

A Study on Burger King's Marketing Challenges and Opportunities

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Abstract: *Burger King faces challenges such as consistency, adaptability, and intense competition. To gain more loyalty and sales, Burger King should focus on building a strong social media presence and engaging with customers. Opportunities include emotional connections, digital marketing, global reach, menu innovation, and differentiation through unique offerings and dining experiences. E-commerce and international shipping facilitate expansion into new markets, while menu innovation allows brands to differentiate themselves by offering unique products, services, or experiences.*

Building emotional connections, working among digital channels, creating a strong social media presence, being innovative, and engaging in collaborations with influential people are essential for building a unique position in the market. Burger King's vision statement aims to be the most lucrative QSR business, with a strong franchise structure and wonderful employees, offering the tastiest burgers in the world.

The company's mission statement outlines the primary components of its business: reasonable prices, high-quality food, quick service, and aesthetically pleasing surroundings. By focusing on these aspects, Burger King can attract customers seeking novelty and distinctiveness through their unique offerings and experiences.

Keywords: Burger King

I. INTRODUCTION

Burger King, a renowned fast-food chain, faces both challenges and opportunities in marketing. The company must adapt its menu and messaging to cater to health and wellness trends, while also navigating intense competition from established and new players. The evolving digital landscape demands convenience and personalized experiences, necessitating the adoption of technology. However, negative brand image concerns and concerns about labor practices and sustainability can hinder Burger King's potential. Opportunities include menu innovation, data-driven marketing, technology integration, and social responsibility initiatives. Offering healthier, plant-based options, utilizing customer data for personalized marketing, integrating technology for mobile ordering and delivery, and embracing ethical practices can attract conscious consumers and build brand trust. Ultimately, Burger King must navigate these challenges to remain competitive in the fast-food industry.

Burger King faces challenges such as consistency, authenticity, adaptability, reputation management, and intense competition. Consistency in marketing across various channels can impact brand perception. Authenticity requires genuine values and transparent communication. Adaptability is crucial to keep up with changing consumer preferences. Negative feedback and viral controversies can quickly damage a brand's reputation. Intense competition requires effective differentiation strategies. Opportunities include emotional connections, digital marketing, menu innovation, differentiation, and health and wellness. Brands can forge strong emotional connections with consumers by aligning with their values and aspirations. Digital marketing offers vast opportunities for targeted campaigns and personalized experiences. Menu innovation allows brands to differentiate themselves by offering unique products, services, or experiences. Health and wellness can be achieved by offering nutritious menu items, transparent ingredient sourcing, and sustainable practices.

Therefore, while branding presents various challenges, it also offers numerous opportunities for businesses to differentiate themselves, connect with consumers, and drive growth. By addressing challenges proactively and

leveraging opportunities effectively, brands can build strong identities and achieve long-term success in the marketplace.

1.1. Objectives of the study.

- To study Burger King's Marketing Challenges and Opportunities
- To study how to maximize Burger King's opportunities.
- To study what could be a competitive advantage for Burger King.

1.2 Scope of the study.

The scope of marketing challenges and opportunities in the fast-food industry is broad and encompasses various aspects of brand management, marketing strategy, and consumer engagement. Here's an overview of the scope:

The fast-food industry faces numerous marketing challenges and opportunities, including understanding consumer preferences, analysing market dynamics, defining brand identity and positioning, developing innovative menu offerings, addressing evolving consumer preferences, and optimizing customer experience. These challenges can be addressed through various strategies such as leveraging consumer insights, market research, and testing to identify new product opportunities, improving customer engagement and incorporating sustainability and social responsibility initiatives into brand values and operations.

Digital marketing and technology are also crucial in the fast-food industry, with platforms like social media, e-commerce, and delivery platforms being used to reach and engage consumers. Data analytics, artificial intelligence, and machine learning can be used to personalize marketing efforts, optimize pricing strategies, and drive sales.

Brand reputation and crisis management are essential aspects of the fast-food industry, with monitoring sentiment, online reviews, and social media mentions to proactively manage brand reputation and address negative publicity. Crisis management protocols, communication strategies, and response plans are developed to mitigate brand damage and restore consumer trust in the event of crises or controversies. Building resilience and agility in brand management practices is also essential to adapt to unforeseen challenges and market disruptions.

The scope of marketing challenges and opportunities in the fast-food industry is multifaceted, requiring a holistic approach that integrates marketing, operations, and corporate strategy to build and sustain a strong and resilient brand in a competitive and dynamic marketplace

1.3 Significance of the study.

The study highlights the importance of Burger King's marketing Challenges and Opportunities.

Addressing marketing challenges helps Burger King overcome obstacles like negative perceptions and quality concerns, ensuring a distinct market position.

Effective branding initiatives shape consumer perceptions, influencing brand loyalty and repeat purchases.

Overcoming marketing challenges prompts Burger King to adapt and improve its products, services, and operations to meet changing consumer preferences and competitive pressures.

Building a strong brand reputation through effective marketing initiatives enhances consumer trust and loyalty.

Managing marketing challenges.

In summary, studying marketing opportunities and challenges of Burger King are significant as they directly impact its ability to differentiate itself, shape consumer perceptions, drive loyalty, foster innovation, maintain reputation. By effectively leveraging marketing opportunities and addressing challenges, Burger King can strengthen its competitive position, drive growth, and ensure long-term success in the fast-food industry

Limitations of the study.

- The study's findings may be limited by the sample size.
- The accuracy and reliability of data collected for the study, such as surveys, interviews, or secondary sources, may be affected by biases, errors in data collection methods.
- The study's findings may be influenced by temporal factors, such as changes in consumer trends, market conditions, or regulatory environments, which may affect the relevance and applicability of the findings over time.

- Interpretation of study findings may be subjective and influenced by researchers' biases, assumptions, or preconceived notions about branding challenges in the fastfood industry, leading to potential limitations in objectivity and reliability.

1.4 Hypothesis.

H1: Burger king struggles in maintaining a strong social media presence.

Burger king is known very well among many but the brand doesn't seem to maintain its position and doesn't have much engagement with the audience.

Burger King faces challenges in maintaining a robust social media presence, despite its widespread popularity, as the brand struggles to maintain its position and engage with its audience effectively.

II. LITERATURE REVIEW

This is a widespread fact that Burger King globally expanded later than its main fast food competitors, such as Macdonald's, Subway, etc. Thus, this fact created some advantages and disadvantages. The main disadvantage of this later entry is that relevant suppliers can operate in some small markets and therefore there will be strong business competition.

The main advantage of this is that a later participant can be very successful and favourable since earlier participants created some demand for fast food and organized food system infrastructure.

Entering another country, Burger King could focus on emphasizing its own products and services. Despite this fact it is necessary to remember that local restaurants, paying attention to the successes of their foreign fast food rivals, can change their main menus and consequently address to various local tastes. As we know two-thirds of Burger King's restaurants and revenues are in its Americas region and only one-third elsewhere. Thus, the company should change this relationship because this change will help Burger King expand its opportunities, attract more customers and thereby increase its revenues from sales.

The implementation of strategically relevant activities and tools will help to change this relationship and increase the company's competitiveness at the global and international market. This is a proven fact that Burger King prefers to enter countries with large numbers of youth and shopping centers because this is really advantageous for the company since there are a high demand and consuming capacity of beef, an accessible existence of franchisee with different resources, and a safe environment for the so-called pro-business.

Examining Burger King's headquarters location, it is possible to mention that it is location has strengthened its global competitive position at the international market. Burger King's is located in Miami that is also known as the capital of Latin America. Since many different tourists especially from the Caribbean and Latin American come to this city, Burger King's image and reputation will spread to different corners of our earth.

Talking about the implications of the challenges for Burger King's strategy today and in the future, it is possible to emphasize that Burger King has a lot of abilities to expand into new countries and conduct its business there.

Competition:

- Market saturation: Studies highlight the intense competition in the fast-food industry, with established players like McDonald's and new entrants like health-focused chains posing significant threats (e.g., Quelch & Kang, 2008; Shankar & Kumari, 2017).
- Differentiation: Literature explores Burger King's struggles to differentiate itself in a crowded market, questioning the effectiveness of their marketing strategies and brand identity (e.g., Aiello & Berrone, 2012; Chaffey & Ellis-Chadwick, 2019).
- Price wars and value perception: Research examines the impact of price wars and discounts on customer loyalty and profitability, highlighting the challenge of balancing affordability with brand value (e.g., Kaufmann & Eroglu, 2016; Kumar & Reinartz, 2023).

Consumer Trends:

- Health and wellness: Studies analyze consumer demands for healthier options, posing a challenge for Burger King's traditionally indulgent menu and image (e.g., Bui et al., 2009; Roberto et al., 2017).

- Sustainability and ethics: Literature explores concerns about animal welfare, environmental practices, and labor conditions, impacting brand perception and consumer trust (e.g., Prakash & Purkayastha, 2015; Hahn & Figge, 2017).
- Convenience and personalization: Research highlights the need for convenient ordering options and personalized experiences to attract and retain customers in a tech-savvy era (e.g., Morganosky & Silverthorne, 2011; Smith & Rowley, 2015).

Opportunities:

- Menu innovation and diversification: Studies suggest opportunities to offer healthier, plant-based, and globally-inspired options to cater to evolving consumer preferences (e.g., Chen & Chang, 2021; Kim & Kim, 2018).
- Technology integration: Literature highlights the potential of mobile ordering, delivery services, and digital marketing to enhance customer experience and brand engagement (e.g., Lee & Shin, 2011; Sotiriadis & Chrisman, 2020).
- Social responsibility and sustainability initiatives: Research suggests that embracing ethical practices, transparency, and environmental responsibility can attract conscious consumers and build brand loyalty (e.g., Hahn & Figge, 2017; Prakash & Purkayastha, 2015).
- Targeted marketing and personalization: Studies emphasize the importance of utilizing data and analytics to personalize marketing messages and offers, attracting specific customer segments (e.g., Kumar & Reinartz, 2023; Smith & Rowley, 2015).

III. RESEARCH METHODOLOGY.

Research methodology refers to the overall approach you take to gather and analyze data in order to answer your research question or test your hypothesis. It's like a blueprint for your research project, outlining the steps you'll take and the tools you'll use to achieve your objectives.

The primary data has been collected through individual interviews and secondary data has been collected through the references of websites, books, articles, blogs and interviews.

3.1 Classes of Respondents to be Contacted:

Consumers: 40 Individuals who might have had an experience with Burger King's products.

3.2 Sample Size:

3.2.1 Population of the Study:

- Consumers and non-consumers of Burger King.

3.2.2 Sampling Frame:

- Consumers and non-consumers of Burger King.

3.2.3 Unit Sampling Size:

- 40 individuals

3.2.4 Justification of Sampling and Sampling Size:

- The sample size is considered sufficient to capture diverse perspectives among consumers.
- 40 Individuals are enough to provide a broad presentation of different perspectives towards Burger King.

3.3 Research design

Research design is a plan, structure, and strategy of research conceived so as to obtain answers to research questions. It is the foundation for the entire research process. Research design is the framework of research methods and techniques chosen by a researcher to conduct a study.

The research design for this study aims to analyse and understand perception of individuals towards Burger King's marketing.

Both quantitative and qualitative methods are utilized.

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3.4 Sources of Data Collection.

The data has been collected through primary and secondary data.

Primary Data:

- Interviews: Individual interviews.
- Collected through surveys/questionnaires

Secondary Data:

- Secondary Data: Obtained from existing literature, reports, articles, and online sources related to Burger King's marketing Challenges and Opportunities.

3.5 Tools for Data Analysis:

For quantitative data:

- Graphical representation: Tables, pie charts,

For qualitative data:

- Thematic analysis: Identifying recurring themes or patterns in interview responses.
- Content analysis: Analyzing textual data to draw meaningful insights

IV. INDUSTRY PROFILE

4.1 Industry Profile.

Fast food is mass-produced food sold in restaurants or stores with frozen, preheated, or precooked ingredients for take-out or takeaway. It was created to accommodate busy commuters, travellers, and wage workers, and was worth an estimated \$570 billion globally in 2018. The fastest form of fast food consists of pre-cooked meals, while other outlets, like McDonald's and Burger King, use mass-produced ingredients and cook meat and fries fresh.

Fast food restaurants are typically drive-through, with franchise operations having standardized foodstuffs shipped from central locations. Many fast foods are high in saturated fat, sugar, salt, and calories, and their consumption has been linked to increased risk of cardiovascular disease, colorectal cancer, obesity, high cholesterol, insulin resistance conditions, and depression.

Urban developments have led to the rise of ready-cooked food for sale, as homes in emerging cities often lack space and proper food preparation accoutrements. Cooking fuel costs were high, and frying foods in vats of searing oil proved dangerous and expensive. Urbanites were encouraged to purchase pre-prepared meats or starches to avoid inconveniences for customers with limited time. Street stands in ancient Rome were used for serving food or drink. The post-WWII American economic boom led to a culture of consumerism, with both men and women working outside the home. Eating out became a necessity for workers and working families, leading to the replacement of traditional family dinners with takeaway fast food. As a result, the time spent on food preparation is decreasing, with an average woman spending 47 minutes per day and an average man spending 19 minutes per day in 2013.

V. COMPANY PROFILE

Company type Subsidiary

Industry Restaurants

Genre Fast food restaurant

Founded Insta-Burger King:

1953; 71 years ago Jacksonville, Florida, U.S.

Burger King:

1954; 70 years ago

Miami, Florida, U.S.

Founder Insta-Burger King:

Keith J. Kramer and Matthew Burns Burger King:

David Edgerton and James McLamore

Headquarters 5707 Blue Lagoon Drive, Miami-Dade County, Florida, U.S.

Number of locations 19,247 (2021)

Area served Global

Key people

Joshua Kobza (CEO, RBI): Tom Curtis (president, Burger King Americas)

Products Hamburgers, Chicken, French fries, Onion rings, Soft drinks, Milkshakes, Salads, Desserts, Breakfast

Revenue US\$ 1.81 billion (2021)

Operating income: 363,000,000 United States dollar (2012)

Net income : US\$ 1.02 billion (2021)

Parent : Restaurant Brands International

Website bk.com

5.2 Burger King's vision and mission.

• Vision:

"To be the most lucrative QSR business, with a strong franchise structure and wonderful employees, offering the tastiest burgers in the world," says Burger King's vision statement. The statement stresses the firm's position of leadership as a role model to follow of the industry due to its globally recognized excellence. Burger King's vision statement indicates that the firm aspires to be the market leader in fast-casual (fast food) restaurants.

• Mission:

"Offer fairly priced excellent cuisine, served fast, in beautiful, clean settings," says Burger King's goal statement. This mission statement outlines the types of outcomes that may be expected from the company. The following are the primary components of this mission statement in terms of Burger King's business:

- Reasonable prices
- Food of high quality
- Service that is quick
- Aesthetically pleasing and spotless surroundings.

5.3 History.

Insta-Burger King, founded in 1953, was a successful franchise that expanded to over 250 locations in the United States. After a decline in sales, the company was purchased by franchisees James McLamore and David R. Edgerton, who renamed it Burger King. Pillsbury Company tried to restructure Burger King multiple times, but failed to bring the chain to profitability. Grand Metropolitan acquired Pillsbury in 1989, but the brand's neglect continued with Grand Metropolitan's merger with Guinness in 1997. Diageo divested the company in 2000.

In 2002, Burger King was purchased by investment firms led by TPG Capital for US\$1.5 billion. The new owners revitalized the company, leading to a successful initial public offering in 2006. However, the 2007-2010 financial crisis weakened the company's financial outlooks, and it was divested in a US\$3.26 billion sale to 3G Capital of Brazil. In 2014, 3G announced plans to acquire Canadian restaurant and coffee shop chain Tim Hortons and merge them with Burger King, leading to controversy over tax inversions.

In 2019, Burger King reported plans to close up to 250 low-volume locations per year, with closures starting in 2020. In February 2021, Burger King began testing a customer loyalty rewards program called "Royal Perks." In March 2022, Burger King suspended all corporate support, including operations, marketing, supply chain, investments, and marketing.

VI. DATA ANALYSIS & INTERPRETATION

Marketing presents both challenges and opportunities for businesses to establish a strong presence in the market. Challenges include maintaining consistency in marketing across various channels, ensuring authenticity, adapting to changing consumer preferences, managing reputation, and facing intense competition from traditional rivals and

emerging players. Opportunities include emotional connections, storytelling, digital marketing, global reach, menu innovation, differentiation, and health and wellness.

Challenges include maintaining consistency across various channels, ensuring authenticity, adaptability, and managing negative feedback. Opportunities include fostering emotional connections with consumers, using compelling storytelling, leveraging digital marketing, expanding into new markets through e-commerce and international shipping, offering unique menu offerings, dining experiences, and brand personality, and capitalizing on the growing demand for healthier food options.

1. How old are you?

Sr. No.	Data	No. of respondents	Percentage
1.	younger than 14	0	0
2.	15-25	27	67.5
3.	25-35	9	22.5
4.	35-50	4	10
5.	older than 50	0	0
Total		40	100

Fig. Table 4.1

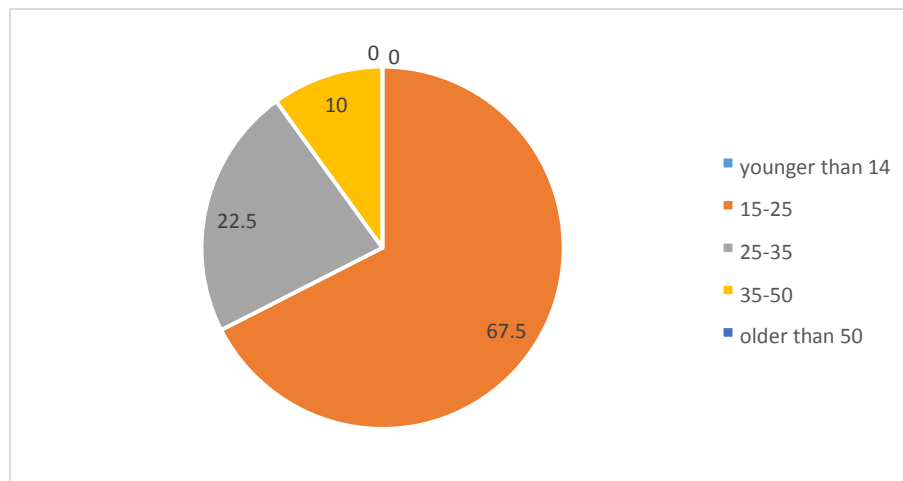


Fig. Pie chart no. 4.1

Interpretation:

The pie chart shows the age of the respondents. zero percent a younger than 14. 67.5% of the respondents are between 15 to 25 years 22.5% of the respondents are between 25 to 35 10% of the respondents are between 35 to 50 and 0% of the respondents are older than 50.

2. How frequently do you visit Burger King compared to other fast-food restaurants?

Sr. No.	Data	No. of respondents	Percentage
1.	Always	0	0
2.	Usually	5	12.5
3.	Sometimes	24	60
4.	Rarely	7	17
5.	Never	4	10
	Total	30	100

Fig. Table 4. 2

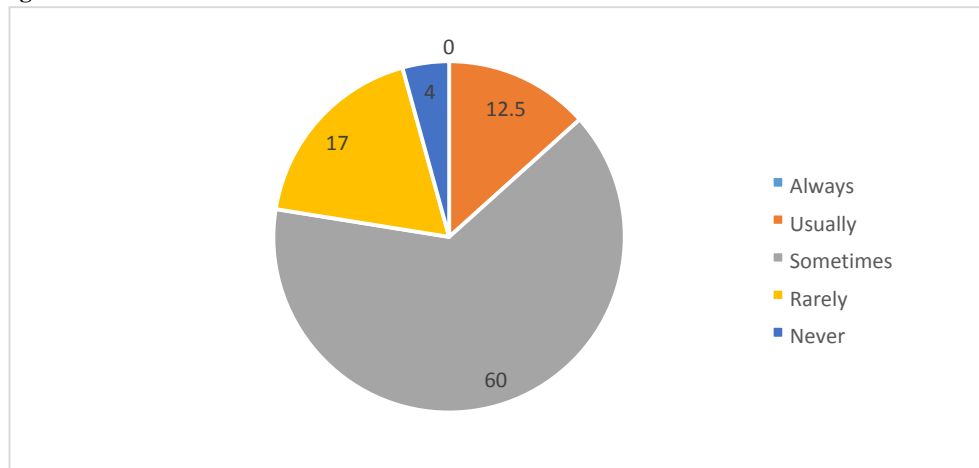


Fig. Pie chart no. 4.2

Interpretation:

The pie chart shows how people frequently visit Burger King compared to other fast food restaurants. 0% of the respondents said they always visit Burger King. 6.6% of the respondents said the usually visit Burger King. 73% of the respondent said this sometimes with Burger King. 13% of the respondents said they rarely visit Burger King. 6.6% said they never visit Burger King compared to other fast food restaurants.

Overall 73% of the respondents said they sometimes visit Burger king compared to other fast food restaurants.

3. Has Burger King's marketing efforts influenced your decision to visit or purchase from Burger King in the past?

Sr. No.	Data	No. of respondents	Percentage
1.	Yes	6	15
2.	No	29	72.5
3.	Sometimes	5	12.5
Total		40	100

Fig. Table 4.3

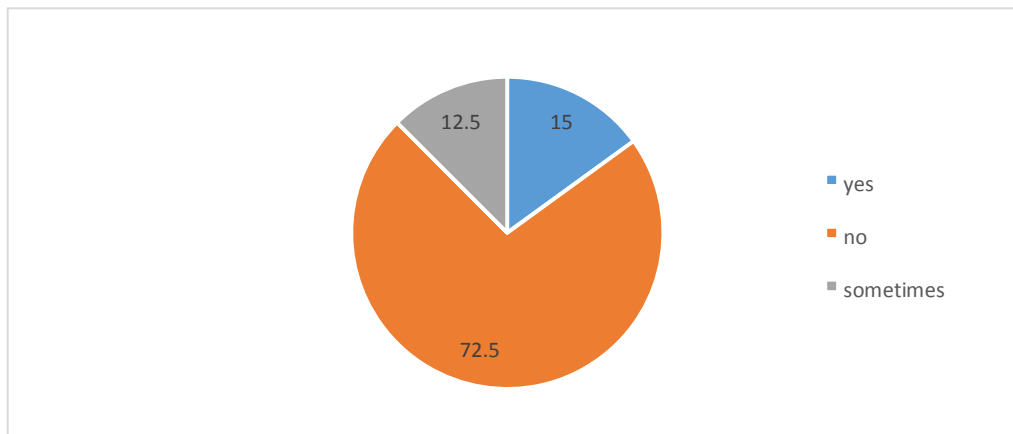


Fig. Pie chart no. 4.3

Interpretation:

The pie chart shows how many respondents' decision to visit or purchase from Burger King was influenced by Burger King marketing. 15% of the respondents say yes 72.5 respondents say no and 12.5 percentage of respondents say sometimes.

Overall, 72.5 respondents said no, their decision to visit or purchase from Burger King was not influenced by Burger King's marketing

4. Are you happy with Burger king's menu?

Sr. No.	Data	No. of respondents	Percentage
1.	Yes	27	67.5
2.	No	13	32.5
Total		40	100

Fig. Table 4.3

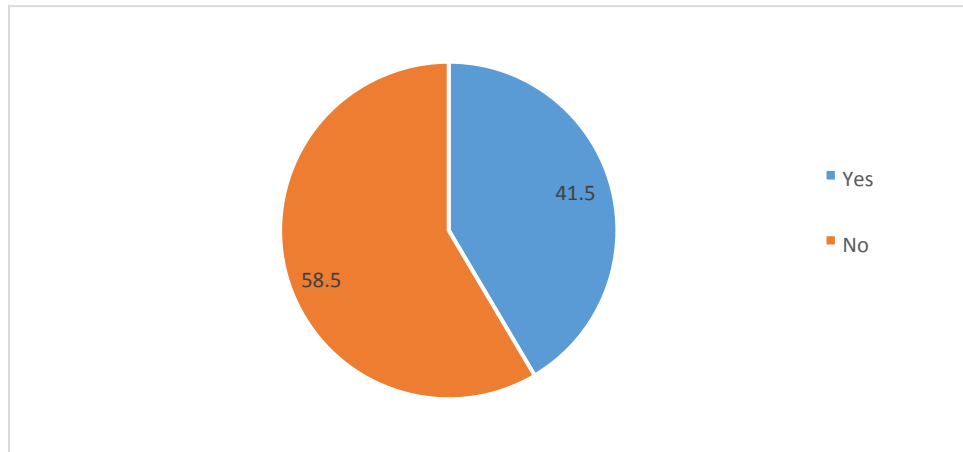


Fig. Pie chart no. 4.4

Interpretation:

The pie chart shows how many respondents were happy with the burger kings menu. 67.5% of the responding say yes, they were happy 32.5% of the respondents say no they are not happy

5. Which advertising channels or platforms do you recall seeing Burger King Advertisements on (e.g., TV, social media, billboards)?

Sr. No.	Data	No. of respondents	Percentage
1.	Instagram	4	10
2.	YouTube	9	22
3.	Facebook	0	0
4.	Don't see their ads often	23	57.5
5.	Other	4	10
Total		40	100

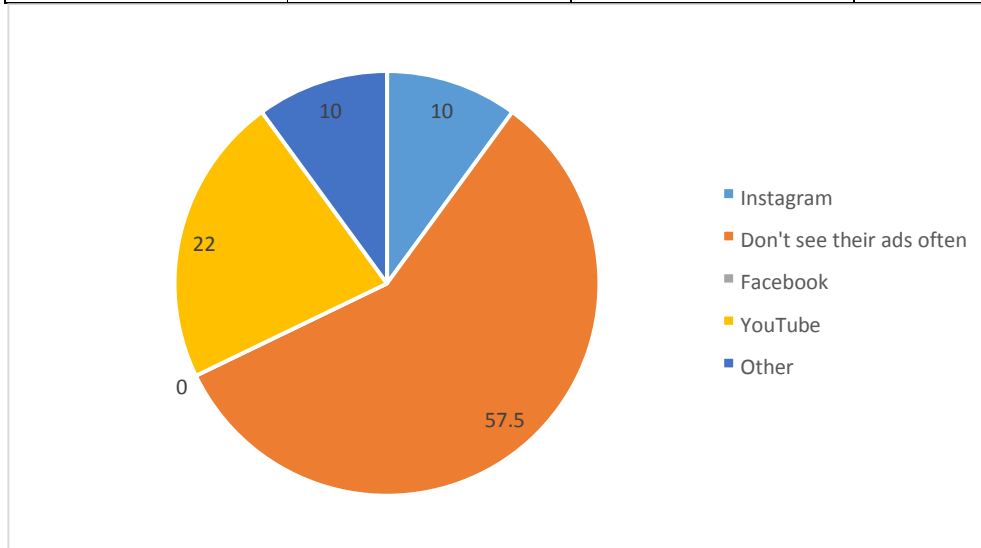


Fig. Pie chart no. 4.5

Interpretation:

The pie chart shows different advertising channels or platforms that respondents recall seeing Burger King advertisements for example (TV social media billboards etc.)

10% of the respondents say they see an advertisement on Instagram 22% on YouTube 0% say on Facebook 57.5% say they don't see that any often 10% say other.

Overall 57.5% of the respondents don't see Burger King's advertisements often.

6. How often do you encounter Burger King's advertisements on social media?

Sr. No.	Data	No. of respondents	Percentage
1.	Always	0	0
2.	Usually	0	0
3.	Sometimes	7	17.5
4.	Rarely	28	70
5.	Never	5	12.5
Total		40	100

Fig. Table 4.6

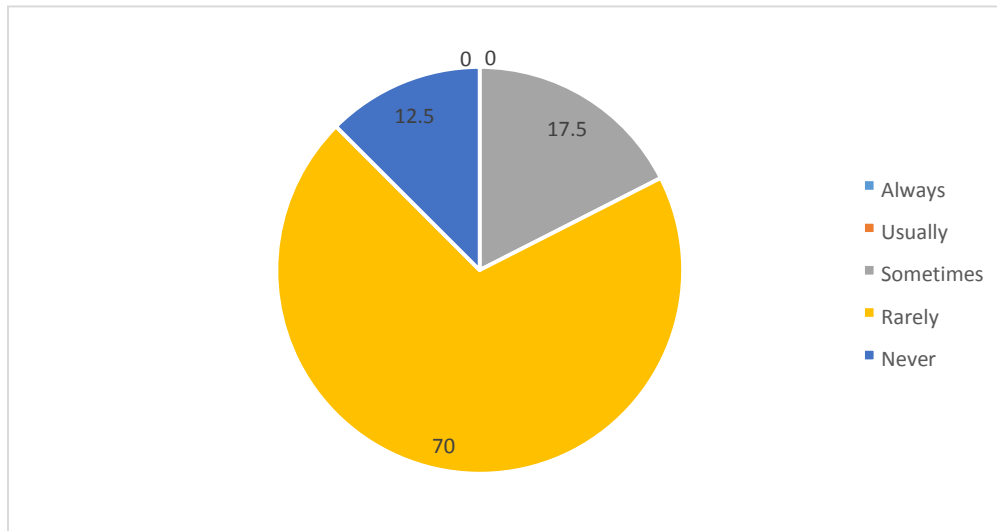


Fig. Pie chart no. 4.6

Interpretation:

The pie chart shows how often you encounter burger kings advertisements on social media. 0% of the respondents say always 0% of the respondents say usually 17.5% of the respondents say sometimes 70% of the respondents rarely 12.5% of the respondents say never.

Overall, 70% of the respondents say they rarely encounter Burger king's advertisements on social media

7. According to you, does Burger King have a strong social media presence?

Sr. No.	Data	No. of respondents	Percentage
1.	Yes	22	55
2.	No	18	45
Total		40	100

Table 4.7

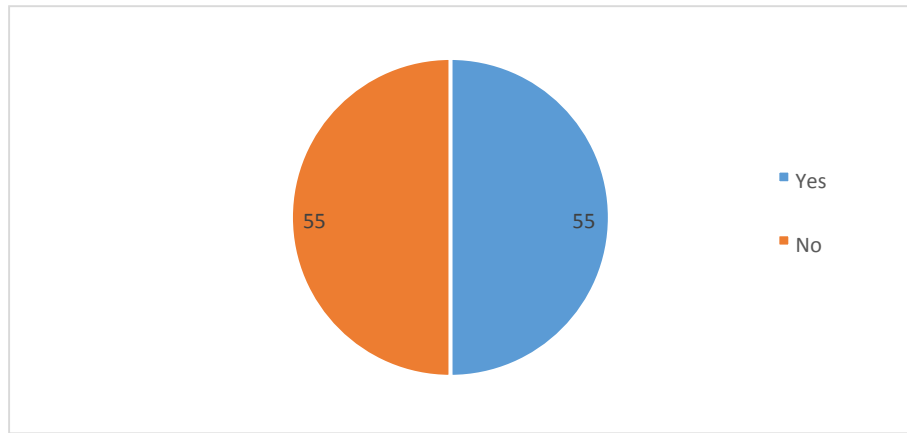


Fig. Pie chart no. 4.7

Interpretation:

The pie chart shows if respondents think that Burger King has a good a strong social media pleases. 55% of the respondents say yes 45% of the respondents say no.

8. Do you find Burger King's advertising messages memorable and persuasive?

Sr. No.	Data	No. of respondents	Percentage
1.	Yes	13	32.5
2.	No	27	67.5
Total		40	100

Table no. 4.8

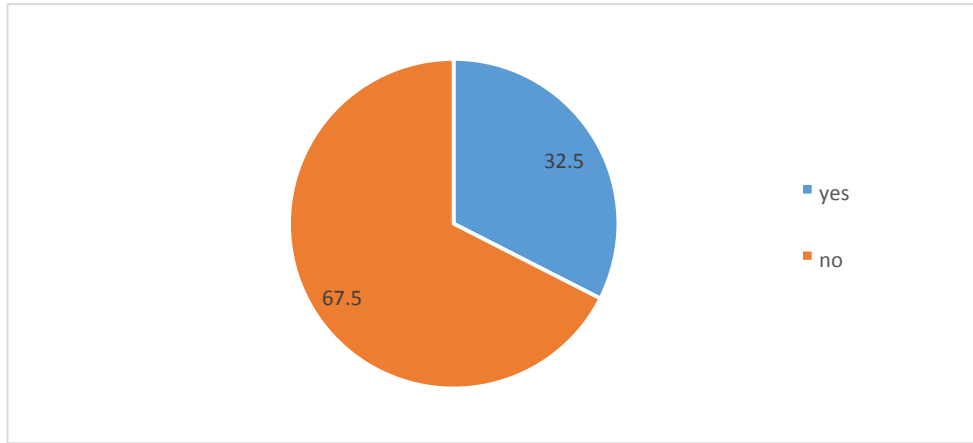


Fig. Pie chart no. 4.8

Interpretation:

The pie chart shows if the response find Burger King advertising messages memorable and persuasive 32.5% of respondents say yes 67.5% of the respondent say no.

9. What would make Burger King your top fast food choice over competitors?

Sr. No.	Data	No. of respondents	Percentage
1.	New items on menu	14	35
2.	Social media engagement	11	27.5
3.	engagement with audience	9	22.5
4.	other	4	10
5.	It's already my top choice	2	5
Total		40	100

Table no. 4.9

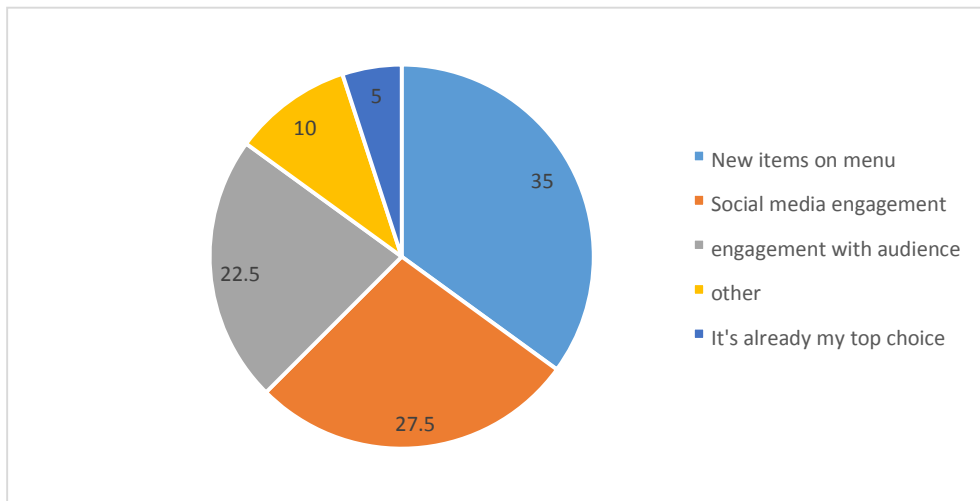


Fig. Pie chart no. 4.9

Interpretation:

The pie chart shows what would make Burger King the respondents top fast food choice over competitors.

35% of the responding say new items on menu 27.5% of the respondent say social media engagement 22.5% of respondent say engagement with audience 10% of the respondents say other 5% of the respondent say it's already my top choice. Overall 35% of the respondents say new items on the menu would make Burger King the top fast food choice over its competitors

10. How likely are you to recommend Burger King to friends or family members?

Sr. No.	Data	No. of respondents	Percentage
1.	Very likely	5	12.5
2.	Likely	7	17.5
3.	Neither likely nor unlikely	17	42.5
4.	Unlikely	9	22.5
5.	Very unlikely	2	5
Total		40	100

Table no. 4.10

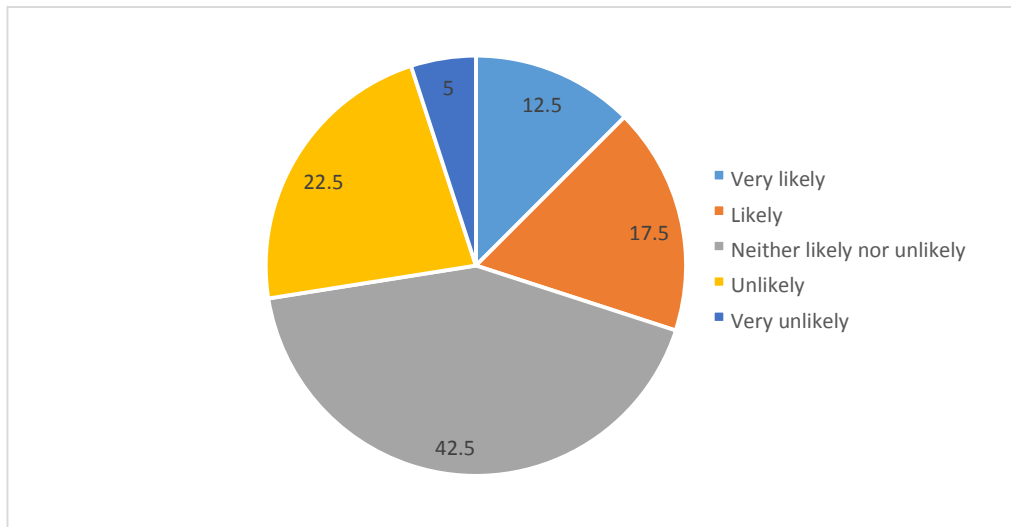


Fig. Pie chart no. 4.10

Interpretation:

The pie chart shows how likely are respondents to recommend Burger King to friends and family members. 12.5% respondings are very likely to recommend Burger King to their friends or family members 17.5% of the respondents are likely 42.5% of the respondents are neither likely nor unlikely to recommend Burger King 22.5% of the respondents are unlikely to recommend and 5% percent are very unlikely to recommend Burger King to their friends and family

VI. FINDINGS

- Having a strong social media presence is crucial especially in today’s time which Burger King is lacking but can work on.
- Burger King should work towards building a strong emotional connection and having engagement with the target audience.
- Burger King needs to get innovative with their marketing strategies.
- Burger King should work towards building a unique position in the market and offer products and services of such a quality that no one else can offer.

Burger King faces several challenges, including consistency, adaptability, and intense competition. Consistency in various channels can impact brand perception, Adaptability is crucial to keep up with changing consumer preferences and market trends. Intense competition from traditional rivals and emerging players requires effective differentiation strategies. One of the major challenges is also not having advertising messages that are memorable and persuasive.

Burger King has a good following since many years even though it doesn't have a strong social media presence. Therefore, their sales and audience would increase much more through building a strong social media presence. Burger King should also work towards engagement with the customers to gain more loyalty.

Opportunities include emotional connections, digital marketing, menu innovation, and differentiation through unique menu offerings, dining experiences, and brand personality, menu innovation allows brands to differentiate themselves by offering unique products, services, or experiences, Offering healthier, plant-based options, utilizing customer data for personalized marketing. Ultimately, fast-food brands can attract customers seeking novelty and distinctiveness through their unique offerings and experiences.

Suggestions.

- Build emotional connection with the public to in order to have more loyalty.
- Work among digital channels to reach and engage with their target audience through targeted campaigns and personalized experiences.
- Create a strong social media presence to influence more people.
- Be innovative and come up with new dishes for the menu.
- Engage in collaborations with influential people.
- Work towards improving the food quality.

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QUESTIONNAIRE.

1. How frequently do you visit Burger King compared to other fast-food restaurants?
2. Has Burger King's marketing efforts influenced your decision to visit or purchase from Burger King in the past?
3. Are you happy with Burger king's menu?
4. How old are you?
5. Which advertising channels or platforms do you recall seeing Burger King advertisements on (e.g., TV, social media, billboards)?
6. How often do you encounter Burger King's advertisements on social media?
7. According to you, does Burger King have a strong social media presence?
8. Do you find Burger King's advertising messages memorable and persuasive?
9. What would make Burger King your top fast food choice over competitors?
10. How likely are you to recommend Burger King to friends or family members?