YOUNG CONSUMERS' PERCEPTION OF FAST FOOD CHAINS' ADVERTISING CAMPAIGNS

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Summary: Enterprises strive to be efficient in order to achieve certain goals within a certain period of time. Marketing communication between enterprises and purchasers is a very important instrument of the marketing strategy, which allows to realize the market objectives of the enterprises. The leader in the fast food market in Poland, McDonald's, conducts numerous marketing activities to strengthen the brand and improve its image in the eyes of consumers. Consumer's perception and the effectiveness of advertising measures directly affect the effectiveness of marketing campaigns, hence the importance of constant monitoring of the measures taken is becoming increasingly important. Current market trends, activities of enterprises, literature review were the premises for undertaking the research. The aim of the study was to assess consumers' perception of advertising campaigns of McDoland`s chain. In order to achieve the aim of the study, the CAWI technique (Computer-Assisted Web Interview) was applied, using the author's research instrument. The research sample was selected using purposive sampling; the declaration of making purchases in the McDonald's chain was taken as the selection criterion. The results of the conducted research indicated that the analysed marketing campaigns implemented by McDonald's in 2021 were met with varying consumer satisfaction ratings. The results provided both important information in the field of assessing consumer perceptions of McDonald's chain advertising campaigns and in having application value concerning the possibility of assessing consumer loyalty using the Net Promoter Score (NPS) as an alternative indicator of consumer satisfaction.

Keywords: consumer perception, consumer satisfaction, advertising campaigns, Net Promoter Score, marketing indicators

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POSTRZEGANIE PRZEZ MŁODYCH KONSUMENTÓW KAMPANII REKLAMOWYCH SIECI FAST FOOD

Streszczenie: Przedsiębiorstwa dążą by być skutecznym w działaniu, aby osiągnąć określone cele w określonym czasie. Komunikacja marketingowa przedsiębiorstw z nabywcami jest bardzo istotnym instrumentem strategii marketingowej, pozwalającym na realizacje celów rynkowych przedsiębiorstw. Lider na rynku fast food w Polsce, McDonald's, prowadzi liczne działania marketingowe w celu utrwalenia marki, polepszenia swojego wizerunku w oczach konsumentów. Postrzeganie przez konsumentów, skuteczność działań reklamowych wpływa bezpośrednio na efektywności prowadzonych kampanii marketingowych, stąd znaczenia nabiera stały monitoring podjętych działań. Obecne trendy na rynku, działania przedsiębiorstw, przegląd literatury były przesłanką podjęcia badań. Celem podjętych badan była ocena postrzegania przez konsumentów kampanii reklamowych sieci McDoland`s. W celu realizacji celu pracy zastosowano technikę CAWI (Computer-Assisted Web Interview), z wykorzystaniem autorskiego instrumentu badawczego. Próba badawcza została dobrana z zastosowaniem celowego doboru; za kryterium selekcji przyjęto deklarację dokonywanie zakupów w sieci McDonald's. Wyniki przeprowadzonych badań wskazały, że analizowane kampanie marketingowe realizowane w 2021 roku przez McDonald's spotkały się ze zróżnicowaną oceną zadowolenia przez konsumentów. Uzyskane wyniki dostarczyły zarówno istotnych informacji z zakresu oceny postrzegania przez konsumentów kampanii reklamowych sieci McDonald's, jak również mają walor aplikacyjny dotyczący możliwości oceny satysfakcji konsumentów z wykorzystaniem wskaźnika Net Promoter Score (NPS), jako alternatywnego wskaźniki zadowolenia konsumentów.

Słowa kluczowe: postrzeganie konsumentów, satysfakcja konsumentów, kampanie reklamowe, Net Promoter Score, wskaźniki marketingowe

1. Introduction

Marketing communication as an element of strategic management, is one of the most important areas of business activity. On the one hand it serves to achieve the strategic goals of enterprises, but is also based on dialogue and building relationships between the entrepreneur and the consumer (Mihaela, 2015). Appropriate management of marketing processes leads to greater recognition of a given brand and allows you to gain consumer confidence in the industry specified by the company. Enterprises establishing marketing concepts appropriately to their business increase the chances of being successful in acquiring potential customers. In order to maintain a strong sales position in a specific market, companies pay a lot of attention to choosing an appropriate marketing strategy and researching the behavior and preferences of their target consumers. Companies wishing to be successful in their marketing activities should adequately examine the tastes and characteristics of the target consumers. Appropriate understanding of consumer behavior and the factors that influence it, facilitate communication with buyers (Kotler and Keller, 2019; Michalski, 2017; Mruk, 2012; Wiktor, 2013).

The market behavior of consumers are all measures that make up the decision to choose a given product, making that choice, or purchasing (Kasperek-Hoppe M., Rachocka J., Woś, 2004). Market behaviors are the result of an individual perception of needs or reasons influencing the reactions of buyers - emotional and rational, conscious and unconscious. A closer acquaintance with the basics of the effective fulfillment of consumer aspirations and the achievement of consumer goals make it possible to better predict the directions and nature of numerous changes taking place in the social and cultural life of consumers. Knowledge about consumer behavior on the market is very useful in terms of predicting structural changes taking place in the country's economy, the analysis of these changes makes it possible to forecast demand and plan the sales volume of specific products and services. Research on consumer attitudes is becoming extremely important nowadays, where customers are becoming more and more aware, and their needs, habits and purchasing motivations are constantly changing (Falkowski and Tyszka, 2009). The effectiveness of marketing activities depends mainly on the precise determination of customer behavior and the skillful adaptation of the commercial offer to them. Therefore, for this reason, companies spend more and more time delving into the information of buyers and conduct numerous studies in this field (Zimon, et al., 2014). The

customer satisfaction survey is becoming increasingly popular for companies. Consumer satisfaction can be measured by direct and indirect methods. Direct methods are based on direct analysis of consumer reaction to the value of the product, while indirect methods are based on satisfaction indicators reflecting consumer market behaviour (Haffer, 2000). Advertising campaigns include effectiveness and attractiveness for the buyers, i. e. the ability to attract the attention of the addressee in a way that allows them to become familiar with the content of the message. The determinants of the perception of the quality of advertising services are manifold, both from the perspective of the consumer, the companies that carry them out, and from the perspective of the managers who carry out the commissioned advertising campaigns (Nowacki 2006, Bachlik et al. 2018; Boudier et al., 2022; Zimand-Sheinera et al. 2020). An interesting method of obtaining information on consumer satisfaction and loyalty is the new psychological index. The NPS indicator is seen as an alternative to traditional methods, a method for assessing customer satisfaction surveys (Baquero, 2022; Eger and Mičík, 2017; Spoczyński, 2018).

Research shows that belonging to a particular generation is primarily determined by the way in which one communicates (Anishewska, 2015; Hole, Zhong and Schwartz, 2010). Young people of Generation Z (born in 1995 and beyond) are among the most active users of social media. These people are used to free access to the Internet, to the possibility of obtaining information in a simple way through the use of modern technologies. Therefore the possibility of using modern technologies for the purpose of communication makes it possible to maintain relationships in a virtual form (Molenaar et al. 2021). Generation Z succumbs to market trends very easily, easily and unknowingly they succumb to advertisements. Young consumers are willing to follow the latest product and brand trends. Their consumer behavior is often influenced by influencers or idols (Berg, 2017; Janecka and Juźwik, 2020; Krzyżan-Stachowiak, 2021; Lojza and Wolniak, 2021, Majkrzak i Salerno-Kochan, 2016).

One of the main reasons for the awareness of fast food chains among consumers in the food market is the intensive marketing of the companies. Food advertising has been found to have a significant impact on food selection, eating and consumer behaviour (Vukmirovic, 2015). For decades, the biggest brands in the food and beverage market have been reaching potential consumers through various marketing channels, providing continuous information about their campaigns and offers. The largest fast food chain in Poland, McDonald's, carries out numerous marketing activities that enable it to establish its brand in the eyes of consumers. The main channel of marketing communication is social media and online advertising, which have

experienced a strong increase in popularity over the years. Increased exposure to fast food advertising is associated with increased consumption of energy-dense, nutrient-poor (EDNP) foods by adults (Scully, 2009). McDonald's strives to improve its image with consumers through numerous marketing campaigns.

Studies on the perception of advertising, specific to the fast food market, are still insufficiently researched in the literature. Taking into account the current market trends, the activities of the companies and the literature review, studies were carried out, the main objective of which was to assess the perception of the advertising campaigns of McDoland's, the market leader in the fast food market in Poland. To achieve the main objective, specific research objectives were defined: (1) to assess customer satisfaction with McDonald's advertising campaigns, (2) to identify and assess the factors that influence consumer perception of McDonald's advertising campaigns.

2. Materials and methods

The study used the CAWI method using Google's web forms. The selection of the sample was purposive: declaration of making purchases in the McDonald's network was performed using the "snowball sampling" method. The study was conducted in January and February 2022. The test sample was selected with a targeted selection; The Net Promoter Score (NPS) was used as a selection criterion to assess consumer satisfaction with the three McDonad's advertising campaigns: "Mata takes over Mac", "Better Side of Winter", "McHappy Day", the Net Promoter Score (NPS) was used. This indicator was first defined by Reichheld (2003). In the course of the survey, the consumer answered a basic question with 11 levels: How likely is it that you will recommend a product/service/company to a friend?

certainly not   0   1   2   3   4   5   6   7   8   9   10   certainly yes

On the basis of the obtained consumers were divided into 3 groups:
• detractors – a group of consumers who answered between 0 and 6.

• passives – a group of consumers who answered between 7 and 8;

• promotores – a group of consumers who answered between 9 and 10.

The Net Promoter Score (NPS) is determined by Subtracted from the percentage of Promoters to obtain a Net Promoter score:

$$NPS (\%) = \% \text{ Promotores} - \% \text{ Detractors}$$

The determined NPS value can be negative or positive and is between -100 and +100. An indicator of +100 is a situation in which each respondent promotes an object of evaluation and is willing to recommend it. An indicator with a value of -100 indicates that every respondent is a critic who does not recommend the subject to review.

The study enrolled 344 subjects aged 16 to 27 years with different socio-demographic characteristics (Table 1).

Table 1.

Structure of the sample

Feature	[%]
Sex	
woman	60.5
man	39.5
Age	
16-19 years old	28.2
20-23 years old	51.2
24-27 years old	20.6
Education	
basic	4.7
vocational	1.7
medium	62.5
higher	31.1
Residence	
village	20.1
city up to do 50,000	17.2
city up to 100,000	9.6
city up to 250,000	9.3

city with over 250,000.	43.9
Frequency of use of the McDonald's network	
several times a week	5.5
once a week	7.9
several times a month	30.2
once a month	28.2
less than once a month	28.2
Social Media activity	
I don't do this kind of activity	75.3
I submit ideas to make the offer more attractive	1.7
I am willing to rate and rate products on websites and forums	19.8
I present projects of new products	3.2
The way of life	
in any case healthy	4.9
health	45.3
hard to say	38.7
unhealthy	9.9
definitely unhealthy	1.2

208 women and 136 men from the Z generation took part in the survey. Most participants were between 20 and 23 years old (51. 2%). In terms of educational attainment, most people reported having tertiary and secondary education qualifications. There were significantly fewer respondents with vocational and basic training. Most of the respondents came from the city with more than 250,000 inhabitants, the next group were people from rural areas and small towns up to 50,000 inhabitants. The largest group of respondents was the number of people who reported their frequency of use at McDonald's several times a month (30.2%). Two other groups reporting monthly and less than monthly frequency accounted for 28.2% of respondents. Respondents who were asked about their social media activities indicated that the vast majority (75.3%) did not engage in such activities and almost a quarter were willing to rate and rate products on websites and online forums. More than half of the respondents said they have a healthy lifestyle.

3. Assessment of consumer satisfaction with McDonald's advertising campaigns

Respondents were asked how likely it is to recommend three advertising campaigns to their friends: "Mata takes over Mac", "The Better Side of Winter", "McHappy Day" on a scale of 0 to 10. Based on the respondents' answers, the NPS value was calculated, expressed as a percentage. The results of the calculated NPS are shown in Table 2. According to the calculations, the least willingness to recommend was characterised by the "Mata takes over Mac" campaign, which showed a very low rate of -56.1%. The marketing campaign "Better Side of Winter" (-17.3%) achieved a higher NPS score. The best result was achieved by the advertising campaign "McHappy Day" with 5.1%.

Table 2.

Customer satisfaction with McDonald's advertising campaigns in Net Promoter Score

Advertising campaign	Detractors [%]	Passives [%]	Promoters [%]	NPS indicator [%]
"Mata takes over Mac"	70.6	15.2	14.3	-56.3
"The better side of winter"	45.7	25.9	28.4	-17.3
"McHappy Day"	32.0	31.0	37.0	5.0

The negative NPS values of the advertised campaigns obtained prove that most of the respondents were against recommending McDonald's advertised campaigns. Presumably, the result of the assessment of loyalty to advertising campaigns could have been influenced by the overall low nutritional perception of McDonalds' product offer. This is confirmed by the results of the research carried out by the Temkin Group in 2017 on a sample of 10 thousand consumers. The obtained average value of the NPS index for fast food chains was 27 (the lowest was 2 and the highest -58) (Temkin, 2017). As a measure of consumer's emotional attachment to a product, the new psychoactive comparison of products and services was provided by entrepreneurs in different industries on different markets (Krol et al., 2014; Mandal, 2014). The NPS indicator makes it easy to track and monitor consumer satisfaction and can also serve as a tool for a bonus system within the company (Nowatorska-Romaniak, 2011). The NPS indicator

has not been used to evaluate the advertising campaigns of fast food chains, but it can be used as an alternative indicator of consumer satisfaction.

Table 3 presents the most frequent responses of the respondents to the strengths and weaknesses of the analyzed advertising campaigns. 55.9% of respondents stated the involvement of a popular artist in the advertising campaign "Mata takes over Mac" as its most important strength.

Table 3.

The most common responses from the respondents regarding the strengths and weaknesses of the analyzed advertising campaigns

Campaign strengths	[%]	Campaign weaknesses	[%]
"Mata takes over Mac"			
Popular artist engagement	55.0	A little unique set	25.0
A new set on offer	15.4	Unpalatable products on offer	17.9
Promotional additions to the set	6.2	The controversial figure of Mata	15.0
"Better side of winter"			
The taste of Drwal burger	44.1	Short offer availability time	9.9
Positive reception of the campaign	20.9	No vegetarian option	6.6
Seasonality of the promotional offer	16.9	High price of the set	6.0
„McHappy Day"			
Charity campaign goals	67.7	Low publicity for the campaign	25.9
Fries as the "hero" of the campaign	8.2	Promoting unhealthy food	9.7
Improving the company's image	6.9	Short duration of the action	5.9

Another important factor influencing the positive reception of the campaign was the introduction of a new product offer to the menu of the McDonald's restaurant chain. The last factor that stood out among the responses was the introduction of promotional products to the kit, such as stickers and garments added to the kit. Among the negative opinions, a quarter of respondents indicated a little unique set related to the promotion of the advertising campaign, which did not stand out from the standard McDonald's offer. 17.9% of respondents also pointed to the questionable quality of the products included in the promotional offer. The

main disadvantage of the set was the new Matcha Latte drink, which, according to the respondents, caused negative feelings. The respondents also indicated that the choice of Mata was debatable.

Another marketing campaign that the respondents were asked about was "The Better Side of Winter", which recorded a much higher NPS result than the "Mata takes over Mac" campaign. There were 47.2% of the respondents among the critics of the advertising campaign, 25.9% remained neutral, and 28.4% were promoted. The indicated result shows that the respondents would be much more likely to recommend an action promoting the periodic introduction of the Drwal burger than to use a promotional set created in cooperation with Mata. 44.1% of the respondents considered the Drwal burger offered in the "Better side of winter" to be the strongest side of the "Better side of winter" marketing campaign. The Drwal burger has received many positive opinions among the respondents regarding its taste and higher quality compared to the standard products offered on the McDonald's menu. Among the respondents, 20.9% indicated an interesting advertising slogan, a nice graphic design of the campaign, and its good adaptation to the climate of winter. 16.9% indicated the seasonality and limited availability of the Drwal set as an interesting marketing step for the McDonald's chain. These people mainly drew attention to the great popularity of the Drwal sandwich due to its short access in the menu, which results in customers' waiting for it to be made available. Many respondents did not point out the weaknesses of the "Better Side of Winter" campaign, so its negative opinions did not indicate the same high results as in the case of the "Mata takes over Mac" campaign. Most people described its short duration as a weakness (9.9%), and their main argument was the inability to "enjoy" the promotional sandwich. Another negative opinion was the lack of proposals for vegetarians in the offer (5.6%) and the high price of the products offered in Drwal sets (6.0%) as the weakness of the campaign.

The last marketing campaign to which the respondents responded was "McHappy Day". When asked about the probability of recommending a given action to their friends, young people noted the lowest number of critics (32.0%) in relation to all three advertising campaigns. Among the respondents, 31.0% remained neutral, while 37.0% indicated a high probability of recommending a given action to their friends. The most common opinion among the respondents indicating the strength of the "McHappy Day" advertising campaign was its charitable goals, which were to support the foundation (67.7%). The second most

common opinion was the use of fries, which are very popular among McDonald's customers, as a kind of "hero" of the campaign. 8.2% of the respondents considered it a good marketing move of the McDonald's network. Another strength presented by the respondents (6.9%) was the improvement of the network's image by supporting sick children.

One of the main weaknesses of the McHappy Day campaign was its poor publicity (25.9%), promotion of unhealthy food for charity (9.7%) and short duration of the campaign (5.1%).

4. Factors influencing the assessment of consumer perception of McDonald's advertising campaigns

The research also included an analysis of factors influencing the assessment of consumers' perception of McDonald's advertising campaigns. As the differentiating parameter, the arithmetic mean of all indications made by the respondents in the NPS study of the analyzed McDonald's advertising campaigns was adapted. Collective results are presented in Table 4. The relationship between the analyzed factors and the willingness to recommend McDonald's advertising campaigns was varied.

Table 4.

Distribution of responses for satisfaction and willingness to recommend McDonald's advertising campaigns

Feature	Arithmetic mean of the NPS indications
Sex	
woman	6.0
man	6.4
Age	
16-19 years old	6.3
20-23 years old	6.2
24-27 years old	5.8
Education	

basic	7.2
vocational	7.2
medium	6.2
higher	5.9
Residence	
village	6.0
city up to do 50,000	6.4
city up to 100,000	6.5
city up to 250,000	6.2
city with over 250,000	6.1
Frequency of use of the McDonald's network	
several times a week	7.1
once a week	6.0
several times a month	6.2
once a month	6.1
less than once a month	5.9
Social Media activity	
I don't do this kind of activity	6.0
I submit ideas to make the offer more attractive	6.2
I am willing to rate and rate products on websites and forums	6.4
I present projects of new products	7.9
The way of life	
in any case healthy	5.5
health	6.1
hard to say	6.1
unhealthy	6.4
definitely unhealthy	7.5

By analyzing the sex of the respondents, age and place of residence, it can be concluded that there were slight differences, but they were not statistically significant. The degree of education, the frequency of using the McDonald's network, activity in social media, and lifestyle influenced the assessment of satisfaction and the willingness to recommend the analyzed advertising campaigns. The results show that there are two distinct groups in terms of education. The first group includes respondents with primary and vocational education, the second group includes respondents with secondary and higher education. In the case of the frequency of using

the McDonald's network, the respondents declaring using "several times a week" differed from other declarations. A similar differentiation was observed among young respondents who declared that they lead a decidedly unhealthy lifestyle and were highly active in social media.

5. Conclusion

The results of the research show that the analyzed marketing campaigns carried out in 2021 by McDonald's met with a differentiated assessment of satisfaction by Gen Z consumers. Only the "McHappy Day" advertising campaign obtained a positive NPS index. The campaign "Mata takes over Mac" had the lowest result, significantly different from the other campaigns. Presumably, the result of the evaluation of loyalty to advertising campaigns was influenced by the general nutritionally unfavourable perception of McDonald's product offerings. The degree of education, the frequency of using the McDonald's network, activity in social media, and lifestyle influenced the assessment of satisfaction and the willingness to recommend the analyzed advertising campaigns. The obtained results provided both important information in terms of assessing consumer perception of McDonald's advertising campaigns, and having an application value regarding the possibility of assessing consumer loyalty using the Net Promoter Score (NPS) as an alternative indicator of consumer satisfaction. The NPS indicator has not been used to evaluate the advertising campaigns of fast food chains, but it can be used as an alternative indicator of consumer satisfaction. Nevertheless, it should be remembered that the presented NPS survey is a one-time customer satisfaction survey over a specific period of time. In order to obtain more reliable information that allow entrepreneurs to take long-term actions, such research should be carried out periodically in a planned manner, e.g. when conducting a new marketing campaign or introducing a new product offer. Then, constant monitoring of marketing campaigns using the NPS indicator can be a simple and effective marketing indicator.

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