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*“A Comparative Analysis of International Market Entry Strategy and
Marketing Mix: KFC in India and China”*

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Section 1: International Market Entry Strategy and Marketing Mix Analysis

1.1 Introduction

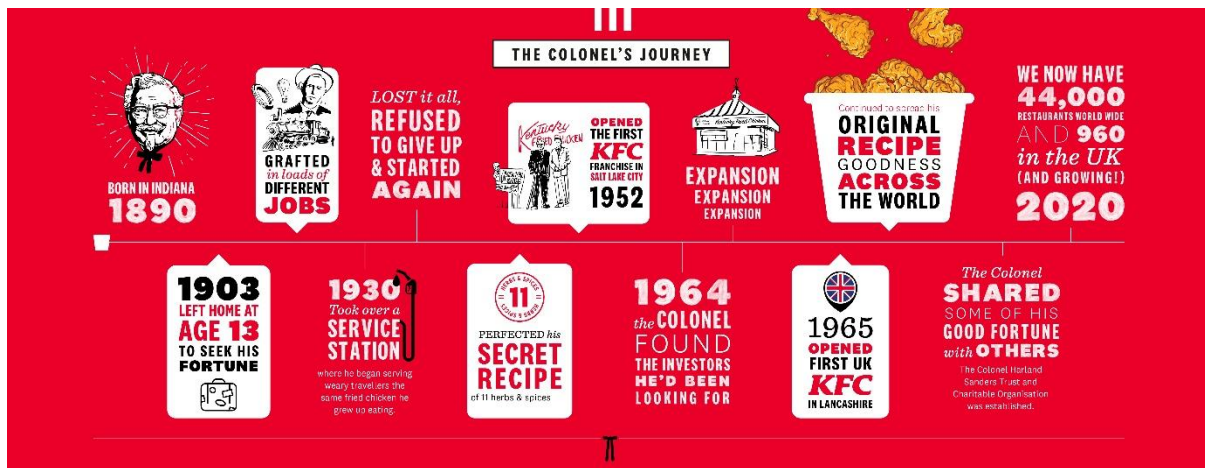


Figure 1: The Journey of KFC (KFC, 2020)

KFC was founded by Colonel Harland Sanders in 1952 and has grown to become one of the most recognisable fast-food chains in the world, and more so in the fried chicken sector (KFC, 2026). With its headquarters based in Louisville, Kentucky, the company has more than 30,000 outlets spread across over 150 countries, and its widespread global presence and stance in the quick-service restaurant marketplace are worth noting (KFC, 2026). One of the key aspects of KFC is its original chicken, cooked in a mixture of 11 herbs and spices that has been a memorable component of the brand image over the decades (Shibu, 2025; Zilberman, 2024). KFC has been able to tailor menus and advertising strategies to local tastes, eating habits and cultural expectations, which have helped it to expand globally.

This report focuses on the way KFC uses its international marketing strategy in India and China, which are the two big Asian markets where the brand has already gained a strong presence, but the macroenvironments, cultural, and competitive environments differ. It will initially compare the market environment of the two countries, then discuss the STP and 7Ps strategies of KFC, as well as its directional development strategy in India, ethical issues in both markets, and finally give recommendations and final analysis.

1.2 Comparative Analysis of the Market in India and China

1.2.1 PESTEL Analysis of India

Factors	Analysis
Political	India remains attractive for multinational foodservice brands because government policy continues to support growth, infrastructure and formal-sector investment. World Bank data show that India's GDP reached US\$3.91 trillion in 2024, while DPIIT reports cumulative FDI inflows of US\$1.07 trillion from April 2000 to March 2025, indicating a large and investable market (World Bank, 2025; PIB, 2025). In the case of KFC, this political environment enhances outlet expansion, enhancement of suppliers and logistics. The federal system in India however implies that companies need to contend with national regulations as well as state licencing, labour management and local compliance which would delay implementation and increase costs of transactions by foreign brand names in India.
Economic	India is a scale, yet the environment of demand is skewed and very sensitive to prices. As of 2024, real GDP increased by 6.5 percent, GDP per capita stood at US \$2,694.7, inflation was 5.0 percent and unemployment was 4.2 percent (World Bank, 2025). According to Reuters, the household demand was resilient with a 6.9% year-on-year growth in private consumer spending in the December 2024 quarter (Ohri, 2025). However, KFC India franchisee Devyani International was forced to take [?]99 promotional deals and same-store sales at KFC India declined by 7 percent, indicating that inflation and low discretionary spending can easily influence fast-food demand (Reuters, 2024).
Social	The demographic makeup of India is a major boost to the market potential of KFC. The UNFPA projects the population of India to be 1.4639 billion in 2025, with 37.1% population residing in urban locations, and 806 million population internet users by the

	beginning of 2025 (UNFPA, 2026). This forms a big pool of youthful, urban and digitally savvy consumers who have a higher likelihood of buying convenient branded meals. The social environment of India is however not a homogeneous place. Religion, vegetarianism, family diet, taste preferences and price sensitivity are all factors that influence the consumer food preferences (Shamal and Mohan, 2017).
Technological	The Indian digital ecosystem provides KFC with important marketing and operational benefits. According to DataReportal, there are 491 million identities of social media users in January 2025, which supports promotions via apps, influencer marketing and location-based advertising (Kemp, 2025). Moreover, the UPI system offered by NPCI has promoted low-friction digital payments to the mainstream, which facilitates delivery and in-store ordering (NIC, 2016). Such technological environments reinforce the omnichannel strategy of KFC. However, the process of digital transition in India is uneven. The gender and rural-urban differences in the use of the Internet are persistent, which implies that digital-only marketing would not cover the full population (Khan, 2022).
Legal	The legal environment in India is easy to manage, but strict in terms of compliance with fast-food chains. The Labelling and Display Regulations provided by FSSAI presuppose the presence of necessary food information on the premises where food is manufactured, processed, served and stored, and transparency and standardisation are operationally significant to KFC outlets (Shukla <i>et al.</i> , 2014). On top of food regulations, franchising, labour legislation, health inspection and local licenses form a multi-layered system of compliance. Legal compliance is not a formal requirement for KFC, but also a reputational concern since any food safety failure or labelling errors can destroy brand trust in a competitive market rapidly.

Environmental	Indian restaurant brands are under environmental pressure. Since 1 July 2022, the Government of India has prohibited single-use plastic items that are listed and reinforced the provisions with national and state-level control systems (PIB, 2022). This has a direct impact on takeaway packaging, straws, cutlery and other restaurant consumables. In the case of KFC, the implication is also evident: expansion in India should be accompanied by recyclable, paper-based or reusable packaging. Environmental compliance is thus a regulatory and strategic challenge.
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1.2.2 PESTEL Analysis of China

Factor	Details
Political	KFC continues to find China a strategically important market due to policy consistency, good capacity and sustained support of domestic consumption. Based on official statistics, the Chinese economy expanded by 5.0 per cent in 2024, fulfilling the governmental forecast, which implies the existence of comparatively predictable macro-policy conditions of large consumer brands (National Bureau of Statistics of China, 2024). In the case of KFC, this facilitates a long-term growth of outlets, supply chain, and digital alignment. The operating environment of China is also very state-regulated, though, and foreign brands should be very close to food, advertising and data regulations. Practically, there is political opportunity, which is, however, associated with strong regulatory compliance and localisation instead of an entirely standardised global approach (Reuters, 2025).
Economic	China promises quantity, yet high competition and less consumer demand than previously. The National Bureau of Statistics reported 5.0% GDP growth in 2024 and an average urban surveyed unemployment rate of 5.1%, with Reuters

	reporting a 3.5% growth in retail sales in 2024 with state stimulus support (National Bureau of Statistics of China, 2024; Weilan, 2025). However, the Chinese restaurant industry confronted intense price wars, with almost 3 million restaurant enterprises going bankrupt throughout the nation in 2024 (Chen <i>et al.</i> , 2025). This implies that market size is an advantage of KFC, but profitability hinges on efficiency, pricing discipline and scale advantages instead of demand growth alone.
Social	China's social environment remains highly favourable for quick-service restaurants because of urbanisation, busy lifestyles and familiarity with Western fast-food formats. By the end of 2025, China's permanent urbanisation rate reached 67.89%, up from 2024, while the total population stood at 1.40489 billion (National Bureau of Statistics of China, 2026). KFC also benefits from deep cultural embeddedness: Yum China reported 11,648 KFC stores by the end of 2025, showing that KFC is no longer a niche foreign entrant but a mainstream urban food brand (Yum China, 2026).
Technological	China offers one of the most robust digital infrastructures for the omnichannel model of KFC in the world. As of December 2024, CNNIC reported internet user numbers at 1.108 billion with 78.6 per cent internet penetration, and official reporting also reported 4.19 million 5G base stations as of November 2024 (SCIO, 2025; Xinhua, 2025). This allows ordering of apps, integration of digital loyalty programmes and scale-delivery. By early 2026, the company had over 590 million loyalty program members, and the volume of transactions through digital ordering remained very high (Yum China, 2026).
Legal	The Chinese legal environment is also stringent for foodservice companies, especially on food safety and supervision. In March 2025, the Chinese government announced a new food-safety

	rule to enhance supervision in the entire farm-to-table chain, including organised regulatory measures and increased oversight (Xinhua, 2025b; Guo <i>et al.</i> , 2019). In the case of KFC, this increases the significance of traceability, monitoring of suppliers, control of the kitchen and transparent quality assurance. The risk of lawsuits is also high since food brands in China are closely monitored by society and government; any incident, however isolated, can destroy trust within a short period.
Environmental	In China, environmental control is getting extremely important in the operations of restaurants, particularly in packaging and takeaway consumption. The official instructions were that single-use, non-degradable plastic items would be phased out of the restaurant business in cities and scenic locations by the end of 2022, and further implementation would take place after that (Liu <i>et al.</i> , 2022). This is key to KFC since a significant portion of its business in China is delivery and takeaway. Cost design, procurement and cost structure are thus environmental pressure issues. Strategically, sustainable packaging is becoming a necessity, not just due to compliance but also due to the need to be legitimate in a market where government sustainability requirements are becoming progressively tougher.

1.2.3 Comparative Discussion of Consumer Behaviour and Culture

Consumer behaviour and culture among Indians and Chinese are vastly different, and KFC must localise beyond a typical global fast-food model. Religion, vegetarianism and price sensitivity are some of the key factors that influence food choice in India. In early 2025, India had 806 million internet users, yet consumer spending in fast food restaurants has been conserved, and KFC franchisees are trying to use discount deals like [?]⁹⁹ meals to encourage demand (Reuters, 2024b). This implies that Indian buyers are very value-conscious and sensitive to affordability-based promotions. Simultaneously, menu acceptance will be a matter of cultural adaptation since a significant portion of consumers will either avoid beef altogether or will choose

vegetarian and more spicy versions, and localisation will be the focus of relevance instead of a minor marketing strategy.

In China, consumer behaviour is more urban, digitally integrated and convenience-oriented. By December 2024, China had 1.108 billion internet users and an urbanisation rate of 67.89% by the end of 2025, which provides favourable conditions for app ordering, delivery and loyalty ecosystems (Xinhua, 2025a). As of 2024, Yum China reported 11,648 KFC locations, meaning that KFC has become a part of daily urban life and is no longer a foreign novelty (Yum China, 2026). Research indicates that KFC's success in China has been strongly associated with pronounced localisation, such as Chinese breakfast, family-friendly dining styles and menu localisation (Zhang *et al.*, 2014).

1.3 Comparative Analysis of STP Strategy

1.3.1 India: Market Segmentation, Target Audience, Positioning Strategy

Factors	Details
Segmentation	KFC has a multi-layered segmentation in India. Geographically, it covers metros and smaller cities: Devyani International will reach 100 KFC restaurants in FY2024-25, bringing KFC India to 696 stores by 31 March 2025, and growing in metros, non-metros and emerging towns (Devyani International, 2025). This implies strategic division by city level and development pathway, and not just high-end urban agglomerations. The wider Indian QSR market is demographically desirable as over two-thirds of the population is below 35 years old, and the market was estimated at US 25.5 billion in 2024 (Reuters, 2024b). KFC is behaviourally segmenting consumers based on value, convenience and channel usage, which is backed by investments in digital ordering and omnichannel interaction. Historically, the cultural acceptance of Indian fast food has been based on vegetarian food and the avoidance of beef and pork.
Target	KFC India's primary target audience is urban and semi-urban Gen Z and young adults, especially digitally connected consumers

	seeking affordable, convenient and flavour-led meals. Devyani explicitly states that KFC's strong appeal among Gen Z is central to its growth strategy, and the brand used influencer collaboration with CarryMinati to deepen this connection (Devyani International, 2025). At the same time, value remains critical because fast-food demand in India has been pressured by the cost of living; Reuters reported that KFC India relied on promotional offers and that same-store sales fell 7% in 2024 (Devyani International, 2025).
Positioning	KFC's positioning in India can be understood as affordable, convenient and culturally adapted fried chicken for young, modern consumers. Its positioning is built around "value and convenience", but also around Indianised menu innovation, such as regional flavours, spicy variants and vegetarian products. This is reinforced by digital campaigns, social-media-led engagement and stronger online ordering systems. Therefore, KFC is positioned not as a purely foreign brand, but as a global QSR adapted to Indian tastes, budgets and lifestyles (Goyal and Singh, 2007). That positioning is strategically appropriate in a market where young consumers value taste, quality, hygiene and variety, but remain highly price conscious.

1.3.2 China: Market Segmentation, Target Audience, Positioning Strategy

Factors	Analysis
Segmentation	The segmentation of KFC in China is wide but very structured. Geographically, it is aiming at major metropolitan markets and also low-tier cities. According to the 2024 Annual Report by Yum China, KFC had 11,648 stores in 2,200+ cities by the end of 2024, which indicates that the brand has not only covered high-income coastal cities but also a large portion of inland and new urban centres (Yum China, 2026). KFC segment the consumer across the consumption occasion, such as breakfast, lunch, dinner, coffee and delivery, behaviourally. This is anchored with

	diversified formats like traditional restaurants and KCOFFEE add-ons. Segmentation is highly developed digitally: at the end of 2024, the loyalty programme of KFC had more than 490 million members and made approximately 65% of all sales within the KFC system (Yum China, 2026).
Target	KFC China's target audience is primarily urban and semi-urban consumers seeking convenience, affordable indulgence and digitally integrated food consumption. Its strongest target segments include young professionals, students, families and app-based repeat customers. Reuters reported in February 2026 that Yum China's digital loyalty programmes had surpassed 590 million members, representing over 40% of China's population, which shows that KFC is heavily oriented toward digitally engaged mass consumers rather than a narrow niche (Cunningham, 2026). At the same time, Yum China has responded to weak discretionary spending by widening price points and offering more entry-level products.
Positioning	KFC's positioning in China can be described as a localised, convenient and digitally connected quick-service restaurant brand for everyday urban life (Bell and Shelman, 2011). Unlike in many international markets where KFC may retain a stronger foreign-brand identity, in China, it is positioned as a familiar mainstream brand with local relevance. This is reinforced by menu localisation, breakfast offerings, delivery integration and family-oriented consumption. Yum China's scale and digital systems strengthen this position, while KFC's long-term success in China has depended on aligning the brand with Chinese food culture and consumption routines rather than selling only an "American fast-food" image (Wu, 2022).

1.4 Comparative Analysis of KFC's International Marketing Mix (7Ps)

1.4.1 7P of Marketing: India

Element	Analysis
Product	The product strategy of KFC in India is highly localised as opposed to standardised. In addition to its regular fried chicken, the India menu incorporates vegetarian options and rice-based dishes, like Veg Zinger and Rice Bowlz, which demonstrates the adaptation to Indian food habits and the significance of non-meat and familiar meal types (KFC, 2026). This is part of broader indications that the acceptance of fast-food in India is contingent on the match with local taste, spice taste and dietary standards instead of a strictly Western menu (Goyal and Singh, 2007).
Price	KFC India applies a value-based pricing model since the market is very price sensitive. The brand heavily advertises low-entry deals, including "2 pc Hot and Crispy Chicken at Rs 99", and according to Reuters, promotional discounting was employed to boost demand under unfavourable consumer spending circumstances (KFC, 2026). This pricing strategy is necessary since same-store sales at KFC India dropped by 7% in 2024, meaning that affordability is a significant traffic stealer (Reuters, 2024a).
Place	The place strategy that KFC uses in India is more physical expansion and expansive market coverage. Devyani International added that KFC India experienced expansion by 31 March 2025, with the number of stores rising to 696, with the core brands of the company expanding to 280+ cities in India (Devyani International, 2025). This shows a distribution strategy beyond metros to Tier I and Tier II cities that enhances accessibility and consumption in proximity.
Promotion	KFC India is a highly dependent online and youthful promotion. Devyani pointed out that the audience connection was reinforced

	via innovative campaigns, festive deals and brand offers, with the company also mentioning a CarryMinati collaboration to enhance relevance among the Gen Z consumers (Devyani International, 2025). It indicates that the marketing mix of KFC in India involves the use of celebrity/influencer attractiveness, discounts, and social-media interaction to keep the brand alive in an overcrowded QSR environment.
People	In India, people are core in creating the service delivery done by KFC since the fast food is not only evaluated by the food quality but also by the hygiene, speed and contact with staff. KFC focuses on food safety, customer-centric performance and brand operational uniformity, which rely on training frontline staff and management control (Devyani International, 2025). Service staff directly influence brand trust in a market where consumers are increasingly using organised QSRs because they are reliable and clean.
Process	The process strategy of KFC India is becoming more omnichannel. Its ordering system is framed by delivery, pick-up and dine-in, which enables consumers to cross channels with low friction (KFC, 2026). This plays a valuable role in a convenience-based food market in India, where online ordering, promotional redemption, and fast delivery impact purchase. Standardised operating processes also help in quality control within a fast-growing network of stores.
Physical Evidence	KFC India has branded stores, packaging, digital interface and the obvious display of a clean eating space as a form of physical evidence. According to Devyani, an organised QSR development in India is being led by the need to have hygienic, convenient, and branded food, particularly in Tier I and Tier II cities (Devyani International, 2025). Thus, the store atmosphere, sanitation and familiar brand signs are not cosmetic concepts; they are a part of KFC's value proposition in India.

1.4.2 7P of Marketing: China

Element	Analysis
Product	The approach of product strategy used by KFC in China is rooted in profound localisation, not mere standardisation. In scholarly literature, the localisation of the menu and the diversification of meals into breakfast and other products in line with local preferences allowed KFC to integrate into the local eating cultures instead of staying as a product of foreign exoticism (Zhang <i>et al.</i> , 2014). The 2024 Annual Report of Yum China also mentions format innovation, i.e., KCOFFEE Cafes (Yum China, 2026).
Price	KFC China practices value-oriented pricing that is flexible and in bulk to be competitive in a competitive consumer market. According to Yum China, KFC launched entry price point products to expand its addressable market to show an intention to cater to value-conscious consumers as spending weakened (Yum China, 2026). Reuters also mentioned that there was price intensity in the restaurant market in China in 2024, and almost 3 million restaurant businesses were being liquidated, and hence value pricing became a strategic emphasis throughout the industry (Chen <i>et al.</i> , 2025).
Place	The Chinese place strategy of KFC is anchored on a whopping scale and geographical coverage. As of 2024, KFC had more than 2,200 cities with 11,648 stores in China, which is the largest restaurant distribution system in China (Yum China, 2026). This will enable KFC to not only conquer the demand in the major cities like Shanghai and Beijing, but also the urban markets of the lower ranks, which will support high physical accessibility and brand presence across the country.
Promotion	Chinese promotion is becoming more and more digital, data-oriented and loyalty-driven. According to Yum China, KFC loyalty programme reached over 490 million members as of the end of

	2024, and contributed an average of 65% of KFC system sales, which shows that promotion is tightly linked to the usage of the app, promotions and personalised online communication (Reuters, 2025). By February 2026, Yum China had over 590 million digital loyalty memberships, which is indicative of how heavily KFC is banking on digital ecosystems to promote repeat buying and customer loyalty (Cunningham, 2026).
People	People are important to China since the scale of KFC demands the uniformity of service, quality of food and customer experience in its thousands of units. In 2025, Reuters announced that Yum China introduced the AI-powered Q-Smart assistant in some KFC locations to help managers with staff scheduling, inventory and food-quality inspection, which means that employee performance is being reinforced using technology instead of employing labour intensity alone (Ren, 2025).
Process	The process strategy at KFC China is very digitalised. Yum China said that in 2024, around 40% of the company's sales were delivery sales of KFC, with digital ordering being a very large proportion of company-wide transactions (Ren, 2025). These numbers demonstrate that ordering, payment, fulfilment and customer relationship processes are majorly incorporated in mobile and delivery platforms. This makes it more convenient and helps KFC position itself as an urban everyday food.
Physical Evidence	In China, store design, branded packaging, visible quality cues, and visible app interfaces and quality are physical evidence. The physical coverage of over 2,200 cities makes KFC familiar and builds trust, whereas differentiated formats like KCOFFEE Cafes enhance modern brand identity (Yum China, 2026). These physical brand cues are significant in a highly competitive restaurant business environment in China, as many consumers tend to equate

	clean, efficient and digitally capable restaurants with quality and reliability.
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1.5 Analysis of KFC's Directional Development Strategy in India

The directional development strategy that KFC will pursue in India can be viewed primarily in terms of market penetration and product development, where penetration is the more apparent growth engine at this point. Market penetration is seen in how the brand is expanding physical presence at a great pace, and its application of value-based promotions to attract more frequent purchases in an already served market. Devyani International announced that KFC India has increased the number of stores to 696 by 31 March 2025, and has core brands in 280+ cities, demonstrating KFC is densifying coverage and accessibility instead of moving fully to a new national market (Devyani International, 2025). The same-store sales in the existing KFC stores in India declined 7% in 2024 and 4.4% in the quarter to December 2024, which is why discount-based offers and traffic-generating tactics continue to be the focus of penetration strategy (Reuters, 2024a).

Meanwhile, product development is also critical since the culture of food in India needs localisation. KFC India has adapted to local eating habits and is offering products like the Veg Zinger and Rice Bowlz as opposed to simply using a standard global chicken menu (KFC, 2026). This substantiates the fact that fast-food acceptance in India relies excessively on local flavour adaptation, vegetarian preference and cultural suitability (Pradhan, 2018). Thus, KFC is not growing in India by just selling more of the same product to more people, but also by narrowing the offering to the Indians' tastes and consumption behaviour.

1.6 Evaluation of Ethical Issues in KFC's Marketing Mix

The KFC marketing mix is subject to various ethical concerns in India and China, but the main similarity is that there is a conflict between commercial growth and consumer welfare. The primary ethical issue in India is associated with promotion and pricing (Ghosh-Jerath *et al.*, 2024). KFC has been using aggressive value propositions, like [?]⁹⁹ chicken offers, to drive demand in a market in which same-store sales have been declining by 7% in 2024, with Devyani subsequently reporting much more aggressive advertising expenditures to bring traffic back (Devyani International, 2025). Although this is a commercially feasible strategy, it is ethically controversial since it promotes regularly eating high-energy fast food among young, price-sensitive consumers in a country where fast-food consumption among adolescents is steadily increasing (Reuters, 2024a; Joseph, 2015).

The ethical concerns in China have been more directly associated with product safety and supply-chain integrity. Through a supply chain audit of 8 of 19 chicken batches supplied by Yum in 2010-11, Reuters discovered that the information contained high amounts of antibiotics, and the 2014 Shanghai Hushi scandal involved repackaged expired meat and forging shelf-life dates on large fast-food customers, including KFC (Reuters, 2012; China Daily, 2014). These events brought up profound ethical issues since customers were not just being influenced to purchase unhealthy items, they were also at risk of using dangerous items due to sourcing failures, monitoring and quality control failures. Consequently, the ethical dilemma in India is more of the social impacts of pricing and promotion, whereas that in China is more of food-safety regulation and trust in the supply channel.

1.7 Recommendations for KFC's Future International Marketing Strategy

KFC ought to use other international marketing priorities in India and China since the two markets experience different constraints. In India, the data indicates that KFC ought to abandon the broad-discount-based growth in favour of a more intense value-plus-localisation approach. At KFC India, same-store sales declined by 4.4 per cent in late 2024, with subsequent reporting indicating that profit performance was strained by increased advertising costs and ongoing poor discretionary demand in 2025 (Reuters, 2024b). This means that, when done over and over again, deep promotions may underpin short-term traffic but undermine margins and condition consumers to wait to get a deal and not purchase at the normal price. KFC ought to apply a tiered pricing architecture accordingly: maintain entry-level deals with price-sensitive customers, but increase average spending with bundled regional deals, limited-time spicy deals, and app-only upselling with frequency information. It must also go further and localise beyond token vegetarian items by developing more regionally oriented formats as culture fit continues to be a major determinant of fast-food acceptance in India (Goyal and Singh, 2007).

KFC China needs to emphasise quality-oriented online development rather than price wars. According to Reuters, nearly 3 million restaurant corporations in China fell apart in 2024, which is a sign of a devastating rivalry, and the 2024 performance of Yum China suggested that KFC was of monolithic size, digitally faithful, and had rapid delivery. This puts KFC at a competitive edge that other small competitors will hardly match (Yum China, 2026). Instead of competing on price, the company can use its loyalty platform and delivery system to drive personalised offers, premium convenience, products such as coffee and breakfast, and build trust in quality and food safety. This sustainable growth in a deflationary market will be lower, since blanket discounting and higher, because of customer retention, differentiated dayparts and supply-chain credibility.

1.8 Conclusion

In conclusion, the comparison indicates that India has good long-term growth potential due to its young demographic, urbanisation and increased demand in organised quick-service restaurants and yet the market is very price sensitive and culturally heterogeneous. China, in its turn, offers scale, digital complexity and a very strong sense of familiarity with KFC among the consumers, though competition and food safety are highly stricter. The STP and 7ps strategies in the two countries thus embody various priorities, which are affordability, localisation and entry-level value in India, and convenience, digital loyalty and mainstream brand integration in China. It is also revealed in the analysis that ethical issues are still on the agenda, especially in India and supply-chain trust in China, and promotional responsibility.

Section 2: Reflective Account

2.1 Description

When undertaking this first section of this assessment, I conducted research and analysis of the international marketing strategy of KFC in India and China, in terms of macroenvironment and STP, the 7Ps, directional development in India and the ethical issues and recommendations. I chose the topic because the scale of KFC is very large in the world, as it has over 30,000 restaurants in over 150 countries and territories, and it is a good argument for comparing international adaptation in two major Asian markets. I used the search of recent company reports, articles in Reuters and academic literature as the research materials and divided the content into the parts that aligned with the assignment brief (Markkanen *et al.*, 2020). I applied PESTEL in comparing the two national markets, STP in analysing market focus, and 7Ps in analysing the efficiency of KFC's marketing mix pragmatic adaptation.

2.2 Feelings

I was quite confident on the subject at the beginning since KFC is a well-known brand in the world, but I actually discovered that writing on the assignment level is a lot more than just knowing general information (McCarthy, 2011). I was confused because I observed that India and China were so dissimilar regarding cultures, regulations, price pressure and digital consumer behaviour. Other issues that I feared were using descriptive data, not an analysis. Nevertheless, I felt more confident as I accumulated evidence since the sources started to display anything obvious. Affordability and cultural food preferences had a powerful influence on India, whereas digital ecosystems, scale and supply-chain trust had a greater influence on China. Reflective writing is useful as it allows learners to transition beyond mere task execution to self-understanding and futuristic learning, and I felt this firsthand during this assignment (Alt *et al.*, 2022).

2.3 Evaluation

begin with, I adjusted the format of my report to the brief so that the likelihood of having to omit important requirements was minimised. Second, I employed concrete evidence as opposed to general assertions. To illustrate this, I used store numbers, same-store sales decrease, loyalty membership and market-level digital statistics to illustrate my

points. Third, the comparison of India and China helped me develop better critical thinking since it required me to provide reasons why KFC employed diverse strategies in the two markets. Nevertheless, not all things worked out. Sometimes I was overly preoccupied with gathering facts, and this could have turned my writing into too much description. I could also see those certain parts, especially the ethical issues section, needed closer consideration since I needed to differentiate between the proven controversies and the general criticism of fast food. Scholarly work on the topic of reflective writing has indicated that this writing method encourages the use of higher-order thinking, although only when writing involves an active linking of evidence, inference and self-improvement as opposed to merely describing events (Cowan, 2013).

2.4 Analysis

In retrospect, the most robust aspect of my process consisted of the manner in which I shifted between information collection and analysis comparison. During the early stages, I gathered company and news information without necessarily inquiring how that information responded to the assessment question. I grew increasingly choosy as I went on. As an illustration, I did not simply record that KFC had numerous stores in China, I used that information to demonstrate why the place and promotion strategies KFC used in China were based on scale, online loyalty and habits consuming in the city. Similarly, consumer price sensitivity and cultural food norms in India were associated with promotional pricing and localisation of the product. This is a significant change from description to interpretation. Higher education reflective writing is relevant in linking academic practise and professional judgement, whereas reflective journal writing can enhance lifelong learning, self-regulation and professional practise (McCarthy, 2011; Alt *et al.*, 2022).

2.5 Conclusion

On the whole, this assignment enhanced my subject knowledge, as well as my academic process. I also learned that the international marketing strategy cannot be measured in an appropriate manner using a one-size-fits-all vision. The localisation, pricing, distribution, and digital capabilities, as well as ethical management, have various combinations that allow KFC to be successful in India and China. I also got to know that my personal research process is better when I start with the assessment

criteria, selectively collect evidence and follow it with theory to arrange interpretation. Above all, I learned that no academic work can be independent of reflection; it is involved in its enhancement. According to the studies, more reflective writing is correlated with higher academic performance in a particular assessment format (Tsingos-Lucas *et al.*, 2017).

2.6 Action Plan

In future tasks, I would make three changes. To begin with, I will organise a matrix of evidence earlier, and each of the sources will be classified within the specific structure or area where it will be utilised. This is supposed to prevent excessive gathering of information. Second, I will also write the paragraphs by writing the analytical topic sentence first before I write paragraphs, so that the evidence can be chosen first to support an argument and not be added later on. Third, I will create some time to engage in formal reflection at the close of every significant section and inquire of myself whether I am continuing to describe or actually analysing. It is significant as the reflective practise was proven to facilitate planning, adaptation and control in higher education, which is crucial to better academic writing and further professional decision-making (Cowan, 2013).

3. References

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