

UNCONVENTIONAL MARKETING STRATEGIES FOR ENHANCING CUSTOMER SATISFACTION AND RETENTION: A COMPARATIVE ANALYSIS

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Abstract

This research paper aims to analyze and compare unconventional marketing strategies that can effectively enhance customer satisfaction and retention. In today's highly competitive market, businesses are constantly seeking innovative approaches to attract and retain customers. This study explores unique marketing strategies that go beyond traditional methods and engage customers in unconventional ways. The research methodology includes a combination of qualitative and quantitative methods, such as case studies of successful campaigns, interviews with marketing professionals, and surveys with customers. By analyzing these strategies, such as experiential marketing, co-creation, surprise and delight tactics, and personalized marketing, this study aims to evaluate their impact on customer satisfaction and retention. The findings will provide valuable insights into the effectiveness of unconventional marketing strategies and their role in fostering long-term customer relationships. The results will assist marketers and business leaders in designing and implementing strategies that not only satisfy customers but also create memorable experiences, build brand loyalty, and drive business growth.

Keywords: Unconventional Marketing Strategies, Customer Satisfaction, Customer Retention, Comparative Analysis, Experiential Marketing, Co-Creation, Surprise and Delight Tactics, Personalized Marketing, Qualitative Research, Quantitative Research

INTRODUCTION

Fast food chains have become ubiquitous in modern society, offering quick and affordable food options to consumers around the world. In recent decades, multinational fast-food chains have expanded rapidly in China, becoming an integral part of the country's food culture. This growth has been fueled by a combination of factors, including changing consumer preferences, the rise of the middle class, and advanced marketing strategies. The presence of multinational fast-food chains in China has had a significant impact on the local economy and society. These chains have created thousands of jobs, generated significant tax revenue, and introduced Chinese consumers to new and innovative food products (Dastane & Fazlin, 2017). However, their growth has not been without controversy. Critics argue that multinational fast-food chains promote unhealthy eating habits and threaten the survival of local food businesses. In this study, researcher was examining the history and current state of multinational fast-food chains in China, their impact on the local economy and society, and the challenges and opportunities that lie ahead (Tan, Oriade, and Fallon, 2014).

Multinational fast-food chains in China face a number of challenges and opportunities in the years ahead. One of the biggest challenges is the increasing competition from local fast-food chains. The fast-food industry has been a key driver of economic growth and cultural change in China over the past few decades. Multinational fast-food chains such as McDonald's, KFC, and Pizza Hut have rapidly expanded across the country, providing affordable and convenient food options to a growing middle class. However, their growth has also sparked controversy, with critics arguing that they contribute to rising rates of obesity and threaten traditional Chinese cuisine. In this introduction, researchers were exploring the history and current state of multinational fast-food chains in China, their impact on the local economy and society, and the challenges and opportunities they face in the years ahead (Dastane & Fazlin, 2017).

National and international organisations, government communities, and business associations all have sustainability and sustainable development on their agendas. Within that time frame, numerous attempts have been made to put this idea into practice. The vast majority of them are designed to assess sustainable development on a national scale. There are many ways to define sustainability, but one of the most widely held is "meeting our needs without jeopardizing the capacity for subsequent generations to meet theirs" (Hitchcock and Willard, 2009). The concept of sustainability is based on the idea that it is possible to balance and improve not just economic but also social and environmental factors (Jain and Khurana, 2013). In order to "increase per capita very well utility over moment without leaving current or future centuries worse off," the capital approach is being considered as an alternative route (Pádua & Jabbour, 2015). On the other hand, the idea can easily become macroeconomic in nature. Microeconomic sustainability, or sustainability at the level of an individual organisation, is rarely discussed in academic literature (McLennan et al., 2016).

It has been claimed that putting sustainability ideas into practical terms is challenging (Labuschagne et al., 2005). With growing understanding of human-caused climate change and other environmental impacts, the idea that businesses have a responsibility to their communities and to society as a whole is also gaining traction can't afford to overlook the problems any longer while they run their company. Furthermore, a few of the quickest there are expanding industries that are directly tied to environmental and social responsibility. Sustainable agriculture and alternative energy sources. Hence, the concept of sustainability is gradually. Top priority for many companies. When it comes to keeping their doors open, companies need to address the effects of their goods, services, and operations on not just the local community but also the environment. Shareholder and customer focus, but broaden it to include stakeholders, stakeholders, and stakeholders. No matter how big or little, gain from sustainability initiatives is contextual. Use of sustainable techniques that may be hard to define (Novacovici and Woofter, 2008). It cannot be denied, however, that sustainability has been and will continue to be a major topic of discussion. Must be dealt with by a growing number of businesses (Gallardo-Vázquez & Sanchez-Hernández, 2014). Other indices may also be created with less hassle intent on Measuring (Gupta et al., 2014).

The environment, and demography, Western marketers sometimes struggle to understand how to best reach their target audiences in Eastern countries. This knowledge is essential for practically every company selling items that are well established in rich nations but just starting out in the developing nations where they will be sold. Information gleaned from studies of PRC customers may aid in product positioning, market segmentation, and the internationalization of the marketing mix for MNCs (product, price, distribution, promotion). Since Western food has just recently been available in the People's Republic of China (PRC) and is now drawing great customer attention, it is used here as an illustration of the change in the market between both the Mao (1949–76) and Deng (1978–97) periods. This study reflects on a collaborative East/West consumer research effort and offers some background on the norms and values of a culture from the Far East, the PRC. There are a total of 1250 participants throughout all three polls. Analyses divide the "fast" segment from the "food" segment and the neutrals; the "fast" segment from the "food" segment and the neutrals; and the "older" age segment from the "younger" age segment. Separate reports on the three studies' findings reveal cultural considerations with respect to the marketing strategy of multinational corporations in countries like the People's Republic of China (Zhu & Lin, 2015).

"Fast food," as defined by Wikipedia, refers to meals that can be cooked and served in a short amount of time. Any dish that takes little time to prepare may be labelled "fast food," but the word is most often used to describe foods that are sold in restaurants and stores and then reheated or reassembled before being delivered to the client. In 1951, Merriam-Webster included the phrase "fast food" in its vocabulary. The concept of "fast food," popularised by McDonald's in the 1950s in the United States, has had a profound impact on cultures all around the globe, including China. Through time, it gradually develops its own culture, which has far-reaching consequences in China. Just what does it imply when people talk about the "Fast-food culture?" The status of fast food in Chinese culture is analysed in *The Analysis of Fast-Food Culture*. This study will examine the origins of "Fast-food," its evolution, and the ways in which "Fast food culture" has affected society (Tan et al., 2014).

Fast food restaurants first established in China in the early 1980s. And it became quite popular very quickly. Teenagers were early adopters of "fast food," but today it seems like everyone, young and old alike, enjoys munching on these convenience meals. Yet, fast food customers often wait in a longer queue than other customers. And this is quite rare in the United States. Despite its name, not everyone considers "fast food" to really be quick. Many have come to the conclusion that "fast food" does not really save them time, and often requires a significant increase in their time commitment (Fanelli et al., 2018). Despite this, "Fast food" remains a popular choice for most people. Consumption is a national pastime in China, and the term "fast food" is often mistakenly seen as a synonym for style. Also, many individuals consider "fast food" to be very tasty.

Several people have been arguing for some time that "fast food" is not unhealthy and may instead cause a wide range of medical problems (Kim & Zapata, 2018). Fast food restaurants like McDonald's and KFC were featured prominently in the media. After a

brief lull, however, "fast food" resumed its activities, this time with a new "face" in the form of updated marketing and rethought ethics (Kim & Zapata, 2018). Nowadays, many individuals gather their loved ones or closest friends at fast food restaurants like McDonald's and KFC to celebrate and commiserate. Quick food, where items may be purchased individually and taken away, has really been around in China for quite some time, although few are aware of its existence. Although most people think of McDonald's or KFC when they hear the term "fast food," typical snack shops like 7-Eleven and Wendy's are also part of the "Fast Food" category. Chinese food, like the conventional snack bar, is growing quickly in response to the success of Western chains like McDonald's and KFC, but it faces stiff competition (Kim & Zapata, 2018).

The Growth of Multinational Fast-Food Chains in China

Several factors have contributed to the rapid growth of multinational fast-food chains in China. One of the most significant factors is changing consumer preferences. As Chinese consumers have become more affluent and increasingly busy, they have begun to demand fast and convenient food options. Multinational fast-food chains have been able to meet this demand by offering a range of affordable and convenient food options (Tu & Janet, 2017). Multinational fast-food chains have also leveraged advanced marketing strategies to build brand awareness and attract customers. For example, KFC has targeted young people with its hip and trendy marketing campaigns, while McDonald's has focused on family-friendly advertising. In addition, these chains have been able to leverage the popularity of social media platforms such as WeChat and Weibo to connect with consumers and build brand loyalty. Another factor contributing to the growth of multinational fast-food chains in China is the rise of the middle class. As more Chinese citizens have joined the middle class, they have been able to afford to eat out more often. Multinational fast-food chains have been able to capitalize on this trend by offering affordable and convenient food options. In addition, the growth of the middle class has led to a shift in dietary habits, with many Chinese consumers opting for more Western-style fast food over traditional Chinese cuisine (Zhao et al., 2017).

White Castle's 1916 opening of an FF cafeteria was confirmed by dozens of documents. American fast food (FF) franchises like McDonald's, KFC, and Pizza Hut are now global conglomerates with locations all over the world. Similarly, the first KFC restaurant in China debuted in Beijing in 1987, ushering in the current fast food (FF) market in China. Oversaturation, a weakening economy, a decline in the pace of modernisation, the proliferation of fast-food outlets, and rising obesity rates are just some of the causes that have contributed to this state of stagnation.

Outside of China, nations with an FF industry include Bangladesh, and their first debut outside of China was on Bailey Road in Dhaka. At a later date, it spread to several Dhaka neighbourhoods. In Bangladesh, franchises are evident in the structure of shopping malls, convenience stores, and other retail establishments; in Malaysia, the same is true (Farzana et al., 2011).

Certain Bangladeshi FF stores have adopted the franchising model, resulting in new brands like Swiss, Helvetia, etc. When the first foreign fast-food franchises entered China and Bangladesh 13 years later, it was a big deal. KFC is seen as a high-quality FF at the moment because to its widespread selection of full meals that enhance the consumer's daily life (Islam and Ullah, 2010). McDonald's is the second biggest fast-food chain in China, behind the chain of restaurants that started in the United States and are franchised under the name Burger King. From least to most McDonald's FF restaurants, the top 10 countries by share are Russia, Brazil, Australia, the United Kingdom, France, Canada, Germany, China, Japan, and the United States.

Objectives

1. The Study Marketing Strategies for Enhancing Customer Satisfaction.
2. The Study Findings Will Provide Valuable Insights into The Effectiveness of Unconventional Marketing.

RESEARCH METHODOLOGY

Research Design

The researcher will conduct the study for 4 months to gather the data, researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 473; 550 questionnaires were distributed; 537 were returned; and lastly, 37 questionnaires were rejected owing to incompleteness of the questionnaire. Five hundred people from China were contacted and surveyed for the study. All respondents were reached at the aforementioned locations using a convenience sample method. Factories were requested to be monitored by respondents. Participants were provided with information about the study and the researcher was available to answer any questions they may have had while they waited to complete the monitoring process. If a respondent did not have the ability to read or write, or if they were confined to a wheelchair, the researcher would read the survey questions and answer categories to them, and they would then enter their replies in the survey form verbatim. In certain areas, residents were handed a batch of questionnaires at once.

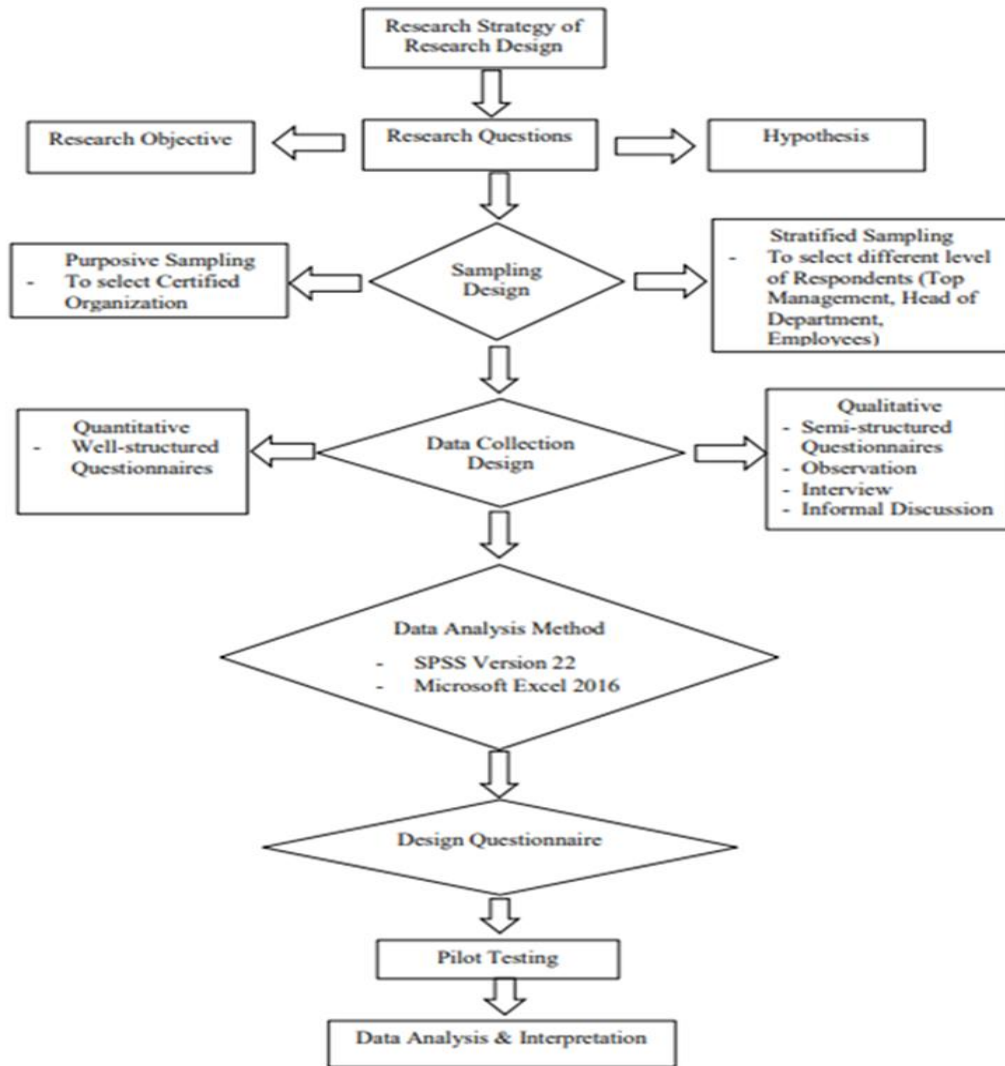


Figure 1: Research Strategy of Research Design

Study Area

The study was conducted in public area, shopping malls, restaurants, markets, in China. The study sites were chosen because of the broad availability of people to assess their eating habits.

Data Collection

The researcher also conducted quantitative research in the form of survey collection. The details of the survey collection method are described below.

Respondents first answered control questions regarding their multinational fast-food chains analysis and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 500.

Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

In the study the researcher viewed demographic details that included Age Distribution of the respondents, the experience of the respondents, tenor of work of the respondents and the last one is designation of the respondents. That all are included in demographic details.

The questions from 1-24 follow the Likert scale mentioned above and it provides us with the consumer's satisfaction of multinational fast-food chains analytics.

Sample

Data for the study was collected through a questionnaire survey. Sample Size calculated through Rao-soft software was 500, a total of 550 questionnaires were distributed, out of which 537 questionnaires were received back, and 37 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 500 with 265 males and 235 females respectively. The members of the study surveyed were the following: Un-Employed 152 respondents (30.4%), Self-Employed 181 respondents (36.2%), Private-Employee 100 respondents (20.0%), and Government-Employee 67 respondents (13.4%).

Data Analysis

In the part of the report labelled "Results," the findings and procedures used to get them are detailed. These facts are provided in a logical sequence, with no bias or interpretation from of the author, and serve as the foundation for the analysis and conclusion drawn in the discussion part. The primary goal of the results section is to present the facts in a manner that emphasises how they contribute to solving the research challenge (s).

The findings of the research should be included in the results section, and only the findings of the study should be included there. The following are the findings:

- Information provided in the form of tables, charts, graphs, and other figures
- A contextual analysis of this data that explains its significance in sentence form
- Every piece of information that is relevant to the primary research topic (s).

Pilot Study

When the instrument is tested on several occasions, it must consistently provide the same measurement, otherwise it isn't dependable. The researcher ran a pilot test on a worldwide scale with 10-20 responders to see whether there were any questions that were confusing or ambiguous. Reworked or eliminated questions that were too vague. Survey completion time averaged out to around 20 minutes after the questionnaire was

pilot tested by a group of students. The major study did not include responders from the pilot survey, as previously stated.

To provide insight into the internal consistency of measurement instruments, a reliability study was conducted, during which both the characteristics of the instruments themselves and the questions which made it onto the final scale were analysed. Validation of an instrument relies heavily on the results of reliability analyses.

Response

Table 1: Survey Responses

Questionnaire sent	550
Questionnaire received	537
Response rate	$(537/550) * 100 = 97.64\%$ return

A total of 550 questionnaires were distributed to the respondents. Out of this number 537 sets or 97.64% of the questionnaire were returned and 500 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

Demographic Details

Demographics are a subset of statistics that provide light on societal trends and individual lives. The demographics of a population are what set it apart from others. Demography may be used for studying whole societies or just samplings of people. Age, gender, profession, technical skills, & income are all examples of demographics. Many demographic factors (such as age, gender, income, technical abilities, employment, etc.) may be used to divide the population into subgroups for the purposes of research.

Table 2: Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	265	57.0	57.0	57.0
	Female	235	43.0	43.0	100.0
	Total	500	100.0	100.0	

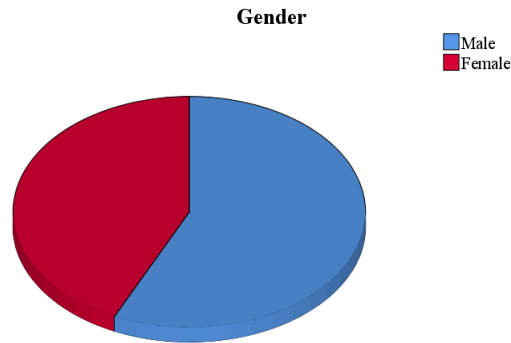


Figure 2: Gender chart

As per table and figure 3 the demographic information of gender for the participants in the study is shown. A total of 500 respondents included in this study, among them 53.0% (N=265) were male and 47.0% (N=235) were female. According to the illustrated table above, there was almost equal distribution of female and male which will give a more standard data.

Table 3: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	160	32.0	32.0	32.0
	26-40	180	36.0	36.0	68.0
	41-60	95	19.0	19.0	87.0
	>60	65	13.0	13.0	100.0
	Total	500	100.0	100.0	

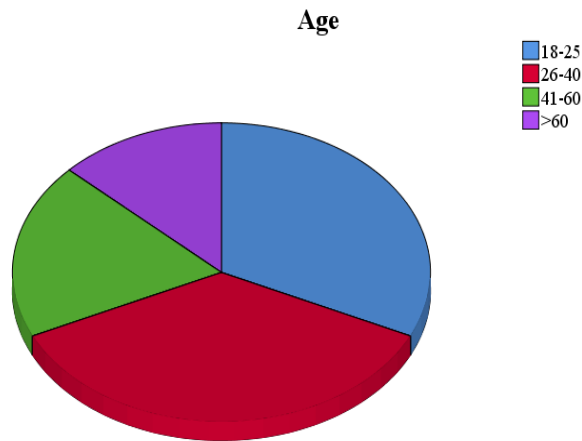


Figure 3: Age chart

Table and figure 2 showed the demographic information of the respondent's age were majority of the participants respondents in this study were within the age of 26-40 years with the highest percentage of 36.0% (N=180). The second largest number of respondents were in the category of 18-25 years with the percentage of 32.0% (N=160). And the least respondents were at the age of 41-60 years reached 13.0% (N=65).

CONCLUSION

Conclusion In today's rapidly developing, competitive market, the overarching goal of every company's promotion and marketing strategy, technique, and process is to increase profits and contribute to the expansion of the business. The happiness, contentment, service quality, excellence, and retention of customers are worldwide issues that have an impact on all businesses. This encompasses businesses big and small, international and local, for-profit and non-profit alike. Due to the intangible nature of services, it may be difficult for restaurant managers, employees, and customers to accurately determine the efficiency and quality of these aspects of the business. The increased quality of service has several advantages for both the restaurant's management and its patrons. One more example of a customer-involved path to better performance is the restaurant industry. This occurs as a result of the customers' engagement with the service environment and employees throughout the usage experience, making it crucial to comprehend consumers' emotional reaction in order to replicate delight in the service location. Based on the results of this investigation, it seems that the emotional processes involved in the consuming phase may have a direct and unmediated role in deciding whether or not a consumer returns.

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