

UNDERSTANDING THE GLOCALIZATION STRATEGIES IMPLEMENTED BY
MCDONALD'S IN SOUTH KOREA AND COLOMBIA IN THE PAST FIVE YEARS

SOFÍA CORTÉS TABARES

DAWON YOU

UNIVERSIDAD PONTIFICIA BOLIVARIANA

SCHOOL OF ECONOMICS, ADMINISTRATION AND BUSINESS

FACULTY OF INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS

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DAWON YOU

Degree work to qualify for the title of International Business Professionals

Adviser

ANDRÉS ESCOBAR URIBE

International Business Professional

UNIVERSIDAD PONTIFICIA BOLIVARIANA

SCHOOL OF ECONOMICS, ADMINISTRATION AND BUSINESS

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1. Abstract

This research focused on identifying and comparing the glocalization strategies implemented by McDonalds in Colombia and South Korea. The research was carried out through qualitative methodology, and was conducted with phenomenological study, in order to comprehend the differences that theory and real-life practices can have, as well, IMRaD Methodology was used as a mean of summarising and presenting only the outmost important information on the topic. The results indicate that while in some countries glocalization is studied and understood by companies, which is the case of South Korea, others such as Colombia lack knowledge and interest on the topic. Furthermore, McDonalds' practices can be identified as glocalization strategies, even if the company does not define it as such.

1.2. Key words

Glocalization, Globalization, Market research, Market penetration.

2. Introduction

McDonalds is one of the leading global fast-food companies from the United States and currently, according to the Annual Report of McDonald's in 2021, this corporation has more than 40,000 restaurants in 119 countries (McDonalds, 2022). One of the key elements of their success is the geographic variation in each headquarters to satisfy local consumer preferences and tastes.

This article seeks to identify how well the glocalization strategies are implemented by McDonalds in two different countries: South Korea and Colombia, as well how their cultural difference influences the marketing decisions taken by the company. Globally speaking, the corporation McDonalds is recognized as one of the most important companies in terms of glocalization, thus why their analysis and strategies are considered to serve as standards for other companies, which have the desire to explore or expand their participation in various countries. In this sense, glocalization not only helps to identify and analyse the factors needed for market expansion, but also to provide fundamental information on the target market's cultural background, further improving their knowledge of consumer behaviour tendencies and references, which are necessary factors to carry out successful market penetration strategies.

Databases such as SCOPUS, Google Scholar, and JSTOR were used. These databases were selected due to their catalogue of investigations and academic material, reuniting information from multiple countries and disciplines, allowing a deeper investigation. All the research was done in English, due to easier access to previous investigations carried out. The search equations implemented were focused on glocalization strategies; the most important being TITLE-ABS-

KEY ("Colombia" AND "glocalization"), and TITLE-ABS-KEY("McDonald's" AND "glocalization").

Through the article, multiple sources with previously conducted research on the topic will be cited and its content further developed, mainly focused on the specific field and population to be researched. Also, the research is focused on a subject that has not been explored deeply. Based on the aforementioned, the intention is to research, analyze and understand the subject and all the aspects that arise from it.

In this article, common glocalization practices implemented by McDonald's in both South Korea and Colombia will be analysed. The role of cultural differences will be considered and discussed, and, some critical points that make an evident part of the culture and their potential in marketing strategies, appreciating them as a fundamental factor for companies during global expansion, especially as an initiative for glocalization.

The lack of information on the topic is concerning, thus it is understood as an opportunity, mainly in the Colombian case, where studies on glocalization are yet to be made, contrary to South Korea, where multiple studies under different fields are being made from years back.

2.1. Glocalization, the definitional varieties

In order to achieve their mission, companies must analyze different factors that constitute both the market and the society they seek to penetrate, thus why an increase in internationalization trends can be seen, one of the most predominant being glocalization.

According to Marshall McLuhan, in his book "The Gutenberg Galaxy" of 1962, the origin of

globalization is the integration of nations and regions, that has been driven by falling costs of distance in terms of transmission of information, where the author compared the difference costs between the handwritten manuscript of mediaeval era and the internet of today. In consequence of the abovementioned, the term globalization is understood as the process of integration on a global scale, and its strategy implemented by companies is based on mass production of products or the provision of unified services led by the headquarters (Easton, 2008).

To establish a clear distinction of the terms, it is crucial to understand that globalization, as defined by Robertson (2000) is “the interpenetration of the universalization of particularization and the particularization of universalism”, on the other hand, glocalization is a combination of “globalization” and “localization” and it is a management technique that simultaneously promotes both strategies. It is an amalgamation of two terms whose purpose is about providing products and services that meet the local culture or customer needs while pursuing globalization. The concept of “Glocalization” originated amongst Japanese businessmen, the Japanese concept "どちやくか" (dochakuka) was used, meaning living on ones' own land. After, in the 1980s, this term had been popularized when sociologist Roland Robertson mentioned it in Harvard Business Review, explaining it as “the existence of both particularization and universalization tendencies”. Then, this term rapidly spread amongst global social scientists and business scenarios from the 1990s, and nowadays, it is used globally under the phrase “act local, think global” (Palacios et al., 2017).

Currently, there are not any theories on glocalization, only a few interpretations made by theorists, but a common idea has not been achieved due to the differences in perspectives. The

first to ever introduce the concept of glocalization into the social-scientific discourse was Roland Robertson, who theorizes that the global interpenetrates the local, where the local is always impregnated with global aspects. With time, other academics detected a problem with his theory related to its temporality and the variations between the global and local aspects when correlated.

George Ritzer later contributed with the interpretation that glocalization and cultural heterogeneity are unmistakably recognized as a plausible theoretical alternative, adding the approach of the local existing outside of the global; in addition, Ritzer applies Americanization, McDonaldization, Disneyization, and similar concepts as a promotion method for the globalization of culture. The last theory suggests that glocalization is to be viewed as an autonomous concept, defining glocalization as a refraction of globalization by its passing through local environments (Roudometof, 2016).

Some examples of great implementation have been Coca-Cola who attempts to glocalize its marketing communications while respecting the enormous range of economic and cultural differences faced on markets; as well McDonald's has entered multiple markets by adapting their products to the local cuisines, using traditional flavours and offering striking food options at an affordable price (Oldenziel, 2007). A company that first failed at this approach was Starbucks Australia (CNBC, 2018). The company offered a menu that was not suitable for locals, their products had higher prices than the ones of better quality offered at local cafes.

A similar scenery was seen when Taco-Bell tried to enter the Mexican market, due to the high quality of the products locals were accustomed to, the fast-food chain, could not fulfil the expectation of the local customer, thus explaining why it cannot be found anywhere in the

country (Swerdloff, 2017). All of this led various companies to modify their menu according to the preferences, culture and geographic zone their target market is situated in, some achieving success in the latest years (Shamsuddoha, 2008).

2.2. Glocalization efforts in South Korea

In the specific case of McDonalds, it is important to highlight previous research on the subject of glocalization and McDonalds. In this text, the author showcases the emergence of glocalization in a global perspective and relates various glocal practices of multinational fast-food companies, focusing on the case of McDonald's. The impact of the company is evaluated using practices such as the "Big Mac Index" and positioning benchmarks. After an exhaustive analysis of McDonald's key factors for creating glocalization strategies, it is worth noting that the company promotes with a global image, focusing on the needs of the community they desire to attract. A fundamental conclusion is given, the correct way to describe McDonald's promotional strategy is "brand globally, advertise locally" (Mathur, 2017).

East Asia has been subject of important cultural change since 1980, globalization and glocalization have both helped in the construction of modern services and practices, although it is important to highlight that each country has accepted or rejected the new tendencies in their own way (Seo et al., 2006).

South Korea has strongly implemented the concept of glocalization, particularly, in terms of contemporary culture. A significant number of Korean media contents have been spreading globally in the last few years. Thus, numerous business and commerce based on culture contents such as cosmetics, art, food, and languages, have had predominance in the global scenario. This

phenomenon occurred because of the positive image that other countries have from South Korea, which is provided from undeniable culture preference, as well as scientific and economic development (Korean Culture and Information Service, 2022; KOCIS).

On the other hand, a considerable number of global companies have been glocalizing successfully in Korea such as IKEA, Costco, Coca-Cola, Outback Steakhouse, and McDonald's. Nevertheless, there were cases of failure such as Walmart and Carrefour (Baek, 2021). In addition, maintaining glocalization in Korea is a difficult challenge to global companies due to Korea having a relatively sensitive and rapidly changing culture market trend, which requires profound and steady study.

An example of glocalization practices in South Korea is evidenced Outback Steakhouse implemented Customized Operation Strategies (COS), localizing ten percent of menu items approximately, which entails detailed analysis of local tastes, to accommodate the menu with a distinctive blend of Asian and Western flavours. Two popular adapted items are Kakadu short rib steak and Kimchi fried rice. The first one, which has become the most popular menu, was developed based on a combination of Kalbi steak, which is a Korean dish, and a typical Outback steak. Moreover, certain tailored items are exported to other Asian Outback Steakhouse restaurants, such as those in Hong Kong and Japan. Also, the firm controls the portion sizes of typical menu items according to the Korean market's demands. For example, they don't serve steaks bigger than sixteen ounces, since Koreans prefer less meat than Americans do (Lee, et al., 2008).

2.3. Glocalization attempts in Latin America and Colombia

Glocalization is a new term that has yet to be implemented in Latin America. In Colombia, only two studies involving agriculture and psychology have been carried out. This represents a disadvantage for Colombian companies that desire to expand their markets globally. Also, this affects the overall development of market diversification for the nation. The information obtained from these articles is not useful to the investigation, it is concluded that the phenomenon of glocalization in Colombia and Latin America allows and requires further investigation due to the low number of investigations previously carried out in the territory.

In consequence, the results obtained by the investigation would be practical for companies considering to execute a glocalization strategy, and for academic and/or scientific groups interested in different market dynamics and consumer behaviour, especially in the food chains ambient, in South Korea, Colombia, East Asia or other Latin American countries.

3. Theoretical Framework

3.1. Globalization

The concept of globalization was first used in the late 1960s and beginning of the 1970s, a period in which the international system observed a growing economic and political interdependence and the need to formulate explanations for local and/or national phenomena in terms of external and/or international events. The widespread use of the term began after the fall of the Berlin Wall in 1989 and the partial collapse of communism, globalization was used mostly in political, academic and economic discourse, as a direct consequence of individuals who adapted a broader view of the world economy, thus why the importance of the term in our current society as a factor of expansion of companies and countries (Robertson & White, 2007).

3.2. Localization

Localization as a global marketing strategy has not been further studied, thus why a common definition is yet to be made, the major problem with this concept appears in misleading translation that makes the concept something it is not. A general non-official definition of the term, would indicate it refers to the adaptation of a product or service and its aspects, transforming it according to the needs of the target audience (Anastasiou & Schäler, 2010). The process of localizing products is not always the best strategy, depending on the market, thus why it is often implemented with other strategies, just as many Multinational Corporations use globalization and localization at the same time.

3.3. Standardization

A common practice in international marketing is that of product standardization, especially across cultures in order to enter foreign markets, hence its importance when managers and higher ups create strategies for their products abroad. According to Loukakou and Membe (2012), “standardization is a practice of setting identical characteristics for a particular good or service”, suggesting that standardization can be described as one product for everyone, referencing that the product will be the same no matter the population is it intended for, this from a global perspective, showcases that with a standardization approach presenting a consistent and global image is allowed (Doriza & Membe, 2012).

3.4. Adaptation

Another important concept contemplated by companies in the marketing strategies is product adaptation, marketing strategy in which brand new products and services are slightly modified according to already existing products and services, not necessarily promoting innovation. Currently, product adaptation is considered as one of the most influential aspects for Multinational Corporations. With a good mix of both strategies a wider scope of market can be analysed, although it is important to clarify that the strategies implemented and the reaction the population will have, depend deeply on the type of industry the company operates in, making the choice of global strategies for their products a more precise and fundamental task (Doriza & Membe, 2012).

3.5. Glocalization

The concept of glocalization is considerably new, many economies and individuals are yet to discover this term, therefore it is evident the lack of investigation in the field. Currently, only a few theorists have developed interpretations, not having an established theory as such (Roudometof, 2016). The first appearance of this term was presented by Roland Robertson, who introduced the idea of glocalization into the social-scientific discourse, portraying it as the global existing within the glocal, clarifying that the local is never pure as it is a constructed response infused with global elements, thus ensuring that it is constantly taking multiple forms (Robertson, 1992).

According to Khondker (2004), glocalization can be understood as a tool that facilitates the capacity of understanding a company has of the foreign markets they desire to enter, whilst maintaining its position and being accepted even with cultural differences, since it is about adaptation, thus they focus on catering the needs of the local population. Furthermore, glocalization in order to be successful and meaningful, must embrace minimally one component of the local population, including their values, common practices, and other factors that conform their culture.

Glocalization can also be identified in the experiences surrounding the product. The most notable strategy is the use of idols or celebrities for marketing purposes, focusing on the customer idolization in order to increase sales and create a better brand image. This practice become more common through the expansion of Hallyu or Korean culture in the early 2000s, which comprehended aspects such as music, movies, dramas, amongst others (Aji & Putri, 2023).

Table 1*Differences between globalization, localization and glocalization*

Basis	Globalization	Localization	Glocalization
Definition	Globalization suggests a monolithic sameness as a result of convergent worldwide economic, financial, and cultural flows.	The process of adapting a product or service to a particular culture, language, developing a local appeal and satisfying local needs.	The coined word “Glocalization” at the very least, suggests some sort of accommodation.
Approach	Undifferentiation and convergence in customer inclinations and income across target countries with economic development and trade.	Differentiation in customer preferences and income across target countries.	Utilizing global experiences or a global brand name, and differentiating the offer in order to appeal to local markets.
Market Demand	This takes into account mass demand.	Specific demand is the major consideration.	Operates within a global market and local market niches.
Focus	Globalism	Localism	Integrating both globalism and localism.

Value	Globalization significantly concentrates on quantity of goods and services.	Quality and values.	Integrating quality and values in a product, that gets sold in large quantities.
Brand Awareness	International brand awareness.	Competition from both successful domestic products and international brands.	Global brands in convergence, with appeal to local markets.
Competition	Cost benefits from standardization.	High costs of trade create separate markets.	A glocal product/service can face competition from both local and international brands in a better way because it meets certain local needs or preferences, at lower costs due to the global edge of the company.

Source: Mathur, S. (2017). Glocalization in fast food chains glocalization in fast food chains: A case study of McDonald's.

3.6. Strategies and marketing mix of McDonalds

It is indisputable that because of the global furor in which markets currently are, that the implementation of specific and customer-oriented strategies has gone from being something that could financially and socially help in the future, to a fundamental factor in the success of companies seeking to enter to foreign markets. Multiple companies have created strategies to facilitate their processes of globalization, localization and glocalization, but amongst those, one that always has excelled due to its on-point practices, has been McDonald's. Therefore, by

understanding the logic and scope behind their strategies, it is easier to see why they are successful.

Each strategy is composed by multiple steps, in the case of McDonald's some of the ones that stand out the most are those orientated to their customers and their experiences. The company understands that is important to consider every single aspect of the market, thus why they localize their marketing communications, since all cultures and niches tend to respond differently to stimulus and information received. Subsequently, factors such as product design and usability of websites, influence deeply not only of the customer's experiences, but on their perception of the brand, due to the fact that colours, specific words, imagery and others can be understood as offensive or positive depending on the customs and preferences of each population (Mathur, 2017).

Factors as global-conscious branding and consistent messages, have a significant influence on how foreign audiences, especially new ones, perceive and think of the brand, thus the importance of accurate and professional translation services that are able to convey the message of the company, and not a mistranslation of it. Considering the local target audiences, it is important to create content according to their local idioms, social practices, religion and geographical needs, creating solutions that appeal to their needs and expectations. If these aspects are unified and carried out correctly, a general image of the company will be achieved, obtaining uniform recognition at a global level, positioning the brand for its outstanding values and practices (Mathur, 2017).

Mathur, for the marketing mix of McDonald's considers 7Ps in his analysis, this based on the 4Ps formulated by Jerome McCarthy in 1975, and the 3PS later recognized by Paul Fifield and Colin Gilligan in 1996. The elements considered are Product, Place, Price, Promotion, People, Process and Physical. As an overall result, Mathur considers that McDonald's tends to adapt its products based in the religious laws and customs in each country, as well as a global food chain it has been able to gain recognition, making the golden arches one of the most iconic logos in modern history. The pricing strategy used is focused on localization rather than globalization, since prices range according to the economic conditions of the territory and the variations available on the menu. Later on, Mathur concludes that McDonald's promotes a global image but focuses on the needs of the local community they wish to enter, making McDonald's the prime example of "brand locally, advertise globally" (Mathur, 2017).

4. Methodology

4.1. Type of research

The methodology used in the present research is qualitative and is conducted with phenomenological study, which has a holistic approach which emerges as a response to the radicalism of subjects that can be objectifiable, more specifically it is based on the study of life experiences, regarding an event, from the perspective of the subject. Those aspects will be portrayed in the use of the IMRaD Methodology, a proposed structure that is expected in most academic publications in order to better comprehend the findings found through research, additionally its name corresponds to the acronym formed by the terms: Introduction, Methods, Results and Discussion, which the main components the final research document needs to contain (Codina, 2021). In respect to the aforementioned, the present research has a purpose of analysing the situation of South Korea and Colombia regarding the strategies of glocalization implemented by McDonald's and another global companies, to introduce a significant number of arguments throughout the analysis of information, and to provide conclusions reflected by the point of view of researcher since in qualitative study.

4.2. Logic

This research used deductive reasoning, which is the method that draws conclusions such as new premises, theories, and principles from the existing general one. It can be independent of external knowledge of the world, or it may even contradict such knowledge (Funke & Sternberg, 2019). This approach is applied in the present research since the conclusion is completely derivable from the premises. In other words, through case studies of various global companies

implementing glocalization strategies with a conscious and analytical processing, the conclusion has been driven.

4.3. Reach

Descriptive research is the scope applied in this research. It concentrates on answering the research objective, collecting information, data analysis, and reporting the results. One of the characteristics of descriptive research is that it is restricted to factual registration. It describes “how” reality is, rather than explaining “why” it is showing itself this way (Lans & Van der Voordt, 2002). Thus, this research is descriptive since it is trying to describe what is happening in Colombia and South Korea in terms of glocalization of McDonald’s and other global companies, and to answer the research question through the objectives with the data collection and analysis.

4.4. Field Work

Field work is carried out in order to know and understand the environment that surrounds the reality of the research subjects, appropriately collect the data, and broadly validate the research question. In this specific case, field work will be based on observation of McDonald's social media, website and restaurants. The social media platforms to be analysed will be the official pages for McDonalds in Instagram and Twitter for Colombia and South Korea. As well the official website implemented in both countries will be analysed with the intention of identifying differences in menus, aesthetics and marketing strategies. Furthermore, some restaurants of McDonalds will be visited, in Colombia it will be one in Medellín and in South Korea, one in Busan and another one in Seoul. This type of field work is fundamental since it allows to identify

the differences and contrast of the strategies the brand implements in both countries, especially due to the fact that the study of only a few channels does not permit to widely view all the glocalizations alternatives they execute.

4.5. Information analysis



The analysis method used for this research is open coding, which has a purpose of label concepts, by defining categories and separating data into them based on their properties and dimensions (Khandkar, 2009). The present research implemented this method of open coding, since the data of the research is collected by a significant number of case studies and academic articles about glocalization of global companies in Colombia and South Korea and is analysed to be a crucial component for the conclusion making.

5. Findings

The glocalizations strategies implemented by McDonald that will be analysed are those presented in their official social media pages (Instagram), official website and physical restaurants located in Colombia and South Korea. The intention of this analysis is identifying which glocalization strategies are implemented and where they are promoted.

Table 2

Glocalization strategies implemented on their official website.

Country	Reference Image	Glocalization Strategy
Colombia		<p>Chicken is one of the most traditional and preferred meals in Colombia, offering this product ensures proximity to Colombians and their preference, glocalizing McDonalds menu.</p>
Colombia		<p>McDonalds Colombia is known for adapting their McFlurry flavours according to the consumers desires, like they did with Chocoramo or Obleas.</p>


<p>Colombia</p>		<p>During the festival Estereo Picnic, McDonalds collaborated with the candy brand BonBonBum and released a special sundae flavour.</p>
<p>South Korea</p>	<p>불고기 버거 Bulgogi Burger</p> 	<p>McDonalds created a new burger based on Korean typical dish, bulgogi, to catch the local customer's attention and satisfy the desire.</p>
<p>South Korea</p>	<p>맥스파이스® 상하이 버거 McSpicy® Shanghai Burger</p> 	<p>The menu of McDonald's in Korea tends to have hamburgers and other side dishes with Shrimp, onions and spicy flavour, since the company saw the preferences of local customers for those ingredients and taste.</p>



South Korea	<p>골든 모짜렐라 치즈스틱 Golden Mozzarella Cheese Sticks</p> 	Korea implemented a unique menu that only exists in Korea, Golden Mozzarella cheese sticks, to satisfy the likes of Koreans.
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Note. Images taken from McDonalds official social media and website, all property rights belong to McDonalds and associated brands.

Table 3

Glocalization strategies implemented on their official Instagram page.

Country	Reference Image	Glocalization Strategy
Colombia		Famous artists are used to create special promotions like the one of Sebastián Yatra with his song “Tacones Rojos”, increasing customer interest in both the mark and the menu offered. Other promotional activities include the menu created by McDonalds and J Balvin.

<p>South Korea</p>		<p>Korean celebrities and artists such as singers, TV personalities and actors are the main characters of commercials and publications.</p>
<p>South Korea</p>		<p>In Korea, contests such as best comments, best photos and Grill Master contest amongst employees are held in order to increase the participation from customers and public interest in the brand.</p>

Note. Images taken from McDonalds official social media and website, all property rights belong to McDonalds and associated brands.

6. Discussion

Glocalization is a critical strategy for multinational corporations, such as McDonald's, as it allows them to maintain a global brand while catering to local markets' unique needs and preferences (Shamsuddoha, 2008). In this section, the findings and theories presented previously will be related and reflected on, in order to have a holistic view by matching theories and the reality.

After analysing the websites of McDonalds of each country, it's found that one of the crucial glocalization strategies implemented by the company to be adapted in each market are the menu item changes. Considering elements of marketing mix, McDonalds is making its products more compatible with local customers of the market and increasing the likelihood of the products' adaption, in this case the Colombian and the Korean market (Mathur, 2017).

McDonald's has adapted its menu in Colombia based on the local taste (Table 2). For example, McDonald's launched chicken menus since the company has found the local preference for chicken. Also, a unique flavour of McFlurry, Chocoramo, has been presented by McDonald's to capture the local customer's attention. Moreover, the firm made collaborations with other Colombian companies for a specific event such as the collaboration with Colombiana, a beverage manufacturing company of Colombia, for Estereo Picnic, a music festival.

Meanwhile, McDonald's in South Korea offers a range of menu items that are tailored to the local market. One of the popular items on the McDonald's menu in South Korea is the Bulgogi Burger, a burger based on a typical dish of South Korea made by marinating thinly sliced soy sauce-based beef. Other examples are the Golden Mozzarella cheese sticks, the Deluxe Shrimp

Burger, and the McSpicy Shanghai Burger, which were created to satisfy the preference of local customers and are unique to McDonald's in South Korea.

Considering the information obtained through the official Instagram page of McDonalds, some glocalization strategies were identified. These align with the previously mentioned theories on glocalization, mostly in aspects such as product adaptation and cultural awareness (Easton, 2008). In the specific case of Colombia, the main glocalization identified through social media was the use of relevant personalities like singers and in some scarce cases, actors. McDonalds had a special event with Sebastián Yatra in which he promoted his song “Tacones Rojos”, in this McDonalds identified the opportunity to engage and compromise with his fans, through a special promotion where customers went to the restaurant wearing red heels in order to receive a particular discount and menu.

Traditional glocalization strategies focus on product diversification, however, in the empirical applications used by McDonalds in their social media, it is observed that the diversification occurs not in the product but in the experience around the product (Robertson, 2000). In the case of South Korea, the same strategy is often used through the use of K-Pop idols as the face of specific campaigns, usually the idols selected are the ones who are the most popular during that time in the country, thus why McDonalds collaboration with girl group New Jeans is a prime example of it. This strategy ensures to increase the brand's image and reputation by implanting idolization as a way to connect with its customer, thus why they feel the necessity to buy products by the people they admire, promote, and use; making this a successful marketing

and glocalization strategy in which both parties involved receive a significant benefit (Aji & Putri, 2023).

Throughout the world, the food industry has experienced an exponential growth in the past years, and with-it, companies such as McDonalds have gotten creative with their strategies, implementing glocalization as a fundamental tool for entering and staying in foreign markets. Nonetheless, glocalization can be applied in aspects other than food itself. The marketing methods and the service experience themselves can be glocalized as well. McDonalds South Korea is a prime example of it, since the implement special events focused on their customers and employees, creating a unique experience which at the same time generates a feeling of belonging, and empathises on both brand fidelity and recognition (Mathur, 2017).

7. Conclusions

Glocalization must be considered as one of the most important aspects a company has to face when entering a foreign country, as long as their products allow it. Currently, glocalization does not have a lot of theory since its strategies and area of study are in constant development, thus why new techniques can be identified constantly and are not necessarily being considered by theorist in the moment. Moreover, it is important to highlight the scarcity of studies on glocalization in Colombia, since research up to day on the theory has only been carried out in two areas: agriculture and psychology.

Glocalization of experiences is a relevant aspect that must be taken into account, mostly due to the fact that new generations are not satisfied simply with what the product has to offer, but with the experience around the product. This presents an opportunity to connect and create unique relationships with customers of different geographical zones; while maintaining a general and easy image to recognize overall. It is fundamental for both marketing and glocalization theorist to comprehend and cover the new strategies discovered, being this the reason for the lack of theory that can support the findings obtained through this research.

In today's globalized economy, a significant number of companies engage in product development or make changes to their existing items to cater to the needs and preferences of foreign markets, to expand their reach beyond their home markets, in another words, implement glocalization strategies. However, many companies may not be aware that they are employing this strategy or what it entails, which is the case of McDonalds. It is concluded that companies must consider developing and focusing on studies to be acknowledged in local tastes, cultural

preferences, and market conditions of a foreign country. This ultimately leads to have a well-developed international marketing plan, and expect a successful market penetration.

Finally, the practice of glocalization has greatly benefited multinational companies, such as McDonald's, by allowing them to simultaneously adapt their products and brand to local cultures while maintaining a standardized global image. This strategy has proven successful in meeting the needs and preferences of diverse markets around the world, leading to increased customer satisfaction, brand loyalty, and ultimately, profitability. The ability to navigate cultural differences and tailor offerings accordingly is a valuable skill for those companies who have desire to expand the business globally, and glocalization has emerged as a key approach for achieving this goal. As such, it is crucial to remain and develop a prominent strategy for multinational companies in the future.

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