

## LINGUISTIC GLOCALIZATION OF MULTINATIONAL COMPANIES: A CASE OF FAST FOOD BRANDS IN LAHORE

**Maham Ishfaq**

Mphil Applied Linguistics ( scholar)

Department of Linguistics and Communications, UMT Lahore

Email ID: F2024084027@umt.edu.pk

**Esha Rehman**

Mphil Applied Linguistics ( scholar)

Department of Linguistics and Communications, UMT Lahore

Email ID : F2024084029@umt.edu.pk

**Shumaila Ahmad**

(PhD Linguistics)

Department of Linguistics and Communications, UMT Lahore

Email ID: Shumaila.ahmad@umt.edu.pk

### Abstract

*Multi-national brands use different glocal strategies to localize their brands and make them popular in Pakistan. The purpose of this research is to discuss that how glocal strategies are used by the multi-national food brands. The main source that these fast food brands use is the advertisements and their use of local language of the target country. The concepts of glocalization and the theory of cultural glocality that was introduced by Ronald (1980) have been used as a theoretical framework. For this purpose the famous multi-national fast food brands such as, McDonalds, KFC, and Domino's Pizza have been selected. The advertisements from September' 2022 to May' 2023 are selected from their official Facebook pages and analyzed on the basis of linguistics. Hence, the findings will reveal that how these multi-national fast food brands are popular in Pakistan by using the glocal strategies in their advertisements.*

**Keywords:** Glocalization, Linguistic, Culture, Local Language, Food Brands

### Introduction

International branding is basically the process of growing business with the help of global markets. It is a process of making the image of the brand strong and recognizable. The businesses can be promoted with the help of advertisements, media, websites and interaction with other products (Dithurbide, 2022). International companies want to achieve high positions in local market so they use different strategies. From the past 10 years, different organizations are using the two strategies: "Standardization" and "Adaption" (Alwazir, 2013). Adaptation is known as the process of modifying the products according to the different countries with high prices. On the other hand, standardization means to develop and promote the products but their prices are low because it is same for all the regions and countries (Wigmore, 2016). The advantage of using this strategy is the distribution, lower prices and designing because it remains same in every region (Calantone, Cavusgil, Schmidt, & Shin, 2004). Glocalization is the strategy used by multi-national companies now-a-days. Glocalization is made up of two words "Globalization" and "Localization". Both Globalization and Localization are opposite from one another. A famous Sociolinguist Roland Robertson described the connection of these two terms as "Glocalization" (MAMBROL, 2017). After the introduction of this term it was adapted in different language studies especially in Internationalization of English (Schneider, 2011) . Glocalization means to promote the business globally by modifying the products and services according to the requirements of target market. This strategy is only successful when it is used according to the specific language, culture and region so that the people can know about the product

more easily. That is why it is named as *“Think Global, Act Local”*.

The main purpose of this research is to focus on the study that how Glocal Strategies of Multi- National fast food brands are localizing their brands in Lahore. Talking about the aims, there are two types of aims called as short term aims and long term aims. Short term aims are used in the research study for the help as in this study the main focus is on the language used in the advertisements. The multi-national fast food brands adapt glocal strategies on global level. The aim is look into the perception of the customer related to the adaptation of the glocalization.

Moreover, the aim is to find out that how the people of target country perceive the glocal strategies such as using their national language in the advertisements (Sramkowski, 2021). The other factors like cultural values and language will be also highlighted. On the other hand, long term aims help the international food brands to achieve higher rank globally. These glocal strategies will also be helpful for the growth of the firms in the local market. Language advertisements are used in these strategies to attract their customers and help the international firms to grow. These strategies will be helpful for the international food brands to compete globally and have a chance to get promotion in the local market (Nasrudin, Glocalization, 2022).

Multi-national food brands are trying to expand their brands by promoting them in the local markets. These brands are trying to make their products popular in the local market by using these two strategies:

- Globalized Strategies
- Localized Strategies

Globalized strategies are the strategies that are used to promote the marketing strategies such as marketing of the standardized products will be similar everywhere (LANGER, 2022). Food brands and other different organizations use cost, standard products and other factors all over the world. Whereas, localized strategies use the strategies that are different in every country according to their culture. In this era, the multi-national food brands are using the marketing strategies to localize their brands globally. Such as, the glocalization strategy used by McDonalds is to listen to their customers of the local market and then fulfill their requirements by adapting the taste.

Advertisement is important for the promotion of the brands and the main purpose of using glocal strategies via advertisements is to expand the business. To follow the glocalization strategy it is important to make interesting content for advertisements because advertising will help in the promotion and the people will be able to know about the brand. Advertisements will also help to get the attention of the audience. Fast-Food brands have started promoting their business by making advertisements in Pakistan by adapting their culture and language.

Fast food brands use a marketing tool known as “4Ps of Marketing” (Yasir, 2022). According to *Alexandra Twin*, “the 4Ps consists of four key considerations that must be implemented wisely to successfully market the product.” These four key considerations are Price, Place/Distribution, Product and Promotion. Price the amount that customer pays, product is the object, place is the area from where the product can be purchased and promotion includes all the type on advertisements that are made for the product (TWIN, 2023). Different sources can be used for promotion such as advertisements on social media. Food brand’s social media account or website plays an important role in glocalization. They have different social media accounts for every country and different

advertisements for people who belong to different regions.

Promotion can be done in many other ways but the most important one is “Advertising the product”. An advertisement is known as a public communication that is used for the promotion of the product, brand or service. It includes Billboards, Brochures, logos, social media commercials, and advertisements on their official accounts or websites (Square, 2022). The different components that are used for advertisements are symbols, pictures, colors, music, logos and language. The most important component that is always focused is Language. It is because the food brands adapt the language of target country in order to promote their brand.

Language plays an important role in communication and interaction with people. Language is also of mind that what human beings have thoughts in their minds. People use language to share their different experiences that may include their experiences with people, situations, relations and their social or personal life experiences (Kelsey Holmes, 2016). Language is also important to portray specific culture that includes the traditions, the dressing, the social values and the food items. Nowadays the world has become more globalized so it is necessary for human beings to have knowledge of more than one language. It will be a source of awareness for other cultures and knowledge about their language. Language is also important in the advertisement of the products or brands. Such as language food brands can use language for promoting their business. The two main factors should be considered while using the language. Communication is the first factor that has a huge impact on the direct interaction between customer and the brand representatives. The second factor is the service marketing that is the indirect interaction that includes, promoting the brand through advertisements (Luna & Peracchio, 2005). Fast food brands progressively employ digital platforms such as Instagram, Facebook, and Twitter to execute Glocalization strategies effectively. In cities like Lahore, where use of social media is common, brands post localized content to attract with their target audience. Designing of Urdu-based advertisements or cultural specific posts, can help companies to create a direct connection with their consumers. These platforms also empower brands to gather real-time feedback and adapt their marketing strategies dynamically, to ensure that they remain relevant.

Lahore, as a cultural hub of Pakistan, marks the importance of religious and traditional values. Multinational brands often serve by not only obtaining halal certification but also designing marketing campaigns that align with cultural norms and local audience priorities. By highlighting halal practices or featuring family-oriented themes in advertisements helps brands build trust and loyalty among local audience who prioritize their culture in their choices.

## **LITERATURE REVIEW**

Studies have shown different aspects of glocalization and its strategies. In this era, standardized

marketing is more successful than localized marketing because it has different strategies. Multi-national fast food brands use the glocal strategies to make their brand famous and known in local market.

### **2.1 Glocal Marketing Strategies**

Different authors has researched and shared their concepts for glocal marketing. By following the new trends in glocalization, many international fast-food brands have adapted the glocal approach in which the multi-national brands sell their products globally by adapting the culture, language, taste of the local market (Kotabe & Helsen, 2010). The marketing activities will be successful when they will adapt the local conditions in the market place. The owner of the market should know that whether their

product is meeting the needs of the customers and how they can improve their marketing skills in different countries (Skaf, 2015).

“Glocal Strategy” refers to the statement “*Think global, Act local*” (Mikulska, 2023). In this way the international brands can design their products that can easily convince the local customer. It is shown in the table below and it also represents the relation between the “Global” and “Local” Strategies (Dumitrescu Luigi, 2010).

**Table.1. Maxims for Local, Global and Glocal**

<b>Local</b>	Thinking Locally, Acting Locally
<b>Global</b>	Thinking Globally, Acting Globally
<b>Glocal</b>	Thinking Globally, Acting Locally

Standardization is important for global marketing strategies because the companies are using glocal approach to compete in the target country. This marketing approach is explained as, “glocal marketing means that a company operating in the global market adjust their products and services according to the local culture of the target market” (Dumitrescu & Vinerean, 2010).

Another opinion is that “the main objective of glocal marketing strategy is to adjust and mould according to the needs and to carry the global strategy on step forward” (MAYNARD, 2003). This opinion is so accurate about glocal strategy that the brand has to meet the need of their customers. Therefore the marketers and the advertisers try to consider the local elements first while establishing their brand name in the target country (Foglio & Stanevicius, 2006).

To see whether the international brands are successful in the local market the 4Ps marketing mix strategy is carefully used. In order to run a successful brand and host it in local market to obtain high position it is necessary to fulfill the local customer’s expectations and requirements (TWIN, 2023). The 4Ps marketing mix strategy includes Price, Product, Place and Promotion.

### **2.1.1. Price:**

Price is one of the important factors that should be considered by international fast food brands while they are presenting their product in any country. They should keep in mind the social status and country’s economy because the economic structure of every country is different from each other. People have different income in different countries and their budgets are planned according to their income level. So, the price of the product is quite different from the same product in other country. “Price is known as a major factor behind the satisfaction because the customer wants to know if he is getting the most benefit from the product on which he is spending” (Donelly, 2017). There are different factors that can affect the prices of the products. Such as costs of distribution, exchange rates, and price controls. For example, KFC’s pricing strategies here are quite interesting. This food brand, wherever it is started, have different pricing strategies. They have set their prices according to the customer’s perception and try their best to fulfill the customer’s requirement.

### **2.1.2. Product:**

Product is the most important element of the glocal strategy adaption. There are some factors that can have an effect on glocal strategy such as the packaging, labeling, language used on the product, the content, label and the religion. Some authors like Stanevicius, Ferrell and Foglio has researched that the products should be customized according to the needs of local customers that will be the main reason behind the success of that brand. The advertisers and the owner of the international brands adapt their products according to the local customs, beliefs, values, traditions of the country while adapting the glocal strategy. For example, McDonalds has adapted global marketing strategy according to different countries and regions. For instance, the fast food brand has beer in its menu in Germany, wine for France and lassi or tea for Pakistani people (Dumitrescu & Vinerean, 2010).

### 2.1.3. Promotion:

For the promotion of the brand the marketer and owner has to keep in mind the religious and cultural values of the target country. To follow this factor it is important to have background knowledge of the cultural values of the country by following the socio-cultural system the brand can catch customer's attention. This can be done by making some advertisements related to the customer's cultural values and traditions. It is examined that the main objective of the glocal strategy is to create such activities that can engage consumers as it is another feature of the promoting the brand (NUGRAHA & INDRAWATI, 2017).

For example, Coca Cola follow the glocal strategies to promote their brand. The advertisemnets of Coca Cola follows the religious values of Pakistan in the Holy month of Ramadan. The advertisements portrays the gatherings and preparations for Iftar that shows that how they have adapted the religious values and culture of the country. The message in the advertisements is also related to the cultural values that follows the glocalization approach such as the tagline "*Iss Ramadan, har coke kay badlay hum karien gay aik meal donate tou iss Ramadan sirf rozaa hi nahi dil bhi kholien*" indicates the cultural and religious elements.

***"These commercials are successful due to the cultural compatibility"*** (Elden, 2005)

## 2.2. ADVERTISING STRATEGIES

All the international fast-food brands have their own advertising ways. The food brands follow the advertising ways according to the standard of their company whether they are small, medium or large sized fast food company. International fast-food brands use separate advertising strategies and such strategies help them to create advertisements and commercials. Advertising is basically used for promotion of the brand and to present the services by the owner of the brand. On the other hand advertising strategy is an idea of convincing the customers to buy the products (Kotler & Armstrong, 2008).

While developing the advertising strategies the marketers should keep in mind:

- Advertising Message
- Advertising Objectives
- Advertising Medium

Advertising is basically used to create a relation with the customers. For example, McDonalds is now open in every shopping mall of Lahore. The advertisers of the food brand want to create a strong relationship with their customers. Advertisements like these will excite people and will make them visit the food brand. International fast-food brands follows a schedule that when their advertisements will be suitable for their promotion. For example, KFC offers “Ramadan Deals” only in the holy month of Ramadan.

### 2.3. LINGUISTICS AND ADVERTISEMENTS

It is rare to find a combination of Linguistics and Advertisements in studies. A Linguist Leech has done a research on different surveys in which British advertisers have used different types of linguistic devices in their advertisements. (Straumann 1936) worked is mostly based the language used on the headlines of the newspaper but Leech has done research on the language and grammar used in the advertisements. The language used in advertising is called as the “Genre of Subliterary” that means that the writer of the advertisement uses innovative language and implies creative ideas while using linguistics patterns (Straumann, 1936).

The research of Geis, is based on the Linguistic devices used in the advertisements. The linguistic devices that are used in making Television advertisements are favored by the producers of these advertisements. He has considered the use of language in advertisements and also on the perception sand interpretation of the customer (Geis, 1982).

### 2.4. LANGUAGE OF FAST-FOOD INDUSTRY IN PAISTAN

The fast food business in Pakistan is always considered because Pakistani people are known for eating and every new food product is appreciated by them whenever it is introduced in Pakistan. This can be the main cause due to which the owners of international fast food brands are willing to introduce their brands in Pakistan. There are already many international fast food brands that are liked by the people of Pakistan such as McDonalds, KFC and DOMINO’S PIZZA. These fast-food brands are successfully running their business in Pakistan and are loved by Pakistani people. The advertising strategy is mostly used by fast food industry (Hastings, et al., 2003). Past studies have shown that the food promotion through advertisements has a direct effect on the preferences and food choices of customers. In a research it is studied that the fast food is known as the most advertised category (Hill, Casswell, Maskill, Jones, & Wyllie, 1998).

Language plays an important role in the field of advertisements. The international fast food brands are using English and Urdu both language in their advertisements that are used for the promotion of their brands. English language is mostly used by the brands in their advertisements because they want that a large amount of audience can understand their message and can reach. In Pakistan, there can be seen role of two languages in advertisements such as, English and Urdu both are interconnected. The connection between these two languages is quite strong because they are used together in the advertisements. Many of the advertisements are expected to be in these two languages because these two languages are mostly used in Pakistan.

## 2.5. HISTORY OF MULTI-NATIONAL FAST-FOOD BRANDS

McDonalds is known as the top multi-national fast food brand in Pakistan. It was introduced by Brother Maurice and Richard McDonalds in 1948 in California. It is an American fast food brand and was opened in Pakistan in 1998. Its first branch was open in Lahore in same year. KFC was introduced by Colonel Harland Sanders in 1952 in U.S and its full form is “Kentucky Fried Chicken”. It was opened in Pakistan in 1997 and its first branch was opened in Karachi. Later on, it was introduced in Lahore also and now it has 21 branches in Lahore.

DOMINO’S PIZZA was introduced by Tom Monaghan and his brother James in 1983 in Michigan, United States. It was opened in 2004 in Pakistan and its first branch was opened in Clifton Karachi. After some time it was opened in Lahore and right now there are 18 branches here.

These three multi-national fast food brands use glocal strategies to localize their brands and that is why they are known as top fast-food brands of Pakistan.

## RESEARCH METHODOLOGY

### 3.1. EXPLANATION OF THE THEORY

In the globalized world, the importance of local culture has increased. *Glocalization* is a theory that was introduced by a sociolinguist Roland Robertson and was used in 1980 (Hayes, 2022). This theory is a process of adaptation of local needs and focuses on cultural aspects. The main idea of *glocalization* is to introduce a brand in different countries while adapting their cultural values, language, traditions, language and their needs. This strategy works when a brand or a company has a proper management structure of distribution. In this way, the brands can use these strategies and fulfill the market conditions and compete in local market or target country (Nasrudin, Glocalization, 2022).

As we know that the culture is defined by the values, beliefs and daily life practices. The basic actions are carried out by using a framework of a broader cultural understanding. Therefore, the actions of an individual are the result of their cultural framework. Culture is important for globalization because it has an impact on individual’s daily life decisions. “It is important because the world becomes increasingly interconnected local culturally” (Tomlinson, Globalization and Culture, 1999).

The theory behind this study is “Cultural Glocality”. It is used to protect the globalization that is often surrounded by negativity because glocalization has been criticized that it is destroying local cultures (Elizabeth, 2009). This study proves that the international food brands like McDonalds, KFC, and DOMINO’S PIZZA are working in our country Pakistan and using the theory of cultural Glocality. These fast food brands are using Pakistani cultural aspects for the promotion, advertisement and glocalization of their brand. The advertisements they use portrays the Pakistani culture, norms and their art. They use different local keywords in their menu cards that are eye-catching for the audience. Cultural Glocality is basically used to promote the idea of glocalization of a glocal brand by keeping in mind the beliefs, language, values, cultural thoughts of any religion in any country (Fernandez, 2009).

### ***Cultural Impacts of Glocalizing Brands:***

The cultural impacts of glocalizing brands are:

- Use of local language for communication
- Use of different occasions in Pakistan like, Ramadan, Eid, and other.
- Use of national events of Pakistan in advertisements.

By using these features, international fast food brands can communicate with any country. Advertising different deals on different special occasions can help them to connect with the people. They try to make attractive menus and use local language for the food items such as Lassi, Beef Kabab, etc.

### **3.2. Research Philosophy:**

This study aligns with the interpretivism which emphasizes subjective meanings, experiences and the ways individuals and groups interpret their world.

This research focuses on how multinational fast food brands localize their language and marketing strategies in Lahore, by analyzing the use of code switching, local language and cultural symbols. This subjective interpretation of data drawn from these advertisements, focuses on meanings incorporated in Linguistic and cultural adaptations, reinforces the philosophy of inter-pretivism.

### **3.3. Research Approach:**

In this study Inductive approach will be used to analyze the Linguistics and cultural strategies used in multinational fast food advertisements in Pakistan. This research will commence with the collection and analysis of some specific advertisement, by focusing on linguistics features and cultural references, instead of investigating the predefined hypothesis. By using inductive approach, this study will extract broader results about how these advertisements are localized to align with local cultural values and Linguistic choices.

### **3.4. Research Design**

This study adopts a qualitative descriptive design to examine how multinational fast food brands localize their language, marketing strategies and cultural references. The qualitative approach is appropriate to understand the contextual and subjective meanings of these advertisements, particularly the use of code-switching, cultural aspects and local language.

The research adopts the content analysis as the key methodology to analyze the advertisements of KFC, Macdonald's, and Domino's. This method is based on In-depth analysis of visuals elements and main ideas in advertisements collected from the official social media platforms of these brands. The focus is to analyze the patterns and strategies used to localize language and culture.

### 3.5. POPULATION AND SAMPLE

Population is known as the set of objects, person, or elements that owns some common features that are defined by the researcher (A.S, 2023). Population for this research is comprised of all multi-national fast food brands that are working in Pakistan, Punjab. For the sample, the Facebook Likes of these five multi-national food brands were focused. The top three fast food brands were selected than according to number of likes on their pages. The table below shows the number of Likes of these fast food brands.

**Table.2. Results of the Facebook likes**

No.	Name of Food Brands	Number of likes
1.	McDonalds	82 Million
2.	KFC	59 Million
3.	Domino's Pizza	29 Million
4.	Pizza Hut	25 Million
5.	Subway	23 Million

The table above shows the result of the Number of Likes. The likes of these five food brands were focused. There were 82 Million likes for McDonalds and the strategies they used to localize their food brand are attractive for audience. The next big number of likes was 59 Million for KFC because of their average price range of their food products and the other reason is the quality and the taste of the food. KFC also focuses on the global strategies so that they can make their brand popular among people. There were 29 Million likes for DOMINO'S because of their good pizza deals and they have good services and quality. After knowing the number of Facebook likes McDonalds, KFC, and DOMINO'S PIZZA were selected for this research because the other food brands had less number of likes and they had less creative advertisements for the audience. The advertisements and menu cards are selected from the official Facebook pages of these three food brands.

For this study, the most famous multi-national fast-food brands that are working in Lahore are selected on the basis of opinions of students. The fast food brands McDonalds, KFC, and DOMINO'S PIZZA are selected for different reasons. Firstly,

these three fast food brands have good huge number of like. Secondly, people are attracted to their creative advertisements as they spend a lot of money on them. As we have to gather data by studying their advertisements so these brands have a huge rating on their official Facebook pages. The description of the pictures will also be analyzed as it also covers the features of glocal strategies. These multi-national fast food brands give importance to cultural values and language of Pakistan and they have different varieties of food and drinks as they also offers deals.

### 3.6. ETHICAL CONSIDERATIONS

Qualitative researchers work in various fields of social sciences and they have to highlight the main ethical issues in their research projects (Clegg & Slife, 2009). Ethical consideration is also concerned with different issues like presentation and deposit data so that it is useful for the other researchers. The ethical consideration in the research covers the basic part of the research that shows that the data is collected with authenticity. In the qualitative the data should be confidential.

For this research, the ethical considerations I took are as follows.

- One of the basic requirements of the research is the need of informed consent from the research participants. It means that the people who are invited to take part in the research have to give their consent so that they can participate in the research. The purpose, objectives, nature, the results and their role in the study should be informed to them.
- Anonymity of participant and confidentiality was ensured.

#### 3.6.1. ETHICAL EXPECTATIONS

In order to gather data, from participants for research purposes in educational institutes without ethical approval would place the researcher outside the institution code of conduct (Held, 2006). In this research, as I have to gather data from Facebook pages of fast food brands, so I contacted the admins of those pages and told them that I will be using their official posts in my research and for what purposes I will be using the data. I took their permission before collecting data from their pages. So, this ensures that I have collected the data for this research in an ethical manner.

### DATA ANALYSIS

Multi-national food brands use the glocal strategies because if they will follow their own traditions and culture in every country the people will have no idea about it that is why these food brands used glocal strategies by adapting the cultures and traditions of target country so that they can get promotions in local market.

The advertisements from October 2022 to April 2023 are selected for the research. All the advertisements are selected from the official Facebook pages of McDonalds, KFC, and DOMINO'S PIZZA. The table below includes the official links of their Facebook pages.

**Table.3. *Links of the Official Pages of Food Brands***

Brand No.	Names of Food Brands	Official Facebook Pages Link
1.	McDonalds <u>dsPK/</u>	<u><a href="https://www.Facebook.com/McDonal">Https://www.Facebook.com/McDonal</a></u>
2.	KFC <u>an/</u>	<u><a href="https://www.facebook.com/KFCPakistan/">https://www.facebook.com/KFCPakistan/</a></u>
3.	DOMINO'S <u>m.pk/</u>	PIZZA <u><a href="https://www.facebook.com.dominos.co">https://www.facebook.com.dominos.co</a></u>

There were 50 posts selected from each food brand but only the relevant posts will be analyzed in the study. The data will be analyzed on the basis of glocal strategies that are used by these

multi-national fast food brands. Each and every post will be analyzed separately on the basis of the local language they have used in their advertisements. The other thing that will be observed in these advertisements is used of the cultural, Islamic and national events of Pakistan. The linguistic features such as code-switching, use of local language and use of cultural aspects will be analyzed also. Other than that, the strategies that are used to promote the brands in target area and make them popular in local market will be discussed.

#### 4.1. Code Switching

In linguistics, code switching is known as the process of shifting from one language to another or using both languages at the same time (Cooks-Campbell, 2022) . Multi-national food brands use code-switching in their advertisements to make them for attractive and easy for audience. They use local language in their advertisements to convey their message to audience. Code-switching is the most interesting strategy used by these fast food brands.

##### Advertisement No. 1

*It's getting HOT in here. 🍷 Order our Hit Offer of Hot N' Crispy Burger and Regular Drink for*

*just Rs. 350! , and spice up your day. 🍷*



Figure.4.1. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 14 April, 2023.

So this advertisement is basically about summer deal. McDonald's uses different strategies to promote their brand so they introduce new deals according to seasons. In the above ad, they have used conjunction, which is a part of speech that connects two phrases with one another. They have used the word "toh" which is an Urdu word that is used to connect the two phrases "HOT hai toh HIT hai". They are informing their customers about their Hot and Hit food deal. This is how glocal strategies are used for a fast-food brand. By using this strategy they are attracting their audience to their deals.

## Advertisement No. 2

*Sehri made delicious with our HOT offer. ✨*

*Spice up your sehri with our Spicy McCrispy and Regular Drink for just Rs. 550! 🍔*

*Download the McDonald's App to order now!*

Figure.4.2. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 15<sup>th</sup> April, 2023

Promoting and advertising the brand and products at special events of the target country, is a successful strategy by marketers. Ramadan is the Holy month of Muslims. They do



ehri, they fast, pray and then wait for iftar. So, McDonalds is making people crave to have their McCrispy in Sehri. They have also mentioned their online app so that people can order their food at home.

In the ad above, McDonalds have highlighted a religious event and then they have used code- switching in the line “Khushi is, Sehri main McDonalds” that makes the advertisements more attractive.

## Advertisement No. 3

*App ke Faiday ki baat hai. 😊*

*Earn loyalty points exclusively on every order via the McDonalds App and get free food! 🍔  
 Download now to earn points!*

Figure.4.3. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 8 January, 2023



Some people don't like to visit the restaurant can order from the app online. McDonalds make sure that they keep their customers engage with their interesting advertisements. McDonalds has its online app from which people can order the food. They give some points when you order food from their app as a reward. In the above ad, they are promoting their app that rewards people points. They have used conjunction to connect two phrases with one another. They have used the word "jo" to connect the phrases "Aesi APP rakhi hi nahi jo delivery par points na deti ho". They are basically promoting their McDonalds App. In the description they have used the phrase "Ap k faiday ki baat hai" is in local language. They have used this phrase to let people know that this advertisement is useful for them. This is how glocal strategies are used for the promotion of fast food brand.

#### Advertisement No. 4

*Humien toh apni wali hi achi lagti hai. 😊*

*Earn loyalty points exclusively on orders via the McDonalds App and get free food! 🍔*

Figure.4.4. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 27 January, 2023

In the above ad, McDonalds is promoting their online App and the points that are



rewarded with the order. They have used the conjunction "se" to connect the two phrases "Meri wali APP wali se alag hai. Meri wali par miltay hain Loyalty Points har order par". In the description above they have used a local language phrase "Humien toh apny wali achi lagti hai". They have used the language in description to get attention of their customers. In this way they are promoting their app and food deals at the same time.

#### Advertisement No.5

*The yellow storm hasn't settled yet! We will be back next year! ⚡*

*Thank you Peshawar Zalmi for all the YEH CHEEZ moments! It has been a great cricket. Season to remember!*

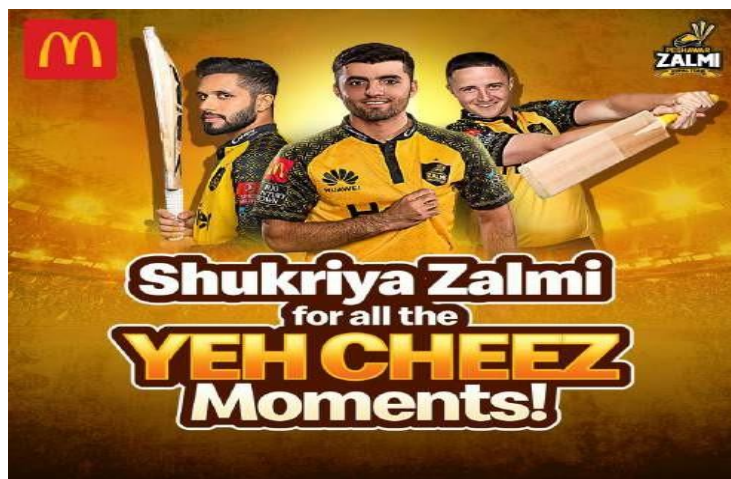


Figure.4.5. Taken from <https://www.facebook.com/McDonaldsPK>, posted on 17 March, 2023

Promoting your brand through cricket event and to show support for a team is a part of glocal strategy. In the above ad, McDonalds is showing their support for Zalmi team. They have used mixed language in the phrase “Shukria Zalmi for all the Yeh Cheez Moments”. They are praising them for the happy moments happened in the league. By praising the Zalmi team they are promoting their brand and also giving respect to the members of team.

#### **Advertisement No. 6**

##### *KFC/ Karak Chai*

Figure.4.6. Taken from <https://www.facebook.com/KFCPakistan/>, Posted on 30 December, 2022

In Pakistan tea culture is rich and Pakistani people call it “chai” or “dudh pati”. In the above ad, KFC is offering their meal with “KARAK CHAI”. As “karak chai” is considered as strong tea but Pakistani people have their own style of calling it “Karak chai”.

KFC has used the strategy of using local language of Pakistan with other language. Code- switching can be observed in the above ad. By keeping in mind the favorite item of people in winters they will get attention of the audience.



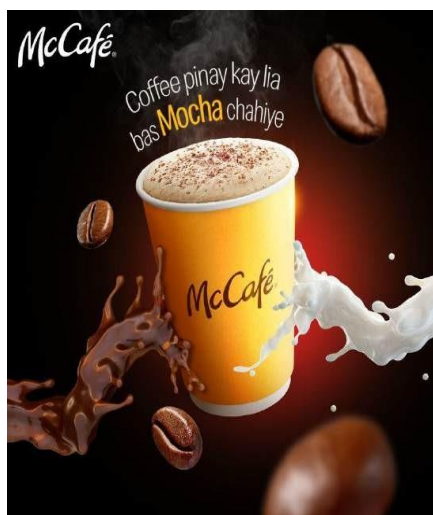
### Advertisement No. 7

*Har Mocha janay nahi daytay!* 😊

*Order our McCafe Mocha now and indulge in a chocolaty experience!* 🍫

Figure.4.7. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 3 January, 2023

McDonalds is promoting their “Mocha Coffee in the ad above. They have used the conjunction “bus” to connect the two phrases “Coffee pinay ke liye bus Mocha chaiye”. They have used the word “Mocha” for the word “Moqa” that is considered as chance in English language. They have used the phrase “Har Mocha jannay nahi detay” in the caption of the advertisement.



They have used code switching to make their advertisement attractive to the target audience as they know that and in winters people crave for coffee.

### Advertisement No. 8

*Are your friends after you for another treat?* 😊

*Then unlock FREE food by earning loyalty points on delivery via McDonalds App & get the burden of treats off of you!* 🍫

Figure.4.8. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 24 February, 2023

McDonalds try to post creative advertisements so that they can engage customers with their interesting offers. McDonalds is promoting their online app by rewarding people



points so that they can have free food. In the above ad, they have used the strategy of giving treat to friends by using the points of their app.

The have used mixed language in the phrase “Friends ko treat dene kay liye Points zaruri hain”. The use of code-switching is best strategy for food brands as they can make interesting advertisements for their customers.

### **Advertisement No. 9**

*Here's to the solution we are all excited for! ✨*

*Tomorrow, order our kitchen shutdown deal of spicy chicken burger & regular drink for just Rs. 295 and enjoy the Kitchen break. 🍔*

*\*Offer valid from 11am (26<sup>th</sup> Jan) to 5am (27<sup>th</sup> Jan)\* \*Offer valid on delivery only\**



Figure.4.9. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 25 January, 2023

In the above ad, McDonalds has used the mixed language phrase “KITCHEN KA SHUTDOWN” and they are promoting their deal of One Spicy Chicken Burger with regular drink. They have used this phrase so that if people are not cooking at home then they can grab their deal. On the other side they have also promoted their online app because the offer can be availed online by ordering it from their app. This is how glocal strategy works for food brands.

#### Advertisement No. 10

*Get ready for a pull of cravings you just can't resist! 🍔*

*Introducing the all-new Zingerella, a crispy Zinger fillet with an additional Mozzarella patty, topped with our signature cheese sauce! Order Now!*

Figure.4.10. Taken from <https://www.facebook.com/KFCPakistan/>, Posted on 1<sup>st</sup> October, 2023



In this ad, KFC has introduced their Cheese Burger which they have named as “Zingerella”. The use and choice of words are interesting for the customers as they have



used Urdu language. The people can get excited after looking at the phrase “Cheese hi cheese hai”. The people who love cheese will definitely get attracted towards this advertisement. KFC is now into the soul of Pakistan because it knows how to use Urdu language in their phrases and make the advertisements attractive.

#### Advertisement No. 11

*Agaya te chaa gaye! ✨*

*Have you tried the new Mega MCcRISPY Chipottle Flavor?*

*Try it today and vote for your favorite The Legend of Maula Jutt character for a chance to win the movie tickets.*

Figure.4.11.Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 18 Oct, 2023

In the above ad, McDonalds is promoting the Pakistani movie “Maula Jutt” and they have used the phrase similar to the movie dialogues for advertising their food products. “Kulhaari ki tarah Teekha or Spicy”. They have used the strategy of using local language for the promotion of movie and their new burger at the same time. They have also used Punjabi language in the caption “Ageya ty chaa gaya”. As they are promoting the movie in which Punjabi language is also used that is why they has used it in their advertisement to make it more attractive.

#### Advertisement No. 12

*We’ve opened our gates for your Dil to go Garden Garden. ✨*

*Here is a glimpse of the grand opening of our branch at Barkat Market, New Garden Town, Lahore..! ✨*

*We can’t wait to make more memories with you here.*



Figure.4.12. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 15 Dec, 2023

In the above ad, McDonalds have used Punjabi language with English language. They have used the phrase “Hun Hoya ay Dil Garden Garden”. The word Garden is used because they have opened their new branch in Garden Town, Lahore. They are promoting the opening of their new branch and have used mixed language. In the caption they have used code-switching by using the word “Dil” in the phrase. This is a successful strategy for food brands to use mixed language in their advertisements for their customers.

#### Advertisement No. 13

*Hum agaye hain aap kay G1 main khushiyan bharnay!*

*Visit us now to enjoy your favourite food at G-1 Market, Johar Town, Lahore.*



Figure.4.13. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 2 Dec, 2022

In this ad, McDonalds has used mixed language in the phrase “Aap kay G1 main aayi khushi!” now G1 is pronounced as “jeewan” in Urdu language and it means life in English language. But they have used G1 on a purpose to promote their new branch that is opened in G1 Market, Johar

Town, Lahore. They have used this strategy to make the advertisement attractive for their customers. In the description of the advertisement they have used the Urdu phrase, “Hum agaye hain apkay G-1 main khushiyan bharnay”. In this phrase they have used G-1 to attract the audience who live near G-1 market, Lahore.

#### Advertisement No. 14

*If you are looking for ideas for your wedding menu, take notes!*

Figure.4.14. Taken from <https://www.facebook.com/KFCPakistan/>, Posted on 27 Dec, 2022

Multi-national food brands try their best to follow the traditional and cultural events of Pakistan so that they can create advertisements for the target audience. In the above figure KFC has highlighted the word “SHADI”. They have used the phrase “Here’s to your unforgettable SHADI moments with KFC together”. They have used the Urdu word “shaadi” as this word is use in Pakistan. They are advertising their food products by using this strategy so that people consider their menus on wedding events. As we can see in the advertisement pictures that the couple is eating KFC food items. They have

used these images to promote their brand and products.

## 4.2. LOCAL LANGUAGE

Multi-national fast food brands use local language of the target country while they are localizing their brands. The main purpose of using this strategy is to make people understand the food products, the new deals, and the message in simple words. Local language is useful for these food brands because it helps in localization of the brand in the target country. Brands use local language in their advertisements so the people can get their message and concept easily as “Roman Urdu” is used by the people in their daily life. The ads below have used the local language of Pakistan.

### Advertisement No. 15

*Agaya te chaa gaye! ✨*

*Have you tried the new Mega MCcRISPY Chipottle Flavor?*

*Try it today and vote for your favorite The Legend of Maula Jutt character for a chance to win the movie tickets.*



Figure.4.15. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 18 Oct, 2023

Multi-national brands approach local, actors, players or other famous celebrities for their advertisements. In this picture, as you can see “Hamza Ali Abbasi”, who is known as a famous actor in Pakistan is posing in his character look of the movie “Maula Jutt”. They have used his movie character look and the Punjabi language of the movie.

They have used this advertisement to promote the movie “Maula Jutt” and by using it’s Punjabi dialogue “Nawa ayaa ayen soneya!” to introduce their new burger that is named as “Chipotle”. In the description above they have used the Punjabi phrase “Ageya ty chaa gyaa” to make it attractive for their audience.

### Advertisement No. 16

*It’s time to create new memories, let imagination run wild, and fill the Playplace with happiness*

& laughter.

*We are waiting for your little ones to light up the Playplace. Visit McDonald's now.*



Figure.4.16. Taken from <https://www.facebook.com/McDonaldsPK>, Posted on 21 Nov' 2023

McDonalds have play place in their most of branches so that kids can enjoy the meal and they can also have fun in play area. In this ad, McDonalds has introduced their Play area Nationwide for kids. They have used the phrase “Laut kay Bachay khelnay aaye”. They have highlighted the word “Bachay” because they are advertising their play place that is for kids so they want to attract kids. By using this strategy the kids will be excited to visit the play area and they can also enjoy the food.

#### Advertisement no. 17

*Here's to adding mithaas to your Ramzan. ✨*

*Grab our Ramzan Deal of Strawberry Sundae & McFlurry Oreo for just Rs.700! 🍓*

*Offer valid from Iftaar till Sehri!*



Figure.4.17. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 21 March, 2023

In this ad, McDonalds is offering their deserts. They have highlighted Holy month of Muslims and this strategy is used to make their ads more attractive. Ramadan is basically the month of blessings. The local language is used in this phrase “Le aao pass Ramazan ki Mithas”.

McDonald's is promoting their deserts “McFlurry Oreo” and “Strawberry Sundae” by using the name of the Holy month Ramadan. Using these glocal strategies will help them grab more customers and it will also increase their sale rate. It will also help the food brands to connect.

### **4.3. ISLAMIZATION AS A GLOCAL STRATEGY**

Promoting on the special occasion of the target country and name the food offers at the name of those occasions is also an example of glocal strategy. Food brands use Islamic events of Pakistan to make their advertisements attractive. People can be emotionally connected with the brands and will also enjoy their deals. The ads mentioned below are related to the special Islamic occasions in Pakistan.

#### **Advertisement No. 18**

*On this joyous occasion of Eid, let us all come together, share some love & make this year's Eid*

a memorable one. 🥰 Eid Mubarak ✨

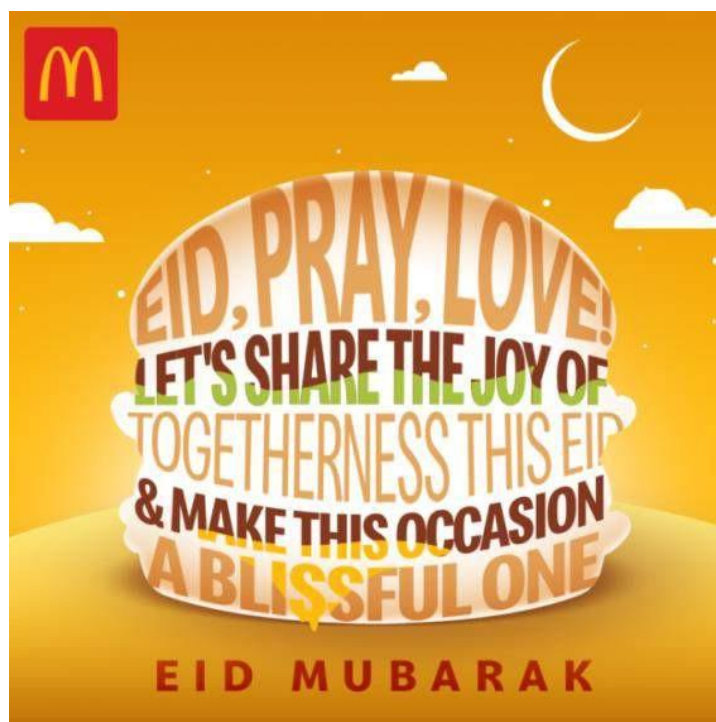


Figure.4.18. Taken from <https://www.facebook.com/McDonaldsPK/>, Posted on 22 April, 2023.

Eid is one of major Islamic occasion of Pakistanis and Muslims. It is a special chance for food brands to get people's attention. To show people that you are important for them they have used this advertisement to wish Eid and convey a positive message of Praying and Loving, also convincing audience to Eat where they are promoting their brand. On this occasion people will love to visit McDonalds as they are showing respect to their Islamic event.

#### Advertisement No. 19

Indulge in a delicious feast and break your fast the KFC way! 🍗

*Order the Ramadan deal and enjoy 4 Zingers, 2 Sooper Soft Bakes, 1 Packet Classic Lays, 2*

*Olper's Flavored Milk and a 1.5 Liter Drink for just Rs.1650! Order Now!*



Figure.4.19. Taken from <https://www.facebook.com/KFCPakistan/>, Posted on 2<sup>nd</sup> April, 2023

Multi-national brands try to use those ideas and strategies that can be beneficial for the localization of their brand. They can promote their products and services by using advertisements. KFC also uses the strategies as in the above ad they are introducing a deal for Ramadan. They have used the name of Holy month of Ramadan to attract their customers. They are asking the audience to “share the Goodness of Ramadan” with KFC. They are promoting their brand and wishing people the Happiness of Ramadan at the same time.

#### Advertisement No. 20

*Eid just got a whole lot sweeter with our Meetha Bundle! What makes Meethi Eid sweeter?*

*Comment below, tag friends and share to get a chance to win Domino's Meetha Bundle!*

Figure.4.20. Taken from <https://www.facebook.com.dominos.com.pk/>, Posted on 23 April, 2023

Multi-national fast food brands keep in mind the major events of target country while they are promoting their products. So, Pakistani people celebrate Eid because it is a religious event. Domino's Pizza takes this as an advantage so that they can promote their



products on Eid.

In the above ad, Domino's Pizza is offering "Meetha Bundle" on the event of Eid. They have used the word "Meethi Eid" to promote their deserts on the event of Eid because Pakistani

people love to have deserts on this occasion. By using this strategy they can boost their promotions and can have more customers.

#### 4.4. NATIONAL EVENTS OF PAKISTAN

Multi-national fast food brands use the national and cultural events of the target country in their advertisements as a glocal strategy. Promoting and Advertising the fast food products on these events seems interesting for the customers. They have different deals on these events so that they can attract their customers. These food brands use events like Pakistan Day, Allama Iqbal Day, Quaid Day and Labor Day. By using these events they can promote their brands and also convey the message for this day.

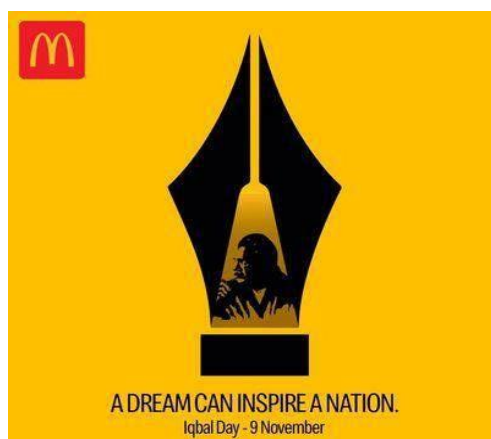
##### Advertisement No. 21

*Let's pay tribute to the man who inspired the whole nation with his dreams, ideas, & writing.*

*Happy Iqbal Day!* 🇵🇰

Figure.4.21. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 9 Nov, 2022

9<sup>th</sup> November is known as Allama Iqbal Day in Pakistan and it is a national public holiday. As Iqbal was “Ideological founder” of Pakistan. His dream of making Pakistan



came true and this is an inspiration for the nation. McDonalds has created a post for Iqbal Day to show that they respect the national events of Pakistan. They have used the sentence in the post “A dream can inspire a nation”. They are talking about the dream of Iqbal that he wanted to create a separate country for Muslims.

## Advertisement no. 22

*The Labor's Day, we spread the real #LanguageOfLove for all the hardworking citizens that*

*keep this nation running day and night!*

*Together, let's continue to spread the message of hope, and salute those who strive on with*

*dedication through thick and thin. Happy Labor Day from KFC. 🍗*

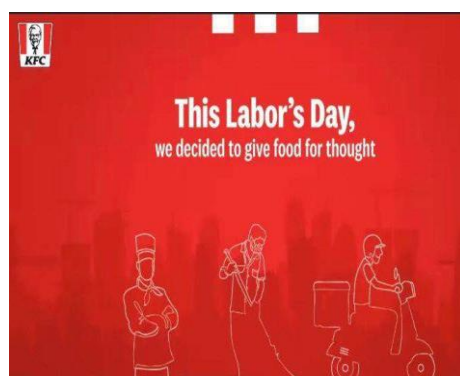


Figure.4.22. Taken from <https://www.facebook.com/KFCPakistan/>, Posted on 1 May'2023

1<sup>ST</sup> May is considered as Labor Day in Pakistan, so in the ad above, KFC is wishing this day to all the hard workers so that they can feel special. In the caption of the post they are appreciating all the efforts of those citizens who work hard with full dedication. In this way they can make a strong bond with their workers and can wish them. In the post they have used the phrase "This Labor's Day, we decided to give food for thought". They have used the word "food" for advertisement.

### **Advertisement No. 23**

*Let's honor our history by remembering ther principles on which this nation was founded!*

*#DominosPakistan #ResolutionDay*

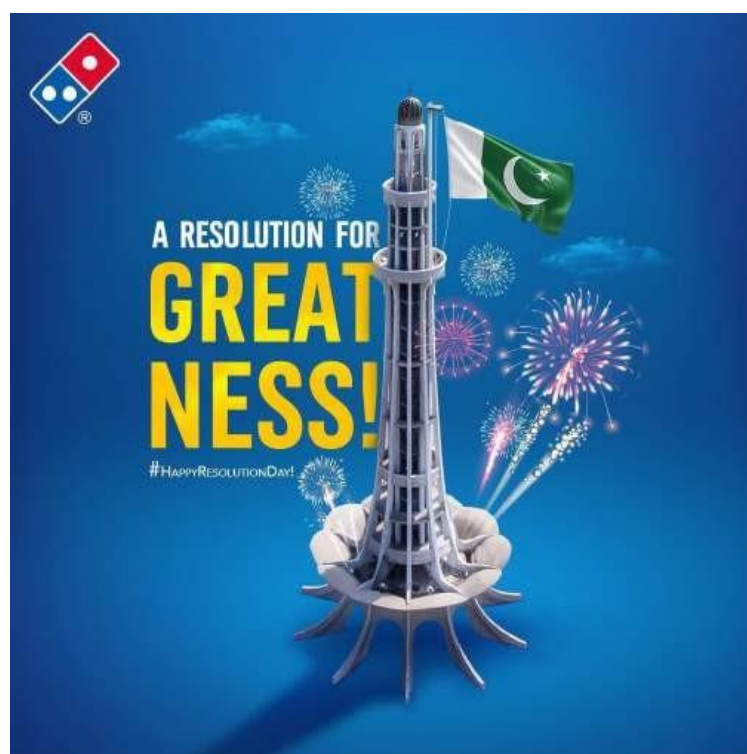


Figure.4.23. Taken from <https://www.facebook.com.dominos.com.pk/>, Posted on 23 March 2023

23<sup>rd</sup> March is the Resolution Day in Pakistan and it is a memory of the day when all the resolutions were passed in Lahore. It is considered as a national event in Paistan and it was celebrated at Minar-e-Pakistan Lahore. Domino's is celebrating this national event with Pakistani people and wishing them a happy resolution day. They have used the phrase "A resolution of Greatness" to wish Pakistanis on this day. Domino's has used the picture of Minar-e-Pakistan to show where the resolution day was celebrated. In this ad they are trying to attract the audience by showing some respect to our national event

“Pakistan Resolution Day.”

#### Advertisement No. 24

*Here's to the nation whose foundation of Happiness & Determination was established on 23<sup>rd</sup>*

*March 1940.*

*Happy Pakistan Resolution Day!*

*#McDonaldsPakistan #PaksitanResolutionDay #23rdMarch*



Figure.4.24. Taken from <https://www.Facebook.com/McDonaldsPK/>, Posted on 22 March 2023 In the ad above, McDonalds is wishing Pakistan Resolution Day. They are also celebrating this

day by appreciating “The seeds for Happiness were planted on 23<sup>rd</sup> March 1940”. They respect national event of Pakistani people and this shows that they stand to appreciate the resolutions. This strategy helps to create a connection between the brand and the customer.

#### .Advertisement No. 25

*Hope, courage, and confidence – a message from Quaid to his nation. Today on his birthday, we are paying homage to Muhammad Ali Jinnah, the father of the nation.*



Figure.4.26. Taken from <https://www.facebook.com.dominos.com.pk/>, Posted on 25 Dec '2022

25<sup>th</sup> December is celebrated as Quaid Day in Pakistan and it is a national holiday also. Quaid-e- Azam is known as the father of nation because he was great leader of Pakistan. Because of his efforts we got separate country Pakistan.

Domino's is wishing "Happy Quaid Day!" to Pakistani people because they respect this day. They have used the quote "The man who delivered greatness like no one else did before" to appreciate all the efforts that he did for Pakistan. It is a useful strategy to remember and post wishes on these events because it will show that they respect our culture and traditions.

Domino's is wishing "Happy Quaid Day!" to Pakistani people because they respect this day. They have used the quote "The man who delivered greatness like no one else did before" to appreciate all the efforts that he did for Pakistan. It is a useful strategy to remember and post wishes on these events because it will show that they respect our culture and traditions

### DISCUSSION & FINDINGS

Glocalization is known as a process of making multi-national brands local in the target region or country because it will help the brand to get more customers and they can be popular. Findings reveal that these three multi-national fast-food brands have adapted the cultural values and traditions of Pakistan so that they can localize their brand in Pakistan. They use different strategies to promote their products and services. In the advertisements that are analyzed in previous chapter, four strategies are used. The table below shows that which strategy is mostly used by these Multi-national fast food brands. The formula (value/total value\*100) is used to calculate the percentage of each strategy.

Table No. 4. Use of strategies in advertisements

No.	Strategies Used by Brands	% of their use
1.	Code-Switching	53%
2.	Use of Urdu/Local Language	12%
3.	Use of Islamic Occasions	12%
4.	Use of National Events	23%

So if we see that there were total 26 advertisements that are analyzed in chapter 4, there were 14 advertisements analyzed on the basis of code-switching. 3 of the advertisements are analyzed on the basis of Local Language. 3 advertisements are analyzed on the basis of Islamic occasions of Pakistan and 6 advertisements are analyzed on the basis of national events of Pakistan. By using the formula for every strategy the percentage of their usage is defined in the table above.

When a brand wants to localize their brands in any country then they have to interact with the customers in their language for better communication so this is the reason why the brands use local language in their advertisements. The main source that can be used to promote your brand is through advertisements. That is why these multi-national fast-food brands have used code-switching in their advertisements so that they can make the advertisements attractive and comprehensible for the audience (Bohannon, 2015). In the advertisements that are analyzed in chapter 4, it is observed that they have mostly used code-switching in the phrases like “Khushi is Iftaar main McDonalds”, “Kitchen ka Shut down”, “End your KFC meal with a Karak Chai” all of these phrases are code-switched and these multi-national brands have used them in their advertisements.

Multi-national fast food brands promote their food items or food deals by using Urdu language and they try to use the most spoken phrase that are used in Pakistani culture such as “Le aao pass Ramzan ki mithaas”, which is used in Pakistan in the Holy month of Ramadan and it is the part of their religion. In the above advertisements, this strategy shows that the brands follow the customs of Pakistani people and using their language makes a strong impact.

Every country has its own cultural values and traditions, events and occasions. These all multi-national food brands first adapt the cultural values of the target country and to make their brands popular they have used special events and occasions in their advertisements. They wish their customers on the special events and mention that the customers can celebrate their special events with them. They plan deals or offers according to each event

and it makes their advertisements more attractive and interesting. Ramadan is known as the Holy month for Muslims and they celebrate this month and fast the whole month. At first, these food brands will wish them Happy Ramadan and then they post their special “Iftar Deals” and “Sehri Deals”. This is a glocal strategy that is used by these food brands to localize their brands. Then same is done for Eid. Firstly, they wish “Eid Mubarak” and introduce their “Eid Deals” for their customers so that they can celebrate their Eid with them along with their families. They also introduce “Family Deals” because on the occasion of Eid people have get-together parties with their relatives and families. They have also used national events of Pakistan in their advertisements such as “Pakistan Resolution Day, Quaid Day, Iqbal Day and Labor Day to show their affection and respect for the country and its national events. They post wishes and sometimes discount deals on these events for their customers. This strategy is also used the most in the above advertisements as they have used Islamic occasions of Pakistan in their ads so that they can promote their brands.

Cricket is considered as an important sport in Pakistan and Pakistani people watch cricket matches with full excitement and enthusiasm. Multi-national fast food brands have used cricket events in their advertisements to get the attention of their customers. PSL (Pakistan Super League) is a cricket league of Pakistan that is organized every year. These fast food brands show their support to the PSL teams. On this cricket event, they introduce new deals and food products so that people can enjoy cricket with food. They introduce their deals by using the names of PSL teams such as “Zalmi Deals”. If the team wins they congratulate them but if they lose they still appreciate them for their efforts.

So, all of these findings shows that why these multi-international fast food brands are running their business successfully in Pakistan. They use different glocal strategies and try their best to implement the strategies in their advertisements. These strategies can help them increase the popularity of their brand and can make more customers. This is how glocalization is used in local market.

## CONCLUSION

The main objective of this study was to know that how multi-national fast food brands use glocal strategies to promote their food products in Lahore, to see that how they use the advertisements in the form of text by using other languages and to explore the adaptation of mother language in advertisements. So, all of these objectives are achieved through this research study. Food-brands were selected by doing a random survey to know the interests of people and through the rating on Facebook pages.

For this purpose, all these multi-national food brands have used different strategies. But the selected advertisements are specifically selected and analyzed. The First point is that they have used the national language of Pakistan in their advertisements to connect with the target audience. They have used Urdu language in their ads so that people can easily get what they are promoting actually. In this way people can easily understand. The Second point is that they have used national events in their ads such as Pakistan Resolution Day, Quaid Day, Iqbal Day and Labor Day to promote their food products. This method used by fast food brands reveals that they have a strong connection with Pakistani people and their events. The Third point is that they use cultural traditions and Islamic occasions of Pakistan and they create advertisements related to these occasions.

Such as, they offer deals for the Holy month of Ramadan and then for Eid also. By using these strategies they can attract people towards their deals.

The outcome of this study highlights the importance of glocalization in promoting the multi-national fast food brands. By using the glocal strategies the fast food-brands promote and make them popular in the local market of the target country. It is important to know that how these multi-national fast food brands are becoming the choices of audience in Pakistan. The future implications of this study are drawn that if multi-national fast food brands want to make their brand famous across Pakistan, then they have to use language of specific area of the country. For example, in Pakistan people use different languages other than Urdu, according to their specific area. People who belong to rural areas may face difficulty in understanding Urdu also. So, they have to use the language that is easy to understand for people of that area. Moreover, the food brands should be aware of the language of their target audience when they are advertising their products.

These are the glocal strategies that make multi-national fast food brands successful. They use local language of the target country to make their brand popular in local market. This is one of the best strategies because customers can easily understand their message and products. These brands give complete information about their products in their advertisements by using language. The use of language is an important task so they use these strategies to make their brand popular in target country. These strategies are best not only for multi-national brands but also for national brands of the country.

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