

Critical Evaluation and Future Developments of Burger King's Marketing Department

Managing Marketing Change

Yihan Hu 2304551

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I. Introduction

Background of Burger King

Founded in 1954, Burger King is a well-known fast food restaurant with its headquarters located in Florida, USA. Recognized for its uniquely grilled burgers, fries, and other popular fast food items, the company has thousands of outlets all through the globe. Compared to its main competitor, McDonald's, Burger King offers a unique range of products and services that provide consumers with a diverse range of choices.

Customers adore Burger King's "Whopper" burger for its distinctive taste and generous serving size, making it their go-to item. Burger King continues to develop and launch new items in addition to its regular fast food menu that appeal to the tastes of customers from all backgrounds and locales.

Burger King has shifted its leadership and structure of operations several times in recent decades in order to meet the demands of consumers and the shifting market conditions. Burger King has effectively established its brand and market position by growing its worldwide market and utilizing innovative advertising strategies.

Ceil (2018) asserts that Burger King has significantly influenced Americans' eating patterns and has played a significant role in the fast food industry in the country. Fast food is increasingly replacing traditional home-cooked meals as the favored option for many families, thanks to the popularity of Burger King and other fast food franchises.

All things considered, Burger King is a worldwide company instead of merely a fast food brand, and its prosperous operations throughout several nations and areas have shown its brand power and leadership in the industry of fast food.

II. Critical Evaluation of Burger King's Marketing Activity

Concept and Importance of Marketing

In order to satisfy customer wants and achieve organizational objectives, marketing is a broad strategic and operational domain. In theory, marketing is about more than simply making sales; it is also about creating and preserving enduring bonds with clients by skillfully delivering value propositions that are based on a thorough comprehension of client behavior, industry trends, and the landscape of rivals.

The marketing idea has an important position in the marketing domain. First of all, Mcnamara (1972) highlights the fundamental structure it offers for marketing management. Consequently, Kotler and Levy (1969) propose that similar conventional guidelines might be used to the marketing of organizations, people, and ideas in addition to goods and services. Moreover, Rahnema and Beiki (2013) assert that generating value via exchange is the main objective of marketing initiatives. Svensson (2001), on the other hand, has a consumer-centric viewpoint and stresses that every marketing theory or practice should begin with the needs and viewpoint of the customer. The majority of American businesses, as shown by Peterson (1989), have embraced this customer-centered mindset. Going a step further, Waheed (2017) define marketing as an all-encompassing strategy procedure focused on providing value to clients and fostering enduring bonds. Barksdale and Darden (1971) reflect that twenty years ago, the idea of marketing was generally recognized as a groundbreaking concept. In conclusion, Mohr-Jackson (1991) verifies that the marketing idea laid the groundwork for the marketing discipline as a whole.

After exploring the essential principles of marketing and its role in business through a survey of many academic works. Overall, this literature gives a thorough and in-depth grasp of marketing.

Burger King's marketing investment and strategies

As a well-known fast food corporation around the world, Burger King has devoted itself to organizing and maximizing its marketing budget and tactics in order to maintain a competitive advantage in a cutthroat industry. The marketing team at Burger King has made big investments and used a number of methods to draw in and keep its client base in order to fulfill the constantly shifting demands of consumers and market trends. An 4P Model analysis of Burger King's marketing expenditures, selected tactics, and rationale and goals will be provided in this section.

Burger King's marketing strategy is constantly adapting and evolving as it adapts to changes in consumer behaviour and the market environment, Toledo (2021) noted,

noting that in order to engage more effectively with its target audience and potential customers, the company has specifically employed inbound marketing strategies to enhance its digital marketing tools. In the meanwhile, Risky Al Hamdhan (2021) shows that it can employ compassionate marketing techniques, which have improved communication with customers and raised engagement levels even higher. When it comes to customer purchase intents, viral marketing and brand recognition are quite important in some market situations. Agatha Christy Avega Dumatri and T. A. Indarwati (2021) examine this market in Indonesia. Furthermore, the research conducted by R. Thomadsen (2007) demonstrates how Burger King's positioning strategy is strategically aligned with small markets during pricing competition, particularly when it comes to the distance from McDonald's.

Product

One of the primary variables in Burger King's success is its product. In order to satisfy the wide range of cultures as well as tastes found around the world, the brand understands how important it is to fluctuate its product offers. This approach is especially seen in its presence in India. This tactic is especially clear in the Indian market, where Burger King tailors its menu to the tastes and preferences of local customers rather than just introducing it to a new market. This is especially clear with the introduction of four new Whopper Burgers that have been specially crafted to satisfy Indian palates.

In addition, Burger King has made effective use of mobile devices since the dawn of the digital era. To access the menu, customers do not need to visit a real store or restaurant. Burger King customers may quickly explore and purchase for a wide selection of items, including burgers, desserts, drinks, and a choice of side dishes, using their mobile applications or the apps in conjunction with meal delivery services. In spite of increasing customer convenience, this digital method to product presentation essentially expands the brand's market share and audience.

Price

Another crucial element in Burger King's strategy to stay competitive in the marketplace is price. Burger King has implemented competitive pricing, a wise strategy, recognizing that consumers often take cost into account when making decisions. This pricing strategy is founded on the idea of cost leadership and fully accounts for a range of market variables, such as supply and demand as well as the pricing practices of its main rivals. Additionally, the business offers a range of package packages in recognition of the fact that customers might be price conscious. These bundles provide customers greater value and typically less expensive than buying the individual parts separately. By doing this, Burger King keeps strengthening its place in the fast food industry by guaranteeing that its goods are

reasonably priced and offering consumers appealing purchase alternatives.

Promotion

Another significant facet of Burger King's marketing approach is promotions. Burger King is aware of the potential of social media to build stronger customer relationships and raise brand recognition. On social media sites like Instagram and X, the company regularly publishes a range of interesting material that not only highlights its goods and services but also engages its target market with humor and originality. Burger King has gained more than 1.9 million followers on social media in the United States, demonstrating its popularity and impact in the field of digital marketing. Simultaneously, Burger King has executed a superb search engine optimization (SEO) approach, namely on bk.com, the company's primary website. Burger King's online promotional approach is seen in the site's high ranking keywords linked to "burger" and search traffic, which makes it easy for consumers to reach Burger King while searching for relevant information.

Place

Burger King's location strategy has been essential to its success and has helped it expand internationally and penetrate new markets. Burger King has been refranchising since 2012, which helps it expand geographically and enables franchisees to tailor their menus to the unique requirements of regional customers. This tactic guarantees Burger King's ability to provide customers their preferred goods and services in a variety of locales and cultural contexts. Additionally, by utilizing cutting-edge technology like geo-fencing, Burger King is keeping up with the trend of mobile marketing in the digital age. For example, the company deployed geo-fencing technology to target customers with exclusive deals in specific regions during its 'Whopper Detour' promotion. This strengthened Burger King's position and presence in particular markets by increasing downloads of the company's mobile app and improving customer interaction with the brand.

In conclusion, Burger King has continued to adapt and meet the requirements of its customers while successfully maintaining its competitive position in the global fast food market thanks to its distinctive and well-thought-out 4P marketing approach.

Macro and Micro Marketing Environment

The intricate nature of the market environment and the constantly changing conditions significantly influence a company's strategic decision-making. Pharmaceutical businesses have to consider the various market dynamics in a thorough manner when developing their strategies, according to research by Sally Dibb and Yvonne Russell

(1997). This encompasses not just the requirements and preferences of the customer but also external factors like the dynamics of the competition, developments in technology, and strict regulations. Along with that, I. Nonaka and Franco M. Nicosia (1979) strengthen this perspective by highlighting the ways in which external elements and forces—such as customer behavior, laws and regulations, and sociocultural shifts—influence a company's market environment. These concepts are further developed by Erich Jantsch (1973), which highlights the fact that important environmental elements not only provide chances for businesses to enter new markets, but also pose dangers and threats. On the other hand, John C. Camillus (2022) offers a more thorough viewpoint, carefully examining the many contexts that businesses must contend with. Camillus offers businesses insightful direction and strategic counsel by emphasizing the significance of environmental information systems and how to address the obstacles posed by environmental change.

SWOT Model Analysis

As a complete instrument, SWOT analysis is widely acknowledged as an efficient way to impact future planning, financial, and management choices inside organizations. According to Michal Vanek (2022), SWOT analysis is more than simply a straightforward tool; it can be used in a range of planning or analytical tasks, giving organizations insightful information and guidance. S. Arabzad (2020) also improved upon the fundamental ideas of SWOT analysis, which calls for a thorough examination of both an organization's internal and external environments. The organization may create a more focused and targeted strategy by determining its external opportunities and threats in addition to its strengths and limitations. In conclusion, SWOT analysis is an essential strategic tool in contemporary organizational management.

Strengths

Burger King emphasises several advantages in the industry. First of all, its broad distribution across regions ensures a large market and clientele. The brand has maintained an ongoing revenue stream and quick expansion as to a strong franchise structure. Furthermore, Burger King has consistently consolidated its market position by drawing in price-conscious customers with its value menu approach. In order to satisfy the vast range of demands of customers, the company keeps innovating its goods and providing a variety of options. In the meantime, client loyalty and consumer connection are further enhanced by its effective marketing campaigns and digital strategy. In conclusion, Burger King's superb brand image, thorough marketing strategy, and effective service have given it a significant competitive edge in the fast food industry.

Weaknesses

There are some difficulties for Burger King additionally. Its extremely small market share in the morning category prevented it from becoming readily accessible during crucial hours of the day. Moreover, Burger King's market performance was below expectations in the coffee segment. Meanwhile, strategic growth and market expansion have been hindered by the brand's strong dependence on the franchise structure. Due to the growing diversity of consumer demands, Burger King confronts the problem of meeting a wide range of customer wants, particularly given the restrictions in offering healthy vegetarian alternatives. In addition, its profitability and brand positioning could be impacted by an over dependence on the value menu approach.

Opportunities

Burger King harbours huge growth potential. Firstly, growing the customer base will be facilitated by the integration with the meal delivery platform. Burger King may enhance its brand image by putting ecologically friendly procedures and sustainable tactics into reality, as sustainability is a global trend. In the meanwhile, constant menu innovation can adapt to shifting customer demands and tastes while keeping a competitive edge. The convenience and happiness of customers may both be increased by growing the service network. Enhancing digital marketing tactics may raise brand recognition and loyalty while strengthening consumer-brand connection. Lastly, brands may attain more lucrative worldwide expansion and greater market penetration by becoming global.

Threats

Burger King faces a lot of possible enemies. First, when customers restrict high-calorie foods and focus their health, traditional goods may see a decline in sales. Dietary choices can also be influenced by economic instability, which includes inflation and shifting buying power. Concurrently, rising costs for raw materials might lead to an increase in production costs. Furthermore, Burger King could need to make changes to its operations in order to adhere to strict regulatory requirements. In this extremely competitive industry, maintaining market supremacy requires constant innovation and strategic modifications.

Porter's Five Forces Analysis

Porter's Five Forces model provides a crucial foundation for understanding how businesses might gain a competitive edge in the sectors they operate in. According to

Tony Grundy (2006), the model aids businesses in comprehending the risks and competitive dynamics of the sectors in which they work. Duncan Duke (2020) goes on to say that Porter's methodology enables business owners to learn more about a variety of industry facets in order to create plans that work better. Furthermore, Ewan Sutherland (2014) concurred with Michael Porter's opinions, particularly in light of the new economy. He contends that a helpful place to start when analyzing the external world is using Porter's five forces model. When combined, Porter's Five Forces approach has aided businesses in gaining a stable competitive edge in a cutthroat marketplace.

Competitive Rivalry or Competition

Recognizing the highly competitive nature of the fast food sector, Burger King competes with many competitors. Customers possess a plethora of alternatives, intensifying competition among brands. These competitors span a variety of categories, from quick food franchises to luxury businesses. Low switching costs further complicate matters. In this context, Burger King requires continual innovation and improvement in service quality, to retain its existing customer base and attract new customers, taking into account the cost-effectiveness of brand choices.

Bargaining Power of Buyers or Customers

Customers wield enhanced bargaining power. Primarily, with negligible switching costs, consumers can effortlessly alternate between fast food brands, making Burger King difficult to maintain customer loyalty. Moreover, the abundance of substitute goods and services in the market gives consumers ample choices, allowing them more discretion to make decisions based on their unique needs and customs. However, despite the modest influence of consumer associations, their involvement could still exert some impact on Burger King, particularly in pricing strategy, product excellence, and consumer defense. Therefore, Burger King necessitates a meticulous analysis and satisfaction of consumers' needs and anticipations to deliver superior products and services to bolster its market competitiveness.

Bargaining Power of Suppliers

Supplier power is significant during negotiations. First, Burger King's plethora of suppliers reduces the bargaining leverage of an individual provider. Secondly, through partnerships, it can secure consistent product supply due to substantial volume. However, suppliers' involvement in operational activities is limited to service provision and raw material procurement rather than active participation in Burger King's operations. Therefore, strengthening supplier relationships remains pivotal for

Burger King to secure consistent supply, quality, and pricing to meet business operations and consumer demand.

Threat of Substitutes or Substitution

Customers have an inclination towards alternate offerings, potentially from diverse fast food chains or catering services, due to lower transference costs. Secondly, there is an abundant selection on the market, including nutritious meals and takeouts. Increased substitutability impacts brand loyalty while presenting customers additional alternatives. Nevertheless, consumers are more likely to shift towards substitutes if they offer superior value, taste, or efficiency. Consequently, to resist the threat of substitutions and uphold customer satisfaction and loyalty, Burger King must constantly innovate new products, enhance the quality of current offerings, and improve customer interaction.

Threat of New Entrants or New Entry

Intrusive risk from new entrants is moderate. Potential competitors could capitalise on lower switching costs to sway loyal Burger King customers. Moreover, newcomers may experience a moderate cost handicap due to factors like brand visibility and supply chain prowess. However, the total cost of entering the fast food market is also of medium variety, indicating that a new entrant with sufficient means and strategies can establish a strong market position. Burger King needs to continuously strengthen its brand recognition, streamline its supply chain, improve service quality, and devise differentiation strategies to differentiate itself from potential competition.

An examination of Burger King's external marketing ecosystem reveals complexities that include both opportunities and challenges. Such market dynamics stem from competition and change. Nevertheless, Burger King has intrinsic strengths. The broader context of this analysis provides both challenges requiring resolution and opportunities for improvement in market positioning and profitability. Burger King should consistently tailor its strategy to local conditions, proactively exploit opportunities, and counter potential threats to maintain its market competitiveness and foster prospects for continued success.

III. Marketing Strategy Analysis and Evaluation

Target Market Analysis

E. Green Paul and Abba M. Krieger (2019) stress how crucial it is to understand audiences and target them precisely in order to transmit marketing messages more successfully and draw in target consumers. According to research by J. Aaker and Anne M. Brumbaugh (2020), focused marketing may have a negative impact on non-unique customer groups but has a greater beneficial impact on unique consumer groups. This underlines that while determining target markets, tailored marketing tactics should take into account the distinctiveness of each customer and the features of the group.

Burger King has determined that men between the ages of 18 and 35 make up the majority of their target market after doing extensive market research and consumer behavioral analysis. This choice was made in light of several considerations, such as the age group's inherent affinity for Burger King's offerings, the frequency of consumption consistency, and the significant dependence on fast food. Burger King thinks that by concentrating on this particular target demographic, it will be possible to increase customer loyalty and turnover.

Based on Burger King's annual customer segment report, it can be inferred that the fast food chain primarily caters to male customers between the ages of 18 and 35. These consumers visit the establishment nine to sixteen times a month, making up almost half of all shop visits despite making up only 18% of the total customer base. The business analysis shows that Burger King is clearly segmented into several key market segments:

- Blue-collar workers: Due to their fast-paced lifestyles and possible family obligations, they want easy catering options that fit into their schedules.
- Households with moderate to low incomes, particularly those having kids.
- Professionals and students: including youthful white-collar workers and occupied college pupils.
- Fast food enthusiasts: they are customer segments that have a certain inclination for fast food.

Burger King has implemented a comprehensive marketing approach to effectively attain heightened appeal to this crucial target demographic. In particular, the business has carried out highly customized marketing efforts that include significant and in-depth TV and other traditional media advertising in addition to the placement of promotional pictures on social media platforms. Furthermore, a variety of advertising programs and packages, like the well-liked "Superfan" bundle, have been tailored for this particular market.

It is evident from close observation and analysis of sales figures, consumer contentment, and market feedback that Burger King's exact target market approach is producing noteworthy and advantageous outcomes. Burger King's careful market research and focused targeting have led to a rise in the company's brand recognition and customer loyalty.

Selection of Media

Social media integration within marketing strategies serves as a vital tool, fostering direct customer communication and engaging consumers. An examination by W. Mangold and David J. Faulds (2009) reveals that social media platforms facilitate hybrid multiples, enabling businesses to manage consumer discourse. Ashish Kumar and R. Bezawada (2016) argue that business-issued social media content favorably influences consumer behavior, particularly increasing acceptance, synergizing with email marketing and television advertising. Lastly, Reto et al. (2017) expand on the essential elements required for effective social media marketing alignment with a company's broader objectives.

Burger King uses a range of communication platforms to carry out key marketing objectives. First off, Burger King uses a targeted radio advertising campaign to actively encourage customers to make purchases as soon as they walk into the store. Second, it mixes cutting-edge digital channels, particularly with focused digital marketing. Burger King uses social media sites like Instagram and Twitter to communicate directly with its target audience by creating interesting content and interactive advertisements. Take the inventive "Whopper Freak-out" video clip, for instance. Regarding TV commercials, Burger King's sales and brand recognition have undoubtedly grown thanks to the "King" themed series, for instance.

Social media and internet advertising have emerged as crucial platforms in the digital era for reaching a youthful, tech-obsessed consumer base and boosting brand exposure. Burger King's online strategy, and their especially its Instagram and Twitter ads, has proven effective in drawing in an important amount of youthful customers, increasing brand visibility and engagement.

First of all, Burger King puts a strong focus on its digital and internet strategy and understands it well. Burger King realizes the potential worth of social media sites like Instagram and Twitter, which are popular among younger consumers. This tactic demonstrates how the Internet may establish strong ties with specific audiences in addition to being a powerful instrument for advertising. In the meanwhile, Burger King made the decision to use radio advertising since it offered them rapid option and was based on their extensive understanding of drive-thru customer behavior. Furthermore, Burger King was able to give the audience distinctive and memorable advertising material with the "King" series of TV commercials, enhancing its brand

position and competitive edge in the market.

IV. Conclusion

There are clear advantages and possible drawbacks to Burger King's marketing environment and approach after a thorough analysis. First, by using SWOT and Porter's Five Forces analysis, we were able to obtain a thorough understanding of Burger King's internal strengths as well as the external competition challenges.

With its strategic geographic placement, powerful brand equity, and ongoing product innovation, Burger King has established exceptional market competitiveness. This is particularly obvious in the target market selection process, which not only identifies a clear age hierarchy but also precisely reflects the customer segments that place a high value on convenience, effectiveness, and affordability. However, there might be hazards to Burger King's expansion from outside sources including rivalry, supplier negotiating power, the prospect of new competitors, and substitute performance.

In terms of media choice, Burger King still needs to be adaptable and creative in the face of quick changes in consumer behavior and technology advancements in order to appropriately modify its marketing strategy to meet the varied demands of contemporary consumers, even with its well-defined strategy and substantial investment.

In conclusion, despite Burger King's many impressive marketing triumphs, the company must continue to concentrate on and modify its approaches, particularly in the areas of media selection, target market identification, and consumer demand satisfaction, in order to keep up with the dynamic market landscape and evolving demands of its customers. Burger King can only succeed in the long run and hold onto its top spot in the fiercely competitive industry in this manner.

V. Recommendations

- **Deepen Target Market Strategy Optimisation:** It is advised to expand the target market to account for the subtle distinctions among age groups and customer preferences, even if Burger King has explicitly targeted the male consumer sector between the ages of 18 and 35. To generate more individualized goods and services for various markets, this may be accomplished by performing in-depth market research and gathering customer insights.
- **Diversified Media Strategy Expansion:** Given the variety of media that customers currently consume, Burger King ought to expand the reach of its marketing campaigns. To reach a larger audience, Burger King can look at marketing options on other digital media platforms (such as Instagram, X, YouTube, etc.) in addition to the current internet and TV advertisements.
- **Enhanced Brand Interaction and Engagement:** Burger King has the ability to further enhance brand loyalty and consumer engagement by arranging online events, introducing time-limited special offers, or fostering intimate customer relationships with "hardcore fans" and other devoted consumer groups.
- **Continuous Innovation of Products and Services:** Burger King should keep coming up with new ideas for its goods and services in order to meet the increasing need from customers for creative, inventive, and diverse food offerings that are nutritious. In addition to helping the organization keep its competitive edge in the market, this will draw in additional prospective clients.
- **Strengthening Cooperation with Suppliers and Partners:** Amidst supply chain obstacles and the requirement to guarantee the sustainability and quality of raw materials, Burger King ought to fortify its intimate collaboration with suppliers and associates, establish enduring and dependable alliances, and jointly investigate inventive resolutions.

In summary, Burger King must constantly modify and improve its marketing strategies, pay special attention to the shifting needs of consumers, and actively react to the newest technological and market trends if it hopes to preserve its top spot and experience sustainable growth in the fiercely competitive market environment. Burger King hopes to boost its market share, establish long-term sustainable growth, and further solidify its brand position by putting the aforementioned recommendations and actions into practice.

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