



Module Title: International Marketing: Principles and Practices

Module Code: LCMB7026

Assessment Title: Assessment Component 1: Individual Report

Report Title: International Marketing Mix Analysis of KFC: A Comparative Study between the United Kingdom and India

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Word Count: 5000 words

Submission Deadline: 24th April 2026 by 2PM

Executive Summary

This report has critically examined the international marketing mix of KFC by comparing its strategies in United Kingdom and India which are two markets that are vastly different in context of economic conditions, cultural values and consumer behaviour. The critique has shown that the UK is a mature and convenience-oriented market, whereas India is a culturally complex environment in the process of rapid growth and requires more strategic adjustments.

The comparative results revealed that KFC follows a rather standardised strategy in the UK, which emphasises efficiency, speed and brand recognition. Conversely, its approach in India is very localised especially in the product designs, marketing and promotion to meet cultural demands, eating habits and sensitivity to price. Another significant finding of the study was that social and cultural issues are at the centre of consumer behaviour that not only affect what the customers purchase but also the way and the reason why they adopt the brand.

One ethical concern that has been raised in the report is the concern of health and nutrition, especially the advertisement of high calorie fast food products in both markets. This is of particular concern given that consumer awareness is on the rise and regulatory pressures are increasing particularly in the developed economies such as the UK.

Strategically, the directional development in India by KFC seems to be based on more intense localisation and digital and delivery-based growth. This strategy will allow the brand to gain access to the growth opportunities and adjust to the changing consumer behaviours, especially those of younger and urban demographics.

It is on the basis of these findings that the report advises KFC to further enhance local menu innovation in India without sacrificing its global identity, increase transparency on health and nutrition, promote culturally sensitive promotions and improve sustainability practices. In general, the results indicate that the success of KFC in foreign markets is conditional upon the capability to reconcile global consistency and adaptation with the cultural considerations.

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1. Introduction

International marketing is no longer a standardised global paradigm but more flexible and culturally sensitive marketing approaches especially in consumer-oriented markets such as fast food. According to the current theory, global brand consistency and local responsiveness represent two sides of international companies that need to be balanced to be competitive in different markets (Kotler and Keller, 2022). This is especially the case with countries that have vast differences in consumer preferences, cultural values and buying behaviours. KFC, being one of the most popular fast-food brands of Yum! Brands, is a good example of international marketing adaptation because it is a global brand and localised market. Based on the marketing models, global brands like KFC should be ready to adjust certain elements of the marketing mix, such as products and promotional strategies, to meet the expectations of the locals, keeping a specific global image (Hollensen, 2023). The provided report will compare the adaptation of the KFC marketing mix to the international market in the United Kingdom and India, and in particular, the macro-environmental and socio-cultural implications of the competitive environment on the marketing decisions (Fauziyah, Sudarmiatin and Suharsono, 2024). It analyses the difference in segmentation, targeting and positioning strategies and the 7Ps marketing mix. The report further analyses the directional development strategy in India, ethical consideration in marketing practices and also the recommendations. Also, a reflective narrative has been provided based on Gibbs Reflective Cycle to critically evaluate the learning process.

2. Comparative Market Analysis: UK vs India

2.1 PESTEL Comparison

To understand how KFC re-plays marketing strategies in different environments, we need to compare the macro-level factors affecting consumer markets in India and the United Kingdom. This is based on strategic marketing analysis that reveals macro-environmental factors are significant in influencing the international marketing choices in different regions (West, Ford and Ibrahim, 2018). The PESTEL framework is an organised methodology to assess these differences and comprehend how external forces affect product, pricing and communication strategies.

Table 1: PESTEL Comparison – UK vs India

Factor	United Kingdom	Favourability	India	Favourability
<i>Political</i>	Stable governance, strict food safety regulation	Favourable (predictable environment)	Developing regulatory framework, varying enforcement	Less favourable (uncertainty)
<i>Economic</i>	High purchasing power, mature market	Favourable	Price-sensitive, emerging middle class	Mixed (growth but price pressure)
<i>Social</i>	Convenience-driven consumption	Moderately favourable	Family-oriented, cultural food habits	Mixed (opportunity + complexity)
<i>Technological</i>	Advanced digital ecosystem	Favourable	Rapid digital growth	Increasingly favourable
<i>Legal</i>	Strict regulations	Mixed (trust vs restriction)	Evolving framework	Less favourable
<i>Environmental</i>	Strong sustainability pressure	Challenging but favourable long-term	Growing awareness	Emerging / less favourable

United Kingdom has a kind political environment that can be said to favour KFC because of its stable form of governance and stringent food safety measures. Such stability brings about a predictable business environment and less operational risk. On the contrary, the political climate in India is not so favourable, with regulatory frameworks still in the process of formation and enforcement varying across regions. This brings in the unpredictability and KFC must be able to adapt both operationally and in its compliance strategies.

The UK has a good economic environment due to its high purchasing power and mature market structure. Customers tend to be less price elastic and this would allow KFC to stick to the same price and concentrate on value propositions related to convenience. Comparatively, the economic environment in India is both favourable and challenging to a certain extent. Although the growing middle-income gives good growth potential, price elasticity implies that KFC should use value-based pricing strategies. According to the consumer behaviour theory, income levels have a strong impact on pricing and consumption trends (Solomon, Marshall and Stuart, 2020).

The social aspects have ambivalent connotations in the two markets. The UK market is fairly favourable, with the lifestyles of convenience favouring fast-foods. Saturation and high competition in the market, however, may limit growth. In India, social forces are favourable and challenging. Strong cultural and religious food wants necessitate careful menu adjustment, although the family-oriented culture favours group dining which boosts the amount of purchases. Such distinctions emphasise the need to be culturally responsive in international marketing (Veleva and Tsvetanova, 2020).

Both countries are favourable in terms of technological factors but at varying levels of development. UK has one of the most developed digital infrastructures, which allows efficient functionality of mobile applications, delivery services, and data-oriented marketing. Rapidly developing digital and large numbers of people using smartphones also make India more favourable. Despite the presence of infrastructure gaps, the growth of mobile commerce generates good chances of digital interactions (Wang, 2020).

The UK has a mixed favourable legal factor. Tough food standards and advertising rules increase consumer confidence but restrict the ability to market. The legal environment of India is not as favourable because of the changing laws and complicated systems of franchising that may make doing business difficult. Nevertheless, the number of limitations can be minimised, which can lead to more possibilities in promotion, which makes ethical decision-making even more important (Zaman, 2022).

The UK has a challenging, but strategically favourable environmental factors. High sustainability expectations raise the costs of operations and improve the long-term brand image. Environmental consciousness is still in the process of forming and is not

enforced strictly in India. This can lessen the pressure in the short term, but in the long term, it has long-term challenges due to the expectations of sustaining the world.

2.2 Deeper Social and Cultural Comparison

Even though the macro-environmental factors are used to give an overall picture, it is necessary to have a closer social and cultural analysis of how consumer behaviour influences marketing strategy. Social norms and lifestyle patterns, as well as cultural values, have a direct impact on the purchasing choice and brand preference (Solomon, Marshall and Stuart, 2020). Through analysing these factors, the way KFC modifies its marketing mix in the UK and India becomes more understandable.

The reason as to why people eat out in the two countries is quite different. Convenience, time pressure and personal preferences are the main factors that motivate fast-food consumption in the UK. Through comparison, India has a more socially oriented consumption behavior with family meals and other meals being central features. There is also a difference in attitudes towards Western brands. Global brands like KFC are seen as synonymous with modernity and desire in India and tend to be appealing to younger consumers (Mazaraki et al., 2021). However, in the UK, KFC is a well-established brand, and is more appreciated as a stable than innovative product.

These differences are further explained by Hofstede cultural dimensions model. The UK is very individualistic, which is favourable to KFC because it promotes fast and individual consumption. India is more of a collectivist country and is favourable in a different sense too, since group dining boosts the volume of purchase. The element of power distance is that India has a higher power distance, which implies that it tolerates brand authority, which promotes global brands, whereas the UK has a lower power distance, effectively inviting greater consumer choice (Nawaz and Kaldeen, 2020). Both countries have moderate uncertainty avoidance, which means that there is flexibility in marketing strategies. India has high long-term orientation which encourages a gradual brand loyalty as compared to the shorter-term orientation in the UK which fits the convenience-based consumption.

3. Comparative STP Analysis

The section compares the way KFC implements segmentation, targeting and positioning in UK and India and key differences, according to market maturity, cultural diversity and consumer behaviour.

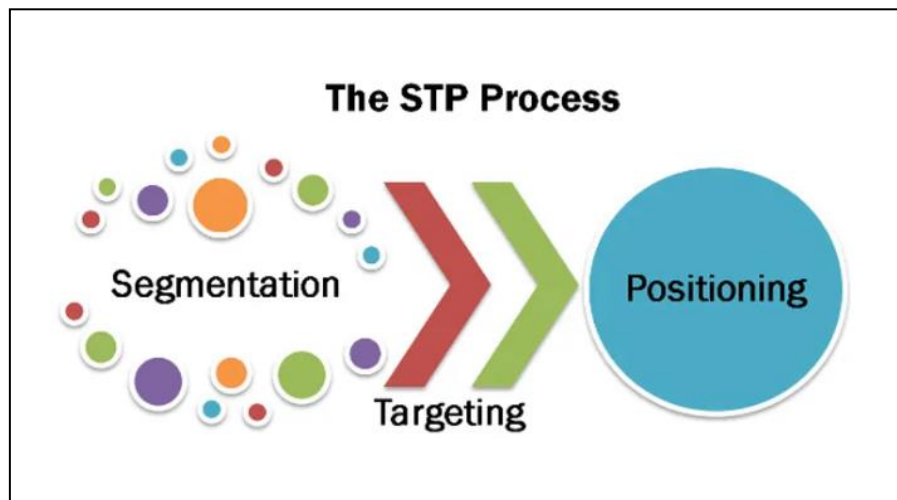


Figure 1: STP Marketing Model (closely (Ferrell and Hartline, 2020))

3.1 Segmentation

The key to international marketing at KFC is segmentation since the value propositions are not reacted to by consumers in the United Kingdom and India in a similar manner. According to what is said in the marketing literature, segmentation enables companies to subdivide general markets into meaningful segments according to demographic, psychographic, behavioural and geographic factors in such a way that the offerings are more aligned with the demands of customers (Ferrell and Hartline, 2020). KFC predominantly targets the younger adults, students, working professionals and families in the UK, which place importance on quick, familiar and convenient food. In India, segmentation is far more complicated due to the fact that consumer behaviour is highly affected by social identity, religion, income levels and urbanisation. According to the consumer-based models, segmentation in the emerging markets tends to involve aspirational, affordable, and cultural compatibility instead of mere demographic (Lamb, Hair and McDaniel, 2021). This expands the Indian segmentation of KFC and makes it culturally aware.

3.2 Targeting

The targeting approach of KFC in the two countries seems to be differentiated although the broad category of customers it targets remains slightly overlapping. STP scholarship states that the targeting is most effective when companies judge segment attractiveness based not only on the size but also on the profitability, the ease of access and compatibility with the overall positioning of the brand (Fauziyah, Sudarmiatin and Suharsono, 2024). KFC explicitly addresses younger consumers, urban population and families to a certain degree in both the UK and India, which corresponds to the overall quick-service concept of the brand. Nevertheless, the implementation is different since these common groups do not act in similar ways in national contexts. A young urban consumer in the UK can be more focused on speed and convenience whereas a young urban consumer in India can also value brand modernity, cultural fit and affordability.

3.3 Positioning

The point of positioning is most strategically revealing since KFC has to maintain a familiar global identity and yet still look locally significant. According to brand strategy theory, the key to successful positioning is the ability to develop a clear and desired identity in the mind of the consumer and not lose consistency across markets (Keller, 2022). The KFC in the UK appears to be competing around the convenience, indulgence and fast-service familiarity.

KFC seems to be slightly different in India, utilising both international brand image and local responsiveness and menu customisation. According to global marketing studies, international brands in the emerging markets tend to enjoy a dual positioning strategy where they imply modernity and global standards, as well as local cultural clues to minimise resistance and maximise relevance (Mandler, Bartsch and Han, 2021).

3.4 Perceptual Map Analysis

The perceptual map shows how KFC is positioned in the UK fast-food market in terms of price and perceived value. The mid-range brand is KFC with a rather high perceived quality, which is primarily explained by its differentiated fried chicken products (Solomon, Marshall and Stuart, 2020). It is in the same league with McDonald which also offers good value but has a wider menu base. Burger King is seen as slightly less valuable, even though the prices are similar. This positioning brings out the fact that

KFC is not competing based on price alone but on product differentiation and taste perception.

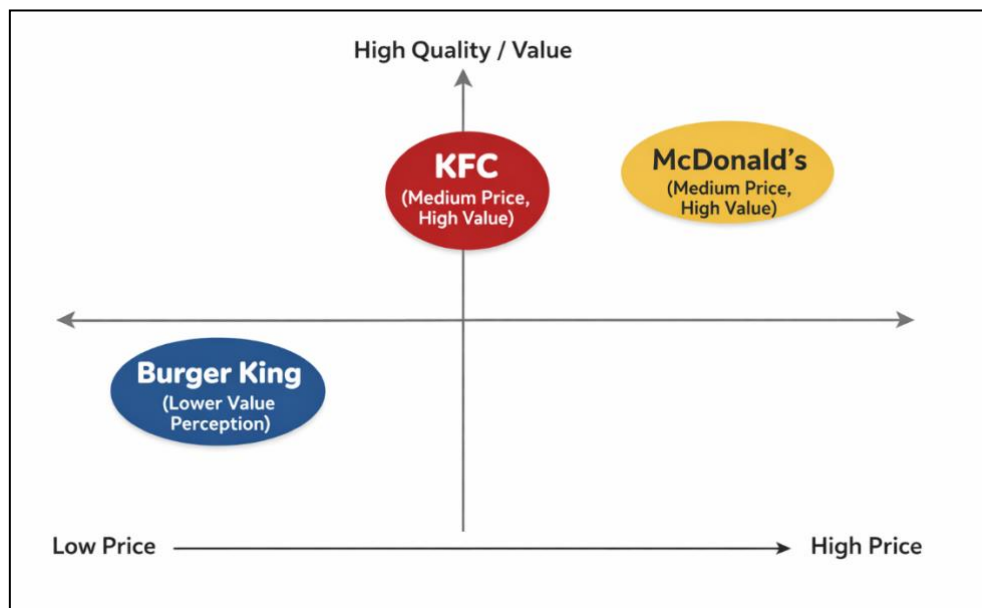


Figure 2: Perceptual Map of Fast-Food Brands in the UK Market (Solomon, Marshall and Stuart, 2020)

3.5 Similarities and Differences in STP

Overall, KFC demonstrates both similarities and differences in its STP strategy across the UK and India. The company appeals to young consumers, urban residents and families in both markets, as the universal appeal of the convenience of fast-food. Another aspect of the brand that ensures a stable global image is the focus on taste, speed and recognisability. However, there are major variations in implementation. Segmentation and targeting are more efficiency-based in a mature market such as that in the UK and it is based on convenience and repeat consumption (Kotler and Keller, 2022). Conversely, India needs more complicated segmentation in terms of culture, religion and income level. The positioning is also different as KFC is perceived as a common fast-food in the UK, whereas in India it has a more aspirational and modern brand image.

4. Comparative International Marketing Mix: 7Ps

The international marketing mix is the most pronounced manifestation of KFC adjusting to various markets that help to convert strategic intent into operational decisions in terms of product, pricing, distribution and communication. According to marketing theory, the 7Ps framework offers a holistic approach to assess the process of value delivery and value creator of firms in the context of international markets (Baines, Rosengren and Fill, 2019).



Figure 3: Marketing Mix 7 P's (Blythe and Megicks, 2021)

Table 2: Comparative Overview of KFC's 7Ps (UK vs India)

Element	United Kingdom	India
Product	Standardised menu, limited localisation	Highly localised menu, vegetarian options
Price	Stable pricing, convenience-based value	Value-driven pricing, affordability focus
Place	High street + delivery integration	Mall-centric + delivery expansion
Promotion	Digital-heavy, convenience messaging	Emotional, cultural and festival-based
People	Efficiency-focused service	Relationship-oriented service
Process	Fast, app-driven convenience	Hybrid digital and in-store systems
Physical Evidence	Modern, minimal design	Vibrant, family-friendly environment

4.1 Product

Product adaptation is one of the key aspects, in which KFC is distinguishing its strategy in the UK and India. Product strategy literature has underscored that companies should ensure they offer products that are in line with the local tastes, cultural norms and consumption patterns in order to achieve acceptance in the market (Lamb, Hair and McDaniel, 2021). In the UK, KFC has a comparatively standardised product approach with emphasis on the main products like fried chicken, burgers, wraps and meal deals with little localisation except in the form of seasonal or promotional products. The product width of the UK is wide as it encompasses various products including several categories like meals, sides and beverages, whereas the product depth in each category is moderate, with the only differences being in the portion sizes and flavours.



Figure 4: KFC UK Breakfast Menu – Standardised Product Offering (Lamb, Hair and McDaniel, 2021)

Conversely, KFC in India has a very localised product strategy because of the high cultural and religious background. The product width is stretched to both vegetarian and non-vegetarian, whereas the product depth is much greater, with various versions that are specific to regional preferences, including spicy flavours and local seasonings (Blythe and Megicks, 2021). They can be vegetarian burgers and locally-inspired products that are intended to suit local tastes. Such degree of adaptation is not a

choice, but a necessity because the compatibility of cultures has a direct impact on purchase intention and brand acceptance.



Figure 5: KFC India Snackers Menu – Localised and Value-Based Product Offering (Blythe and Megicks, 2021)

4.2 Price

The pricing strategy also shows the difference between an emergent economy and a mature market. Pricing models highlight that global pricing should be based on the local purchasing power, perceived value and competitive positioning as opposed to using straightforward currency conversion (Blythe and Megicks, 2021). KFC in the UK uses a fairly constant price scheme, where affordability and convenience are matched by brand awareness. The consumers are less price sensitive so that KFC can maintain comparable margins.

In India, price is a key competitive tool because of increased price sensitivity and income dispersion. KFC implements value pricing strategy with low entry products, combined meals and offers to appeal to a wider customer base. This is aimed at ensuring that the brand becomes accessible to the increasing middle classes and at the same time generate profitability by selling in large volumes.

4.3 Place

Structural differences of the two countries also influence distribution and accessibility. In international marketing, place strategy entails the choice of suitable channels and locations that will reach as many customers as possible and in a convenient manner (Clow and Baack, 2021). KFC has the advantage of an advanced infrastructure, which is present in the UK in terms of location, with the company operating in high streets, retail parks and transport hubs with good support of delivery services, including Uber Eats and Deliveroo, among others. This will provide a smooth omnichannel consumer experience.



Figure 6: KFC Outlet at Grimsby Town, Lincolnshire Humberside, UK (Clow and Baack, 2021)

In India, the place strategy of KFC is more urbanised with special focus on shopping malls and other high-traffic areas that have majority of consumers who have high likelihood of interacting with international brand (Matosas-Lopez, 2021). Simultaneously, the quick development of delivery platforms and mobile applications is transforming the accessibility, allowing KFC to connect with consumers who are not limited to the physical store location.



Figure 6: KFC outlet at Indore, Madhya Pradesh, India (Matosas-Lopez, 2021)

4.4 Promotion

Another aspect, where cultural adjustment is very evident, is promotion. According to the integrated marketing communication theory, promotional activities need to be in line with the culture of the place and the media and media consumption trends to be effective (Lee and Kotler, 2020). In the UK, KFC has adopted a heavy digital campaign in terms of promotional strategy, the campaign is based on humour, convenience and brand awareness through social media campaigns and online advertising. The advertising is usually focused on speed, flavour and availability instead of profound emotional connection.

Promotional strategies are more culturally engrained and emotional in India. The social connection is important in the consumption behaviour and this is why advertising usually includes local festivals, family values and aspirational themes. Celebrity and influencer usage is also more prevalent because endorsement has a more significant impact in brand perception.

4.5 People

The people component of the marketing mix indicates the level of service interactions on customer experience and brand perception. The theory of service marketing implies that the behaviour of employees and service delivery are essential in creating customer satisfaction and loyalty (Eze, Inyang and James, 2024). The service interactions in the UK are efficiency-oriented, and they are preoccupied with speed, accuracy, and little personal contact. This is in line with customer demands in a convenient market. KFC employs approximately 33,000 staff across the UK and Ireland, indicating a large and structured service system.

Service expectations in India are a little bit different with more focus on being friendly, attentive and a welcoming environment especially in the family dining situations. This contrast brings out the fact that cultural expectations shape not only what is provided, but also the manner in which it is provided. KFC India employs around 5,001–10,000 staff, reflecting a growing market. This difference shows how service style must adapt to cultural expectations.

4.6 Process

Process refers to the delivery of services (ordering, payment, delivery and after sales support). Digitalisation has revolutionised service operations in the international markets, transforming the service into something more efficient and offered a stronger level of control to the customers (Matosas-Lopez, 2021). KFC in the UK has a very streamlined process with mobile ordering, self-service kiosks and built-in delivery platforms that promote speed and convenience. Customer complaints process is also increasingly formalised, with complaints typically processed via digital channels, customer care platforms and apps.

In India, it is more of a hybrid whereby digital convenience is used alongside traditional in-store ordering. The need to have more direct and flexible interaction with customers is demonstrated by the fact that customer complaints are usually handled not only in-store but also online. The customer complaints process could be discussed.

4.7 Physical Evidence

Physical evidence concerns the hard nature of the service environment such as restaurant design, packaging and visual branding. The literature on brand experience has indicated that physical cues contribute greatly to the consumer perception of quality, trust and modernity (Mandler, Bartsch and Han, 2021). KFC stores in the UK are normally designed in a modern and minimalistic style, which focuses on efficiency and cleanliness, which supports the positioning of the brand as a fast-food item with convenience.

Physical evidence in India tends to be more colourful and family-oriented, and the design features are used to establish a friendly and social environment. Local cultural elements could also be applied in packaging and in-store imagery, which increases relatability and brand association. The hygiene and quality signals are especially crucial in the two markets, yet they can be expressed in various ways based on the local expectations and regulatory standards. Pictures of the website in both countries could be included.

Overall, there are both clear similarities and key differences across the 7Ps in the UK and India. In the two markets, KFC has been able to retain a uniform global brand identity in its core products, branding and service standards. Nonetheless, there are major variations in implementation. The UK marketing mix is more standardised and efficiency, convenience and digital integration are being prioritised. Conversely, India needs more product, price, promotion and people adaptation given the cultural diversity and price sensitivity. Although both markets are geared towards value and customer satisfaction, the UK is speedy and consistent and India is localised and culturally relevant to promote market acceptance.

5. Directional Development Strategy in India

Ethics is instrumental in molding the marketing strategy at KFC especially with the increasing awareness of the consumers towards health, environmental and social problems. The marketing ethics studies have shown that businesses have to make business conducts consistent with the expectations of the society to retain trust in the long run (Ferrell and Hartline, 2020). The growth of KFC in India can be analysed in terms of the Ansoff Matrix and especially in terms of market development and product development whereby, the firm penetrates into new markets and offers localised menu products to the local culture.

Health and nutrition are some of the key issues of ethics, as the fast-food products are frequently high-calorie foods. The UK has tighter measures, which demand nutritional information and healthiness (Jobber and Ellis-Chadwick, 2020). In India, there is less regulation and more awareness, which puts companies at more responsibility. One such ethical marketing (Product) is the introduction of vegetarian food by KFC and the modification of menus according to the cultural requirements. Other examples (Promotion) include having more open nutritional information to make informed choices.



Figure 3: Ethical Issues in the Marketing (Kotler, Kartajaya and Setiawan, 2021)

However, there exist unethical issues as well. Promotion of fast food to children (Advertising) can lead to unhealthy eating and eating habits, particularly in less regulated markets. Also, value-based pricing strategies (Price) can encourage the consumption of unhealthy products on a regular basis. Sourcing transparency and animal welfare also present ethical concerns, with the consumers becoming more demanding of responsible practices.

Overall, KFC India approach to growth is a case of expansion by adapting, but it needs to manage the growth and moral accountability to maintain long-term brand loyalty.

6. Recommendations

The analysis indicates that KFC needs to employ different recommendations in the United Kingdom and India to enhance its international marketing performance. Marketing choices have to be in line with consumer expectations and long-term brand positioning (Kotler, Kartajaya and Setiawan, 2021).

In the UK, KFC should place greater emphasis on health transparency and sustainability. Nutrition facts must be more visible both within the menus, apps and promotions to enable consumers make more informed decisions. Meanwhile, increased investment on sustainable packaging and ethical sourcing would assist the company in reacting to the growing environmental demands and safeguard brand equity in a saturated market.

In India, KFC needs to keep on with the local menu innovation but retain the global essence. Increased numbers of culturally relevant products and promotions would enhance emotional attachment to local consumers and aid in additional market expansion. The value pricing policies should also not be discounted but should be aligned to the market sensitivity, whereas the promotional activities should be well adjusted to the local preferences and tastes.

Overall, a country-specific strategy would enable KFC to reconcile global uniformity with local applicability to a greater extent.

7. Conclusion

As it is shown in this report, the effectiveness of KFC in its international marketing lies in its capacity to strike the right balance between global and local adaptation. According to international marketing theory, companies should act in line with the cultural, economic, and consumer behaviour differences to be competitive (Hollensen, 2020). The UK and India comparison demonstrate how KFC alters the marketing mix and its marketing strategy to meet the specifics of the particular market. On the whole, the results indicate that successful international marketing is not a question of standardisation or adaptation, but balancing the two to facilitate market relevance and brand coherence.

8. Reflective Account Using Gibbs' Reflective Cycle

8.1 Description

In this assignment, I had to prepare a detailed report in international marketing examining the marketing mix of KFC in two opposite markets, the United Kingdom and India. According to reflective learning models, organised reflection can aid in the process of transforming academic work into deeper insights by connecting experience with critical thinking (Blythe and Megicks, 2021). I tackled it by ensuring that I went through the assignment brief thoroughly and was able to identify the main frameworks needed, which were PESTEL, STP and the 7Ps marketing mix.

The analysis was carried out by collecting both theoretical and practical information, as well as academic literature, to facilitate the research process. I concentrated on how the macro-environmental factors and cultural difference affect marketing decisions and not just describing the two markets. I then summarised the report in stages and the first one was the comparative analysis, then STP, marketing mix evaluation, strategic direction and ethical considerations. I was trying to have a critical approach during all these processes and relate theory to practice.

8.2 Feelings

Previously to this assignment, I thought that international marketing was primarily concerned with promotion and communication between nations. The literature on consumer behaviour shows that students tend to reduce marketing to advertising and later form a more generalised perception of the elements of strategy (Solomon, Marshall and Stuart, 2020).

I also experienced some feeling of being overwhelmed at a very early stage as comparing two countries meant having to handle a lot of information. The choice of the most relevant factors and the way to organise the analysis was a difficult task. Nonetheless, the more I got to know the frameworks, the more confident I got. I began to view the task as not a set of distinct parts but as an integrated study of the way the strategy evolves in different markets.

8.3 Evaluation

The use of structured frameworks including PESTEL, STP and the 7Ps were one of the aspects that worked well since they allowed organising the analysis in a clear way. According to the marketing planning theory, frameworks offer a rational framework in terms of assessing complex market environments (Baines, Rosengren and Fill, 2019). The tools enabled me to make a systematic comparison between the UK and India and not to make unstructured description.

The other positive outcome was the possibility to relate theory and practical examples. Instead of just describing concepts, I could directly apply them to the strategy of KFC, which gave the report overall its strength. The two-country comparison was another factor that made one think more because it involved going beyond the superficial observations and explaining the existence of differences.

8.4 Analysis

This assignment made a great contribution to my comprehension of the global standardisation and local adaptation balance in international marketing. The literature on strategic marketing recommends that companies need to have a consistent global image and adjust to the local market conditions to stay relevant (Hollensen, 2020). By this assignment, I understood that this balance is not an abstract concept but is very practical, making its impact on decisions like menu design, pricing ideas and promotion messages.

I also learnt to appreciate more the role of culture in influencing consumer behaviour. Culture not only affects tastes but also defines how the consumer values are perceived in terms of convenience and brand meaning. Cultural differences between UK and India in case of KFC were directly related to the adaptation of products, service expectations and communication strategies.

The other valuable lesson was that it was difficult to use both academic and real sources. Theoretical insight is found in academic literature, whereas practical applicability is found in the industry perspective. Nonetheless, the combination of these two kinds of evidence had to be done with due discretion so as to bring about consistency and credibility.

Lastly, I struggled to assess ethical problems in a fair manner. Marketing ethics are not that straightforward and the firms have to look at the business goals and the social

responsibility. This made me not be too critical but at the same time be able to recognise the possible effect that the marketing practices have on consumers and society. It strengthened the notion that ethical considerations should be included in the process of strategic decision-making and not an optional add-on.

8.5 Conclusion

On the whole, this assignment has helped me to realise that international marketing is a complex and interconnected field. It has demonstrated that efficient analysis involves both the utilisation of the structures and the skill to give meaning to the interaction of various variables in a given market situation. I have understood that the key to global marketing strategies that succeed is striking the right balance between consistency and flexibility, which can be backed up by learning the core of consumer behaviour and cultural diversities.

8.6 Action Plan

When doing such work in the future, I would do it better by conducting more market research at an earlier level to have a more substantial contextual background. The guidance on research methodology recommends that initial data exploration can be used to narrow down on analysis and prevent unwarranted revision in the final stage (Ryan, 2024). This would enable me to find the important themes faster and organise the report in a better manner.

I would also seek to bring my assessment scope closer by making sure that I identify the most critical strategic matters instead of trying to cover as many areas as necessary in the same depth. This would enhance the level of analysis and minimise repetition. I also would be more selective in my application of frameworks so that every one of them contributes apparent value instead of just adding structure.

Moreover, I would improve my critical writing skills by paying more attention to evaluation instead of description. This involves doubt, keeping an open mind, and comparing viewpoints and clarifying the implications of findings. Through these enhancements, I think I would be able to deliver more focused, analytical and quality work in subsequent academic assignments.

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