



A Bibliographic Research on Globalization Strategies of Fast Food Businesses

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Abstract

In this study, it is aimed to reveal the current status of the relevant literature by examining the articles and postgraduate thesis studies on the globalisation strategies of fast-food businesses through bibliometric analysis method. In the study, as a result of searching the concepts of "fast food", "glocalisation" and "global" in Google Scholar, Wos and Scopus databases, a total of 27 scientific studies, 21 articles and 6 master's theses, were reached. During the analysis, the distribution of the relevant studies according to years, distribution according to countries of publication, frequency of use of keywords and number of citations were taken into consideration. In the light of the data obtained, it is thought that the number of publications between 2010 and 2023 does not meet expectations and presents an unstable image, since the relevant literature is still new. While the USA is the country that has contributed the most to the literature, the leading researchers of the literature are Dumitrescu Luigi and Vinerean Simona. It has been determined that the most used concepts in the relevant literature are "globalization" and "glocalization". In line with the data obtained, this study aims to reveal the current situation in the relevant literature, to see the deficiencies and to serve as a source for future studies.

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INTRODUCTION

Eating and drinking activities, which are necessary for human survival, have developed throughout history in line with people's preferences and needs by keeping up with cultural, economic and technological changes. After World War II, consumption increased in parallel with the growth of the American economy and the increase in the number of people participating in business life. In this regard, the need for fast and cheap food that can be consumed during short breaks outside working hours has emerged. The shortening of time spent on eating and drinking activities has given rise to the concept of fast food (Jacobs & Scholliers, 2003).

Fast food system is defined as a process in which foods such as hamburgers, french fries, fried chicken, pizza, sandwiches and cola drinks are quickly prepared and served to customers. Fast food restaurants initially preferred to focus on certain foods rather than selling different types of foods. For example, while KFC prepares foods only for white meat, Dominos prepares pizza types, and McDonald's and Burger King prepare hamburgers with red and white meat as the main ingredients (Tuncel, 2000).

With the increase in eating and drinking activities outside, there has also been an increase in the demand for fast food establishments. McDonald's, one of the pioneers of the fast food industry, opened its first business as a drive-in restaurant in California in 1940. In the 1950s, when the development of the fast-food industry accelerated, businesses such as Burger King, Kentucky Fried Chicken and Pizza Hut, which continue their operations today, took their places on the roadsides (Kaya, 2011). As societies experience economic, cultural and technological changes, changing nutritional cultures have accelerated the development of fast food businesses (Kaya, 2011).

As the fast-food industry reaches saturation in the US market, businesses; The process of opening up to the global market has accelerated by following strategies such as granting naming rights, making joint investments and gradual acquisitions (Korkmaz, 2005). In order for fast food chains entering the international market to compete in local markets, it has become an important necessity to produce marketing strategies by taking into account the economic situation and cultural background of the countries and the expectations and preferences of the target customer group (Tüzüntürk, 2006).

In this study, it is aimed to conduct a bibliographic research on the glocalization strategies implemented by global fast food chains to compete in the local markets they have entered. In accordance with this purpose; the distribution of the studies obtained as a result of the search by years, the countries in which they were published, keyword usage frequencies and citation distributions were examined.

Literature Review

Developments in the field of science and technology have produced important results in the economic field as well as in many other fields (Akyüz, 2002). The concept of globalization, one of the economic consequences, is defined as the increase in international activities and the intensification of economic relations as a result of the development of worldwide markets (Özgen, 1998). With globalization in the economic field, the borders between countries and people have disappeared, and the concept of "global marketing" has emerged with the idea of marketing products produced by multinational enterprises worldwide (Arslan, 2016).

The concept of global marketing is defined as marketing strategies planned assuming that all regions in the world have similar characteristics. However, as interregional differences emerged and the needs and demands of the target

customer base differed, it became clear that the global marketing approach was insufficient. It has been concluded that businesses entering a different market should analyze the cultural characteristics of the region and the lifestyles and behaviors of the target customer base (Arslan, 2016). With global businesses adopting the principle of "Think globally, act locally", the intertwining of the globalization process and the localization process has revealed the concept of glocalization (Altınbaş, 2009). The concept of glocalization is defined as offering the goods and services produced by global businesses by adapting them to local elements in order to meet the different demands of the target consumer group (Arslan, 2016). The change in the structure, presentation and perception of products and services offered to the market, along with the differentiation of cultural characteristics and consumer preferences in various regions of the world, shows that global businesses need glocal marketing strategies to continue their market activities (Ekinçi, 2010).

When examined from a sectorial perspective, the fast food industry is among the areas where glocal marketing strategies are frequently applied. Examples of fast food businesses operating globally adapting their products to local culture and consumer demands have begun to appear in the literature in recent years.

McDonalds, which is one of the pioneers of the fast food industry and inspired American sociologist Ritzer's McDonaldization phenomenon with its successful strategies, has many examples of Glocalization in the global market. After making several unsuccessful attempts in India, which is among the developing countries, McDonald's managed to enter the Indian market by partnering with two well-connected Indian entrepreneurs, Vikram Bakshi and Amit Jatia, who analyzed the Indian market correctly. It was decided to conduct a localized research with the joint venture, determine the needs and demands of the target consumer group and offer products suitable for the market. In line with these studies, offering customers the food called McAlloo Tikki, prepared by using potato patties instead of beef, and supporting the menu with vegetarian foods were the factors that made McDonald's successful in the Indian market (Mathur, 2021).

KFC, which is the first Western fast food chain to enter the Chinese market, has more than 4800 sales points in China today. It is known that the biggest reason for KFC to achieve this success in the Chinese market is the successful glocalization strategies adopted by the company. A meticulous work is carried out, from localizing the foods offered on the menus to increasing the number of varieties and ensuring that the amount of spices in the dishes vary according to the regions of the country. As the biggest example of the success of KFC's globalization strategies in the Chinese market; Congee, a rice porridge that may contain pork, pickles, mushrooms and canned eggs, is the most consumed product in the morning (Mylonakis and Evripiotis, 2016).

Burger King, one of the leading brands of the fast food industry in Turkey, offers its products to consumers by blending them with local culture in order to gain an advantage in the market where intense competition is experienced. The addition of pastrami, which is frequently consumed especially during Ramadan, to the classic Whopper sandwich and served with baklava, a traditional Turkish dessert, in the "Sultan Menu" prepared specifically for Ramadan in the Turkish market, can be cited as examples of Burger King's glocalization strategies. In addition, Burger King's aim to reach consumers in the local market with the emphasis on "mother's recipe" in the promotion of Köfte burger Menu, another product produced specifically for the Turkish market, is a different example of glocalization strategies (Dönmez, 2018). These are all examples of glocal marketing strategies and product practices implemented by global fast-food businesses to gain competitive advantage in the global market.

Methodology

In this research, bibliometric analysis method was used. The concept of bibliometrics was first mentioned as 'statistical bibliography' by E. Wyndham Hulme in 1922 (Pritchard, 1969). Bibliometric analysis is the statistical results of the publications made by individuals or institutions on a certain subject and in a time period and the connections between these publications (Kırık, 2024). By using the bibliometric analysis method, the subject, authors, year of publication, keywords, citations, etc. of studies published in an academic field are analyzed (Diaz-Pompa et al., 2023). The findings obtained as a result of the analysis allow the development of the field in question to be determined over a certain period of time, to reveal the problems and to make suggestions for the solution of these problems (Yaprak, 2024).

This research aims to examine publications on the glocalization strategies of fast food businesses. As a result of the analyses, it is aimed to see the progress of research in the field in question, to reveal the characteristics of the studies carried out, and to guide future studies in the field in question. The research data were searched in Google Scholar, Wos and Scopus databases using the concepts of "fast-food", "glocalization" and "global" together, and as a result, a total of 27 scientific studies, including 21 articles and 6 postgraduate theses published between 2010 and 2023, were obtained.

At the stage of examining the bibliometric properties of the studies included in the evaluation; The criteria of "distribution by years", "distribution by countries in which it was published", "distribution of keywords" and "number of citations" was taken into consideration.

Results

This section presents the results of bibliometric analysis of 27 scientific studies, 21 articles and 6 postgraduate theses, published between 2010 and 2023 in Google Scholar, Wos and Scopus databases on the globalisation strategies of fast food businesses.

Table 1., provides an overview of the data obtained from the screening.

Table 1. General Characteristics of the Findings

Publication Period	2010 - 2023
Total Number of Studies	27
Total Number of Authors	49
Total Number of Countries	15
Number of Keywords Used	116
Total Number of References	1349

When Table 1 is examined, it can be seen that since there are not many sources in the literature on the glocalization activities of fast food businesses, 27 scientific studies written by 49 different authors between 2010 and 2023 and published by institutions in 15 different countries between 2010 and 2023 were found. It can be seen that a total of 116 keywords and 1,349 sources were used in the preparation of these studies.

The distribution of scientific studies on the globalization strategies of fast-food businesses by years is shown in Chart 1.

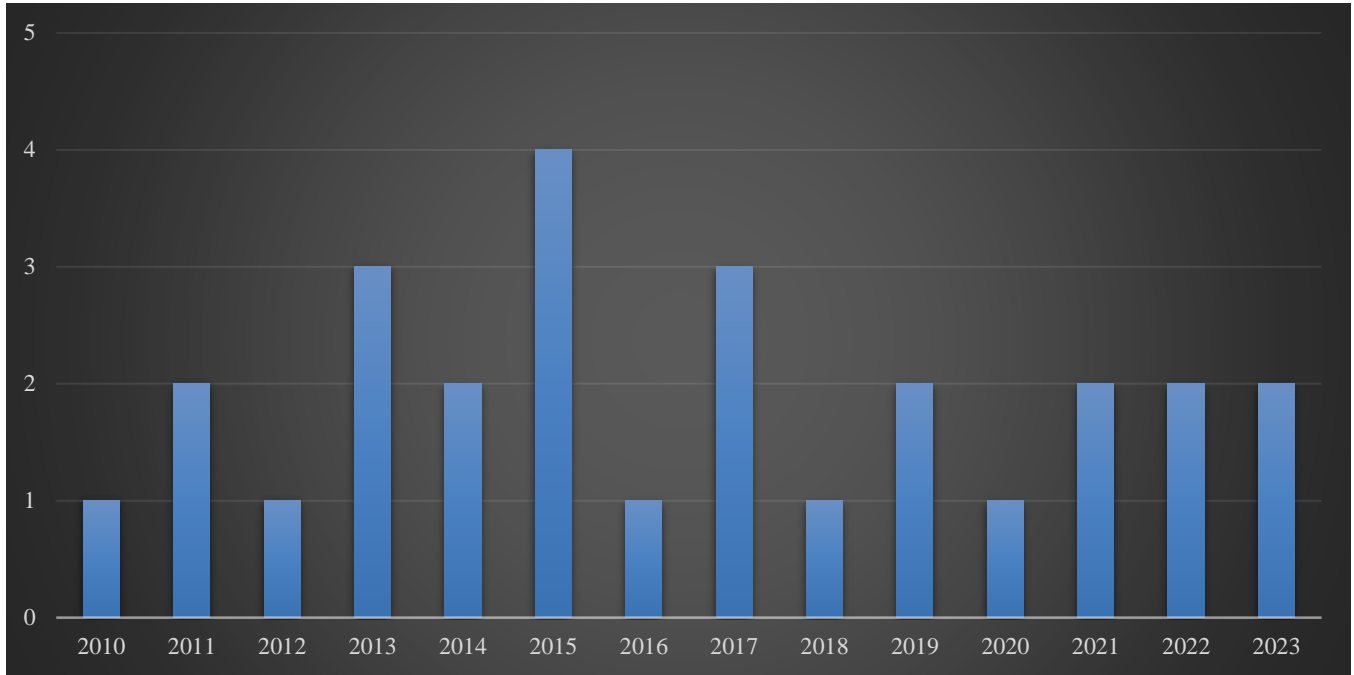


Chart 1. Distribution of Publications by Years

When Chart 1 is examined, it can be seen that scientific studies on the globalization strategies of fast food businesses did not experience a significant leap between 2010 and 2023. The fact that this number remained at 4 in 2015, when the largest number of studies were published, and decreased again in 2016, reveals an unstable image in the literature in question. In the light of all these data, although there have been minor movements in the field in question, it is not yet possible to say that it has received sufficient attention from researchers.

The distribution of scientific studies on the glocalization strategies of fast-food businesses according to the countries in which they were published is shown in Chart 2.

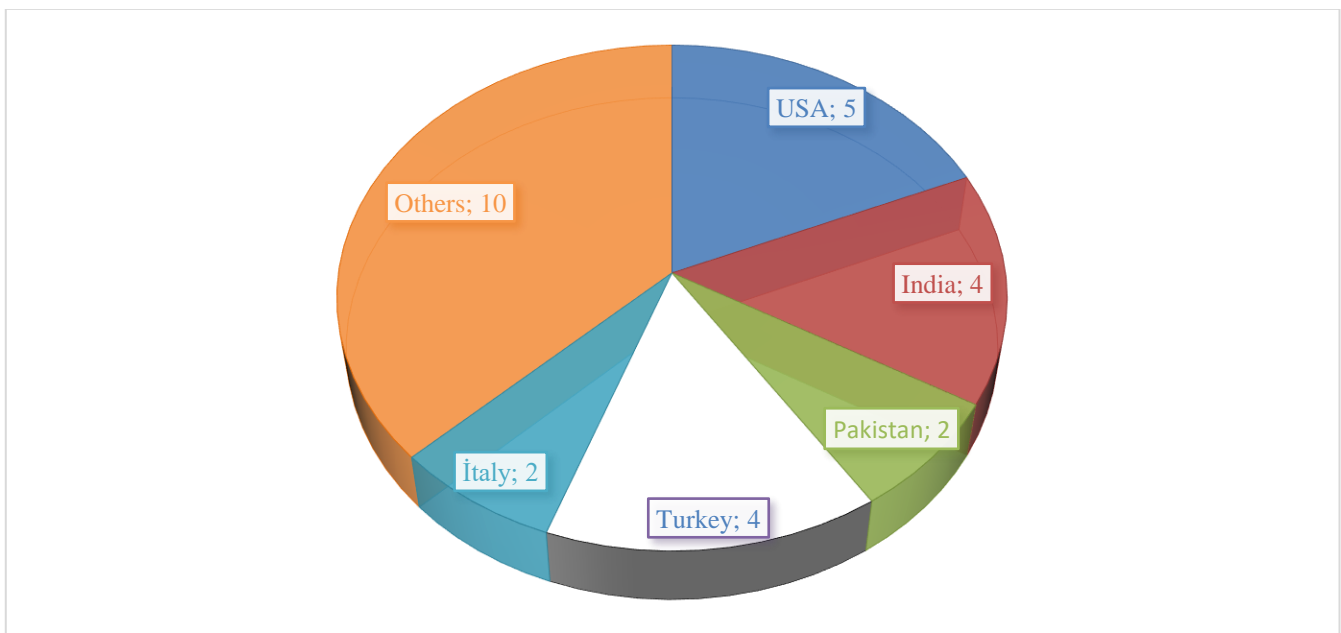


Chart 2. Distribution of Publications by Country

When Chart 2 is examined, the most common scientific studies on the globalization strategies of fast-food businesses are; It seems that it was published in the USA, the country where the fast-food industry emerged. Then come India and Turkey, where a large part of the population adopts a vegetarian diet due to their religious beliefs. Italy, the homeland of pizza, which is consumed fondly by fast food consumers, shares the third place with Pakistan. In the other category in the chart; Romania, Switzerland, United Kingdom, Russia, Greece, Sweden, Brazil, Portugal, Indonesia and Egypt with one study each.

The distribution of keyword usage frequencies in scientific studies on the globalization strategies of fast-food businesses is shown in Chart 3.

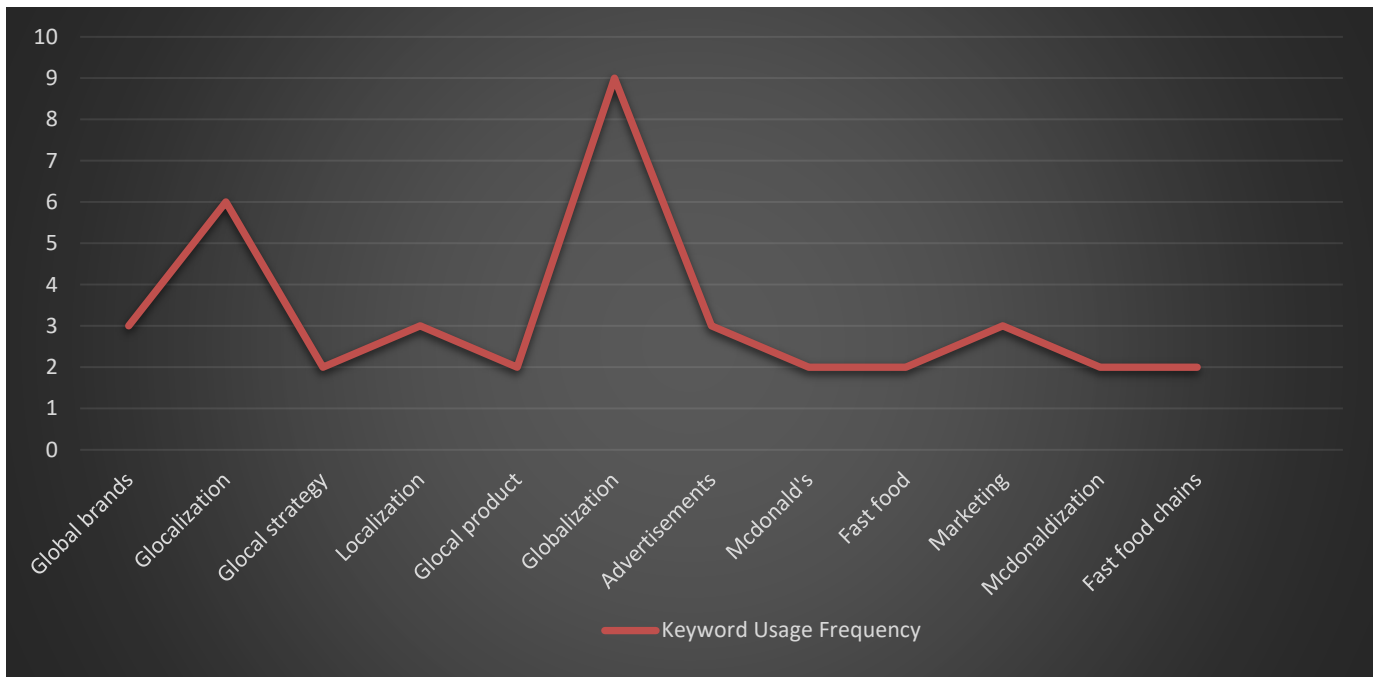


Chart 3. Distribution of Keyword Usage Frequencies in Publications

According to the data obtained as a result of the research, it was revealed that 116 keywords were used in the publications in question. When Chart 3 is examined, the concept of "globalization" ranks first with 9 uses. After the concept of "globalization", the other most frequently used words are "glocalization" (6), "localization" (3), "advertisements" (3), "global brands" (3) and became "marketing" (3). The use of other keywords that can be considered important in the literature are "glocal strategy" (2), "Global product" (2), "Fast food" (2), "McDonaldization" (2) and "McDonalds. " (2) is in the form. Identifying frequently used keywords can help reveal studies in the field in question and guide future studies.

The five most cited authors and publication names in the literature on glocalization strategies of fast-food businesses are listed in Table 2.

Table 2. The Five Most Cited Authors and Publications in Globalization Strategies

Author Name	Title of the Article	Year	Number of Citations
L. Dumitrescu & S. Vinerean	The Glocal Strategy of Global Brands	2010	131
LA Martinelli vd.	Worldwide stable carbon and nitrogen isotopes of Big Mac patties: An example of a truly "glocal" food	2011	53
Prakash & Singh	Glocalization in food business: Strategies of adaptation to local needs and demands	2011	41
Alice Crawford vd.	McDonald's: A Case Study in Glocalization	2015	32
Min Zhang vd.	Transnational practices in urban China: Spatiality and localization of western fast food chains	2014	30

When Table 2 is examined, it can be seen that the most cited study in the publications related to the literature in question is the article published by Luigi and Simona (2010) with 131 pieces. In this regard, it is possible to say that this article published by Luigi and Simona (2010) is a pioneering source of information. Martinelli et al. refer to this study with 53 citations, respectively. (2011), Prakash and Singh (2011) with 41 citations, Crawford et al. with 32 citations. (2015) and Min Zhang et al. (2014) with 30 citations is followed. Dumitrescu and Vinerean (2010) report that global brands adapt their products to local culture and preferences in order to compete with their competitors in the local market where competition is intense. It is stated that as individuals' interest in global brands that respect their cultures and preferences increases, it becomes inevitable for global brands to turn to glocal strategies. In Martinelli et al. (2011) study, McDonalds one of the world's leading fast food chains, not only adapts its products such as McAloo Tikki in India and Ebi Filet-O in Japan to the culture of the target audience and offers them to the local market, but also sells its hamburger with a global flavour under the name Big Mac in order to reach wider audiences. Although the hamburger it offers has a global flavour, it is stated that the meatballs made from the meat of these animals also contain local flavours specific to their regions, depending on the nutrition of the animals in the countries where they are served. In Prakash and Singh's (2011) study, the example of India is presented by mentioning the glocal strategies that global enterprises apply in order to be successful in different markets they enter by crossing country borders in the food industry where the competitive environment increases. Crawford et al. (2015) examined the examples of McDonalds, a fast food chain that successfully implemented its glocal product strategy, in 10 different countries. Min Zhang et al. (2014) discuss the glocal strategies implemented by McDonalds and KFC, the two most popular companies in the Chinese fast food market, in line with the demands and expectations of potential consumers.

The high number of citations of these studies shows that these studies are important reference sources. However, the limited number of studies on the glocalization strategies of fast-food businesses shows that these studies are referred to by research in different fields.

Conclusion

Along with the economic, social and cultural changes in human life, the intensity of participation in business life, the phenomenon of urbanization and changes in income levels have also caused changes in eating habits. The development of the fast food phenomenon, one of these changes, has gained momentum with the emergence of the need for fast and cheap food. (Tuncel, 2000). With the increase in commercial activities between countries and the removal of commercial borders, it has become inevitable for fast food businesses, which have grown and reached

saturation in the US market, to open to the global market through dealership and franchising (Sarı, 2017). Businesses that have developed in the fast food industry and gone global and entered a different market have adopted glocalization strategies, taking into account cultural differences and the needs and demands of their target customer base in order to compete with their competitors.

In this study, the concepts of "fast food", "glocalisation" and "global" were searched together in Google Scholar, Wos and Scopus databases between 2010 and 2023 and a bibliometric analysis of 27 scientific studies, including 21 articles and 6 postgraduate theses, on the glocalisation strategies of fast food businesses was conducted. The few studies obtained as a result of the search show that the literature on the glocalization strategies of fast food businesses is still new and not much studied. In addition, when the distribution of scientific studies according to years is examined in line with the data obtained, it shows that the number of publications is below expectations, few and unstable. Increasing the number of publications related to the literature in question will contribute to the development of the existing literature and allow the subject to be discussed in detail.

When the analysis results are examined on a country basis, the fact that the country with the most publications is the USA can be attributed to the fact that it is the country where the fast food industry emerged as well as the origin of many global fast food companies. Although it may seem surprising that Turkey, which has a rich culinary culture, and India, which has dietary restrictions due to religious beliefs, is included in this ranking, it is important as it shows that global fast food businesses have successfully implemented glocalization strategies in these countries.

According to the analysis of keywords; "Globalization" is the most used keyword in the studies analyzed. Then "glocalization", "localization", "advertisements", "global brands", "marketing", "glocal strategy", "glocal product", "fast followed by the words "food", "fast food chains", "McDonalds" and "McDonaldization". The fact that the most used keywords have similar meanings but are pronounced in different ways shows that researchers have not yet found a common denominator due to the newness of the literature.

According to the data obtained as a result of Dumitrescu and Vinerean (2010), Martinelli et al. (2011), Prakash and Singh (2011), Crawford et al. (2015) and Zhang et al. (2014). While the fact that relevant studies have more than one author is considered as the authors' need to establish partnerships due to the newness of the literature, it also suggests that this situation will enable more comprehensive research to be conducted.

This study is important in that it reveals the problems in the literature regarding the glocalization strategies of fast food businesses and that there is no similar bibliometric study in the literature. In this context, it is thought that this study will contribute to the relevant literature by bringing together related studies and will guide future researchers. The limitation of this study is that it consists of articles and postgraduate theses in Google Scholar, Wos and Scopus databases. In this context, in addition to other articles and postgraduate theses that can be accessed, books, book chapters and congress proceedings can be included in future studies and the study can be expanded over a wider database.

Declaration

All authors of the article contributed equally to the article process. The authors have no conflicts of interest to declare.

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