

A Study of McDonald's Brand Positioning in Indian Market

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Abstract: *The market positioning of McDonald's in the Indian fast-food business is examined in depth in this research paper. In order to analyze McDonald's strategic approaches to branding, localization, consumer perception, and digital engagement, the study combines qualitative and quantitative research tools, such as surveys, literature reviews, and case study analyses. Important conclusions show how McDonald's has tried to adapt its worldwide brand identity to suit Indian consumers' local tastes and preferences. Despite the brand's primary associations with fast food and convenience, its localization efforts—particularly in terms of menu modification and digital innovation—are becoming increasingly valued. Even if the company has a good reputation and image, there is always room for improvement in areas like menu diversity, digital experiences, and health-conscious offers*

Keywords: McDonald's

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