [Brown and Reid \(1997\)](#), shoppers can be categorized into three types: dependent shoppers, compulsive shoppers, and individualistic shoppers. Dependent shoppers rely on others, such as children or parents, for financial support and decision-making. Compulsive shoppers tend to make spontaneous purchases, often unable to leave a store without buying something. Individualistic shoppers, on the other hand, enjoy the freedom to shop independently and take pleasure in choosing products on their own. The survey found that most respondents are students, which places them in the dependent shopper category. The study highlights that consumers are particularly sensitive to KFC's pricing strategies, especially with regard to affordability, value for money, and perceived fairness. KFC effectively meets the needs of consumers from diverse economic backgrounds through promotions, discounts, and value meal options, showcasing its ability to offer competitive pricing while maintaining a high perception of quality in the fast-food market.

Overall, the findings underscore the multifaceted nature of KFC's marketing strategies and their impact on consumer buying behavior. By continuously adapting and innovating its marketing approaches, KFC has successfully maintained its competitive edge in the fast-food industry while sustaining consumer interest and loyalty.

CONCLUSION

As a conclusion, this study analyzed KFC's marketing strategies and explored their impact on consumer buying behavior. The results indicate the significant influence of KFC's marketing strategies on consumer buying behavior, with the quality, variety, and appeal of KFC's menu making a substantial contribution to shaping consumers' purchase decisions. KFC can continue to ensure that its core products, which form the foundation of its customer base, remain of high quality, while also introducing new and exciting products to respond to changing consumer preferences.

Through the analysis of the questionnaire, it was found that the core elements KFC consumer groups pay the most attention to are products, promotion strategies, and price positioning. Data shows that up to 75.5% of consumer buying behavior is significantly affected by these three independent variables, especially for the 18 to 25 age group, most of whom are students, commonly known as Generation Z. This young demographic shows a strong preference for KFC's diverse product offerings and competitive pricing. Therefore, hypotheses H1, H2, and H3 were accepted, while hypothesis H4 was rejected. This result provides a clearer understanding of the significant factors that influence consumer buying behavior.

Since the findings reveal that consumer buying behavior is highly determined by product, price, and promotion, several recommendations can be made for KFC to consider in order to improve its business. First, KFC could establish a points system where frequent customers are rewarded with discounts or free items, encouraging them to return. Points could be earned on all purchases and later redeemed for free meals, snacks, or other benefits. This type of reward mechanism can not only make consumers feel valued by the brand but also effectively increase customer loyalty and repeat business.

Second, consumers desire a diverse and personalized menu. Since consumer tastes vary, KFC should focus on offering more attractive and varied meal options. For instance, in addition to its year-round core products, KFC could launch regional or seasonal products, such as local dishes, holiday specials, or summer drinks, to capture consumer interest at different times of the year.

Additionally, marketing through social media is another effective way to promote KFC's business. Survey reports indicate that young people comprise the main group of KFC customers. By posting engaging content on public platforms like Instagram, Facebook, and TikTok, KFC can attract and retain a large number of young consumers.

Finally, services should be made faster and more convenient. In today's fast-paced world, convenience is a key factor for many young people. KFC should focus on improving its online takeaway service, making it faster, more efficient, and user-friendly. Streamlining the delivery process, reducing delivery times, and enhancing after-sales service will help to satisfy and retain customers.

Overall, the research has clearly demonstrated that KFC's integrated marketing strategies—product, price, place, and promotion—impact consumer buying behavior. With these strategies, KFC is not only attracting customers but also retaining them, ensuring its ability to thrive in one of the most fiercely competitive sectors of the fast-food industry.

LIMITATIONS

Nonetheless, various limitations can be identified in our investigation. First of all, the survey questionnaire was not widely distributed throughout the world, hence not all KFC's customers took part in this survey. Next, in comparison to standard survey-only research, the sample size for our interview survey was rather small. In the future, larger-scale research involving a large number of KFC consumers may be carried out.

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DECLARATION OF CONFLICTING INTERESTS

The author(s) declare(s) that there is no conflict of interest.

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ABOUT THE AUTHOR(S)

1st Author

Dr. Gan Kia Hui is a Head of Programme cum lecturer at INTI International College Penang. Her research focuses on organisational behaviour and management, as well as psychological safety climate. She earned her MBA degree from the School of Business, Universiti Malaysia Sabah, and her Doctoral degree in School of Management of the Universiti Sains Malaysia. She won the Best Paper Award at the 1st International Youth Conference in 2021. She is on the Editorial Boards of Organizational Psychology (a specialty section of Frontiers in Psychology and Frontiers in Communication) as a review editor. She also participated as ASIA International Conference's scientific committee.

Email: kiahui.gan@newinti.edu.my

Orcid ID: 0000-0002-9245-3386

2nd Author

Dr. Wei Chien Ng is an Experienced Researcher with a demonstrated history of working in the higher education industry. Strong research professional focused in Data Analytics, TRIZ, FMEA, and Six Sigma. He is a senior lecturer at Universiti Sains Malaysia. His Skilled is in area of Data Analysis, Research, Management, and Teaching.

Email: ngweichien@usm.my

3rd Author

Xin Yao Chia is currently undergraduate student at Universiti Sains Malaysia.

Email: chiaxinyao@student.usm.my

4th Author

Sihao Chen is currently undergraduate student at Universiti Sains Malaysia.

Email: chensihao@student.usm.my

5th Author

Cheah Yee Cheng is currently undergraduate student at Universiti Sains Malaysia.
Email: cheahyee34@student.usm.my

6th Author

Amish Kumar Agarwal is currently pursue His Master of Business Administration on IMS Engineering College, India. His research interest is Invesment, Management, and Finance.
Email: amishkumaragarwal01@gmail.com

7th Author

Adelia Nur'Aeni is currently Diploma student focusing on English for Business Communication and Professional at Politeknik Negeri Malang, Indonesia.

8th Author

Daisy Mui Hung Kee is an Associate Professor at the School of Management, Universiti Sains Malaysia. Her areas of interests are in Human Resource Management, Organizational Behavior, Work Values, Leadership, Entrepreneurship, and Psychosocial safety climate. Her current program of research focuses on Leadership and Psychosocial safety climate. She holds a PhD in Business and Management from International Graduate School of Business, University of South Australia. She was the secretary of Management Case Study Journal, Australia (2004-2006). She was award recipient of Merdeka Award 2006 from the Australia Malaysia Business Council of South Australia (AMBCSA) by former South Australia Governor Sir Eric Neal (2006). The award recognizes the Most Outstanding Malaysian University students in South Australia. She earned her MBA from School of Management, Universiti Sains Malaysia. She was awarded Dean's List for being one of the top MBA students (2003). Presently, she is an active academician and researcher supervising a numbers of MBA, MA and PhD candidates with working experience across diverse industries. She has published a good numbers of journal papers during the course of her career. She has conducted series of training related to motivation and research in USM under Professional and Personal Development (PPD) workshop.

Email: daisy@usm.my

ORCID ID: 0000-0002-7748-8230