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Linguistic Glocalization as a Promotional Strategy by Multi-National Fast-Food Chains: A Case of Pakistan

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ABSTRACT

This research discusses that how international fast food chains use glocal strategies for promoting and localizing their brands in Pakistan. The major source, that these fast food chains use, is advertisements, and their focus is on the language of the target country. The purpose is to investigate the language of advertisements and how they use local language in special events of Pakistan, and thus promote their products through local language in advertisements. Qualitative research approach has been used for the analysis of advertisements and to answer the research questions. The concepts of universalizing and particularizing tendencies by Ronald (1980) and the theory of 'Cultural Glocality' by Fernandez (2009) with some modifications, have been used as a theoretical framework. For this purpose, top three international fast food chains such as, McDonald's, KFC, and Pizza Hut have been selected. All the advertisements from January 2021 to June 2021 have been collected for this research. Findings reveal that international fast food chains are more popular in Pakistan because of the language they use in their advertisements to attract and convey their message to their customers. After analyzing the data, it is concluded that the main glocal strategies are the use of the local language(s), code switching, use of location, use of cultural and religious events and language features, which they exhibit through their advertisements. By using local language, they promote their products and at the same time localize themselves in Pakistan.

Keywords: Glocalization, multi-national fast food brands, advertisements, cultural adaptation

INTRODUCTION

International branding is an important factor for a company to become globally famous. Companies want to achieve a higher place in international market and for this reason they have to work on some powerful strategies. For the past decades, international companies are using two different types of strategies named as, Standardization and Adaption. Standardization means to sell the same product in all the markets. The Advertisement vantage of using this strategy is lower cost because the distribution, designing and price remain same in all the countries (Calantone, Cavusgil, Schmidt, & Shin, 2004). But to supply the same product all over the world is not desirable, because it doesn't fulfill the needs of their customers. On the other hand, Adaption is about to sell a product differently across different countries but its costs are high. International companies are becoming ambitious and enthusiastic to maintain a high rank in international market. For this reason, international brands are very careful in the selection of strategies which will help them to create a strong brand name.

The term has been adapted to language studies, especially when it comes to the internationalization of English (Schneider, 2011). Nowadays, multi-national companies are using hybrid strategies named as "Glocalization. Glocalization means to extend a brand globally, while tailoring the services and products, which suits the requirement of target market. This doesn't mean that a firm is just adapting product for each audience, instead, this strategy includes detail and feature of the brand-building procedure. This strategy focusses on the fact that globalization of a product is successful only when it is adapted according to the specific culture, language and region. Because in this way, there is more chance that people will connect more easily with the product. So, basically glocalization is an extension in the past movement named as 'Think Global, Act Local'.

The purpose of this research is to study the glocal strategies of multi-national fast food chains in localizing their brand in Pakistan. When talking about aims then, there are two types of aims named as, short term and long term aims. Short term aims are those, which help in research study, like in this study main focus is on the language of advertisement. The marketing activities and glocal strategies of the multi-national fast food chains are adapted on global level. The focus is on the glocal elements of the marketing strategies of fast food chains. Other critical factors will also be examined such as the language and cultural values.

Long term aims are those aims which will help the other international fast food chains to grow in local market and achieve a higher place globally. These aims are actually those aims which will help the firms to grow internationally in the local market. Moreover, these glocal strategies will help the international firms to attract their customers through language of advertisement. These aims will help all the international fast food firms to jump in to the pool of competition globally. This will enhance the chance of a local firm to be a part of global market.

The study will address these research questions:

1. How multi-national fast food chains are advertising under glocal strategies?
2. How Pakistani culture influences the glocal strategies of multi-national fast food chains?

A number of food chains are in the process of entering in the local markets to expand their brands. In the recent past, there is a rise in the connection of local food with the multi-national food chains. These food chains extend their products in the local market and for this purpose they commonly use two strategies which are: globalized strategies and localized strategies. Globalized strategies include promote marketing strategies as a single entity. It means that marketing of the standardized products will be the same everywhere. Food chains and other organizations use the standard products, campaigns, price and other factors same across the world. But localized strategies involve those strategies which vary from country to country according to their own culture and region. In this era, the successful multi-national food chains are using glocal strategies for their business operations and promotions (Najjarzadeh , 2013). The glocal strategy mainly focuses on a fundamental global standard strategy which includes local elements. The “Glocal Mix” strategic components include the mission, resources and goals of these food chains. Now, the multi-national fast food chains also use other marketing strategies for localizing their products globally. For instance, McDonald’s glocalization strategy is to listen to their customers of local market. It takes the benefits of globalization and adapts the local taste.

The main purpose for advertisement opting these glocal strategies is to launch business internationally. One of the prominent examples of this Advertisement option is McDonald’s glocalization of marketing strategies (Claudio, 2001). To pursue glocalization becomes important when it comes with the content of advertising, because advertising is a way to inform the consumers about the features of a product. Beside this, advertising plays a key role in obtaining a

competitive position in global market. These advertising strategies are implied to consumers on daily basis so that it would help the firms to connect with their consumers.

Language is the divine gift from God and it is a man's great asset. It is a mode of communication as well as an instrument of thought for human beings. It is an important way of interacting with others. Language portrays the experiences of human beings and these experiences are about people, objects, situations and social relations. Language also speaks about the social phenomena of a specific culture such as their clothes, traditions, values and food menu. This world is becoming globalized therefore it is compulsory for human beings to understand and learn more than one language. By learning and understanding more than one language it will create an awareness of others cultures and also expand the knowledge towards language.

Language plays an important role in advertising a brand or its product. Hence, language works in service for these food chains. There are two main factors that demand great consideration in understanding the role of language in service. First is communication, which has huge impact direct interaction, this is the interaction between the consumers and company representatives. Second, service marketing research studies language that focus on indirect communication such as advertising, branding and promotion of a product (Luna & Peracchio, 2005) (Puntoni, Langhe, & Osselaer, 2009).

This research will deal with the language content that is used in the advertisements of multi-national fast food chains in Pakistan. The multi-national fast food chains selected for this study are McDonald's, Kentucky Fried Chicken (KFC) and Pizza Hut. The main focus of this study is on the advertising which is carried out via social media and menu cards. The objective is to find out that the language used in advertisements of these fast food chains is appropriate for the target audience and these are according to their region and culture. It will also study the advertisement on special days, festivals and holidays will also be considered, because on special occasions they make those advertisements that are closely related to their culture and the language they use is the language of the target country. Therefore, a lot of consumers are attracted towards these fast food chains via brochures or flyers. The message in the advertisement, those fast food chains want to convey to their target audience, will also be studied. The advertisement on the social media and the post text that advertisement will also be included.

LITERATURE REVIEW

Concept of Glocal Strategy

Past studies have shown that the scholars have classify two aspects of localization-strategy vs. globalization-standardization. Porter (1986) specifies that the standardized marketing give rise to the competition between international chains and in this way, it will support the global strategy. Lewis & Housden (1998) describe the fact that there is no more need for localized marketing as standardized marketing has various Advertisement vantages such as standardized promotions, standardized products and standardized menu. Domzal & Unger (1987) Indicate that global approach minimizes the local differences, highlight consumer's similarities across borders and aim for standardized marketing strategies. On the other hand, some scholars promote local approach like (Champy, 1997) also, in favor of local approach so, he suggests that an international firm should value the language and cultural diversity. Koepfler (1989) summarizes that to Advertisement apt a global strategy is inherently difficult because global strategy should be suitable according to the needs of local markets and must fit the services and products.

A similar debate on international advertising is recorded since 1960s. (Levitt, 1983) is one of the supporters of standardization, argue that common consumer traits, savings and Advertisement vantages of global branding points towards the significance of global approach. However, the opponents of global approach elaborate that the difference in local markets, culture and language can leads towards the dangers of adapting global strategies (Taylor, Hoy, & Haley, 1996). Likewise, Orth, Oppenheim, & Firbasova (2005) state that the consumers respond to the better advertising messages that are related to their culture and exhibit their own language therefore, the advertisers are required to mold advertisements in a way that will reflect the culture of the target market.

Glocal Marketing Strategies

The idea of glocal marketing is relevant to the cultural aspects for decision making, which is related to the consumer's perception and international marketing activities. With some new trends in globalization, many multi-national fast food chains have moved from a traditional approach, in which local products are distributed to local market, to a global approach, in which international companies market their products globally by adapting the local culture, language and taste (Kotabe & Helsen, 2010).

Glocal marketing strategy is actually based on the motto, “think globally, act locally”. In this way, it is easier for international firms to design its products and to convince local customers. This includes the customization of marketing mix elements. Three approaches of global, local and glocal can be illustrate in the following table...

Table 1.1: *Global, local and glocal marketing strategies.*

Market	Strategies
Global	Think globally, act globally
Local	Think locally, act locally
Glocal	Think globally, act locally.

To ensure the success of brands in the local market, the development of the marketing mix strategies with the extent of glocal marketing strategies is crucial. Therefore, the 4Ps marketing mix, which includes, product, price, distribution and promotion should be carefully chosen. In order to remain successful in the host local market and obtain a higher position in the competitive international market, it is important to fulfill the needs and expectations of the local customers and keep them as a priority.

Price

One of the important elements that international fast food chains should consider while they are entering in the host country is the price of the product. The social status, country’s economy, purchasing rates and economic structure vary from one country to another. Due to the different income level of people in different countries, prices of the products are varying. Hence, price of one product in one country is quite different than the price of the same product in another country. Moreover, the competition between international brands can also have an impact on pricing of the products. Different factors can affect the pricing strategy such as, distribution costs, exchange rates and price controls etc. These factors can also help in determine the pricing strategy of these brands. For example, McDonald’s pricing strategies in the host country is quite interesting. This food

chain, wherever it operates, implement different pricing strategies. While maintain the price of the products, this food chains also pays attention towards the consumer's behavior and perception (Vignali, 2001).

Product

The most important part of a glocal strategy is product adaption. Products should be customized by keeping in mind the local needs, taste and culture of the host local market which will guarantee the success of the brand. There are some elements which can influence the glocal strategy such as language, label, content, religion, climate, packaging and income. The marketers and advertisers of international firms, while using a glocal approach, Advertisement apt their products according to the local traditions, customs, values, religious beliefs of the target country. For example, McDonald's offers McTurca Ayran burgers in Turkey, Mc Spaghetti in Philippines, Kiwi burgers in New Zealand because people in this area are conscious about their nutrition habits and vegetarian burgers in India due to the religious beliefs of Indians. McDonald's menu cards in India are designed in a way that will only offer vegetarian and mutton burgers due to the sacredness related to cows (Çakır, Çakır, & Gursoy, 2011). Alongside, the inclusion of local flavors to the menu in fast food restaurants is also a part of a glocal strategy. For example, serving Turkish coffee in Starbucks, traditional soup variety offered by Knorr and Burger King's Sultan menu are few examples which fast food brands are the examples of glocal marketing strategy. The addition of local drinks in food menu of McDonalds such as wine in France, beer in Germany and lassi in Pakistan is also a useful example of glocal marketing approach (Candemir & Zalluhoğlu, 2010).

Distribution

Global marketers should keenly investigate their distribution mechanism for designing a successful distribution approach in the host community. For this purpose, factors like speech of delivery and trust are important in recognizing and designing of these distribution strategies. As the taste differs across countries, the distribution strategies also vary from one country to another country. Therefore, fast food chains have their inclination in designing their own distribution system (Quelch & Hoff, 1986). Glocal strategies of one country has clear impact on these distribution channels, because these are organized according to the environment condition of the target country (Rosenbloom, Larsen, & Mehta, 1997).

Promotion

To promote a brand, religious and local cultural values of the host country, are considered. For this, it is important to have knowledge about the socio-cultural system of the country, because it is a special feature which will help the global enterprises to understand these values. For promoting a brand in a country, the interests and needs are taken into consideration because by knowing these values the advertisers would be able to produce convincing and culturally relevant advertisements. Advertisers can draw attention of the consumers by using different advertisements practices which emerged from the different cultures and this is a best way to communicate with their consumers. Alongside, in order to have a successful international brand advertisement, adaption and the promotion costs should be deal carefully. This type of glocal strategy can ensure success, which consider all the minor details of the local market. It is to be noted that, the main objective of the glocal strategy is not to produce and design culturally relevant advertisement, but to have brand engagement activities with the consumers which is another feature of the promotion strategy (NUGRAHA & INDRAWATI, 2017).

Cultural Impact in Glocal Marketing

Culture is one of the most important factors that affect international branding. (HOFSTEDE , 1991) research on cultural elements used for understanding of cultural differences. His work on different cultural dimensions used to categorize countries and cultures. He pointed out five cultural dimensions named as, individualism, long-term orientation, uncertainty, masculinity and power distance. These dimensions are used to differentiate between cultures. In the opinion of Hofstede, individualism exist when people in a community focus more on individual achievements rather than on group objectives. According to Hofstede, in the description of cultural dimensions, countries are given score from 1-100. So, countries like Asia scored less in individualism while US and France scored high in individualism (Bang, Raymond, Taylor, & Moon, 2005). Advertisements of some Eastern and Western countries have been studied. In some cross-cultural studies, content analysis of advertisements produce in Eastern and Western countries have been examined (Hetsroni, 2000).

The concept of fast food restaurant is that the food in these restaurants is delivered quickly after being ordered and with the help of minimal service. The idea of fast food originally came from America, where customers are facilitated with a “drive-thru” service, which means that customers can easily order and pick up their food while sitting in a car. But most of the fast food restaurants

also offer sitting areas for their customers. Modern fast food is prepared with the standard ingredients and served in bags or cartons. In fast food chains, the menu cards include those food items and meals which can be served inside the restaurant or also available in their drive thru service. All fast food chains are following this procedure and this is considered as a symbol of modern technology in fast food industry. Multi-national fast food companies modify their menu cards to serve food according to the local tastes. Most of the multi-national fast food franchisees are owned by the native people because they know the culture of their own country and according to that they can modify their menu cards. For example, in Saudi Arabia and Pakistan, all the McDonald's food items are labeled "Halal" which means "allowed". In Israel, McDonald's use lamb rather than beefs in their burgers and respect the culture of Israel in their food menu (AGHA, 2006).

METHODOLOGY

The term glocalization was coined by Ronald Robertson in 1980. For this study, I have analyzed the data on the ideas proposed by Robertson and use theory of cultural Glocality with some modification by Sarah Elizabeth Fernandez. All the international fast food chain that localizes themselves in Pakistan were the population then I have selected top three of them for this study. Data is collected through their official Facebook pages. Tables are made that shows the advertisements of these international fast food chains, for better understanding the bold letters are from 'Urdu' language and italic words are from 'English' language. The main ideas of this theory are discussed below. Following ideas have been considered of the glocal theory underpinned in the study:

1. Use of local language to communicate
2. Use of national and cultural dressing of a country
3. Branding through local artists, actors, and singers
4. Using the scenarios of special occasions of a country like; Eid and Ramadan in Pakistan
5. Using National and cultural locations of a country for advertising

Through these critical features, they can connect and communicate with a country. Using different scenarios, they try to share with the people emotionally. Using famous artists of the country, they make the branding eye-catching for the Audience. Advertising other deals and offers on special

occasions, they try to connect people continuously with them. They try to mingle between the society by using local keywords in their menu like in Pakistan they have used; Laasi, Beef Kebab, Zingeratha, etc.

Sample

Sample is the selected elements or participants for research study. It is chosen from the large population on which you will work. Sampling is a process of selecting a group of elements or people with which the researcher wants to study. The sample is that part of population that we want to study. For this research, top three multi-national fast food chains working in Pakistan are selected. These fast food chains are McDonald's, KFC and Pizza Hut. These brands are selected for various reasons. Firstly, these fast food chains are well-known global brands in Pakistan. Secondly, these brands spend huge amount of money on their advertisements. Moreover, as we have to study the advertisements of these fast food chains, therefore, these brands have massive reaching of audience on their official pages on Facebook and Instagram. Another reason of choosing these brands is that these fast food chains give importance to the local and cultural value of Pakistan, and they offer different categories such as, food and beverages.

Data Collection

The data that is collected through Facebook and Instagram pages has several Advertisement vantages. This data includes all the advertising posts by these multi-national fast food chains. This data facilitates the study of advertising content. First of all, Facebook posts contain rich data and content on user interaction. Secondly, Facebook and Instagram use real names, therefore, data on user activity of Instagram and Facebook is more reliable as compared to other social media sites. Thirdly, the interaction and the engagement can be measured on daily basis. These all aspects are significant as they make Facebook and Instagram an ideal setting to study the advertising content.

All the advertisements from May 2020 to May 2021 are selected. All advertisements including cultural, traditional and local values of Pakistan are selected. All the advertisements are taken from the "official pages" This feature was introduced in November 2007 on Facebook. Facebook let the companies to create their official profile on their platform. The purpose of this feature is to post updates, pictures, advertise new promotions and ask questions. (Insert Picture from Facebook and Instagram). Our data comprise posts served from these fast food chains from Facebook and Instagram. Every post that contains language elements are our unit of analysis.

DATA ANALYSIS

Use of Local Language

International fast food chain while localizing themselves use local language of the target country. The main purpose for this is to make people understand the food item, its deals, and the message in clear words. Local language helps these food chains to make them localize in the target company. So, below mentioned Advertisements use the local language of Pakistan.

Figure 1

What a game last night! 😊 Even though you lost, we're there for you through thick n thin! As loyal as it gets, we love Peshawar Zalmii!#Zalmi #ZKingdom #YellowStorm

Figure 1

Taken from



<https://www.facebook.com/McDonaldsPK/>, posted on June 25, 2021

Multinational Companies approach local actors, sports players, and other top celebrities for their marketing purposes. In this picture, as you can see “Shoaib Malik” rising his bat, who is a known personality in Pakistan Cricket, gets more user attractions. Also, they have targeted Pakistan rising brand “Pakistan Super League” which is being seen by every 2nd person in Pakistan. Last but not

least use of Rhyming words “Haar Hai” “Pyar Hai” which is taken from a cricket anthem and they elaborated it using the national language of Pakistan

Table 1: *Use of local language.*

Source	Fast food Chain	Use of Local Language
<i>Facebook</i>	<i>McDonald's</i>	Qabool tumhari HAAR HAI humain tumse PYAR HAI!
	<i>KFC</i>	<i>Lagta hai Koi a raha hai</i>

Code-Switching

In Linguistics, when a person shifts from one language to another language or use both of them at a same time then it is known as code switching. International fast food chains use this in their advertisement to grab the attention of customers and make them to buy their products.

Figure 2: *It is real for sure 😊 Hurry, get your Spicy McCrispy with Reg Drink just for Rs. 350!
Order now*



Figure 2 Taken from <https://www.facebook.com/McDonaldsPK/>, Posted on April 01, 2021.

People who do not like to visit the franchise physically can order online. The thing that makes McDonald's the top fast food chain is their engagement with their customers. McDonald's has its own app from which you can order food directly from their app. In the above advertisement, they have used conjunction, which is that part of speech that connects the two phrases with one another. They used the word “se” which is an Urdu word to connect the two phrases “McDonald's App se McDelivery”. They are also informing their customers about the home delivery from the McDonald's app. This is how glocal strategies work for a fast food chain.

Table 2: Code-Switching

Source	Fast food Chain	Code-Switching
Facebook	McDonald's	<i>McDonald's</i> App se <i>McDelivery</i>

National and Cultural Dressing of Pakistan

International fast food chains use the national a cultural event of the target country as a glocal strategy. Advertising and promoting their fast food on these special days make them closer to the target audience. These food chains use the Pakistan days, Kashmir days and Labore day and convey the message of this day by promoting their food items.

Figure 3: *This Pakistan Day, get a 30% off on our Standard Menu with your Habib Metro Bank Card.*



Figure 3 Taken from <https://www.facebook.com/PizzaHutPak/>, Posted on March 22, 2021

23rd of March is the Resolution Day of Pakistan in which we commemorate the struggles and sacrifices of our forefathers for a separate homeland. Now, to give customers a discount on this day shows that the brand really appreciates the sacrifices, and it gives the people a feeling that the fast food chain has a close interaction with their culture and tradition.

Table 3: National and cultural dressing of Pakistan

Source	Fast food Chain	National and Cultural Dressing of Pakistan
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Pizza hut	Happy Pakistan Day 30% off on standard menu on Pakistan day
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Special Occasions

Advertising on the special event of the target country and name the food deals at the name of those events is a best example of glocal strategy. This makes people emotionally connected with you and they but these deals happily.

Figure 4

May this Eid brings peace and prosperity in our lives. Wishing everyone a blissful and safe Eid. Eid Mubarak!



Figure 4 Taken from <https://www.facebook.com/McDonaldsPK/>, Posted on May 13, 2021

It is a golden rule of branding and marketing is to get to people’s hearts or try to participate in local events. Eid is one of the major events for Pakistanis and Muslims as well. To show people that you are part of their life they have wished Eid and convey a positive message of Prying, convincing them to Eat where they are making their entry, and lastly sending their love.

Table 4

Source	Fast food Chain	Special Occasion
Facebook	Pizza Hut	Eid Feast Deals A Very Cheesy Eid Mubarak Ramadan Deals for Sehri & Iftari Ramadan Deals!

Use of the National and Cultural Locations

Using a national language of a country means that you are communicating with their people in their language. This creates a strong impact on the target audience. International fast food chains use the national language of Pakistan to promote their brand in their country. They use of the national language of a country makes a strong bond with the people and it is also important to convey message to the audience. Because, they will understand the message of the food chain easily.

Figure 5: A hearty welcome to our new outlet at DHA, Rahber Lahore ❤️
 Visit us and be part of the opening celebrations today.



Figure 5 Taken from <https://www.facebook.com/McDonaldsPK/>, Posted on March 23, 2021

Opening new Franchises in the different cities on different locations of the target country to localize is part of the glocalization. Because location also plays a vital role in making the brand more popular. Pakistani people show great hospitality to their guests. Therefore, as McDonald's is opening in DHA, Rahbar Lahore so they are saying to the people of Pakistan to give this franchise a warm welcome and also giving them the invitation to visit them for the celebrations of their opening day. This is how international fast food chains are using the location to expand their reach to their customers.

Table 5

Source	Fast food Chain	Use of Locations
Facebook	KFC	Get ready to enjoy your favorite chicken in Islamabad Islamabad Y'all ready for some Chicken We are open in North Karachi

Use of Linguistic Features

The use of linguistics features is to make a strong impact on the reader and to make your text look impressive. International fast food brand uses these features in their Advertisement s while localizing themselves into another country. So, they use stylistic devices, word-formation processes, and other language features in their Advertisement s.

Figure 6

Take a seat, grab a treat Download McDonald’s App now and enjoy McChicken with Regular drink only for Rs 395/-

**Deal is only valid on McDonald's App*



Figure 6 Taken from <https://www.facebook.com/McDonaldsPK/>, Posted on June 28, 2021

The international brand always uses different methods to catch their customers. In the above advertisement, to make users attentive they have used rhyming words. They have also used a word-formation process called blending as the First letter Chick is picked from Chicken and 2nd-word tastic is picked from Fantastic. Also, McDonald used their best-selling deal of McChicken in this advertisement. Both words make user read with full attention.

Table 6

Source	Fast food Chain	Use of Linguistics Features
	Pizza Hut	WBU? Ditcher, Stitcher, Cather, Pitcher Peet-zah Hut, Pizzzaaa Hut, Pizzzzaaaa Hut, Peet-zah Hut

FINDINGS

Findings reveal that all of the three international fast food chains have adapted Pakistani cultural values and traditions to localize their brand in Pakistan. They promote their food items using Urdu language and that specific phrase that Pakistani use in particular situations such as “Qabool hai”, which Pakistani use in their wedding ceremony and part of their culture. This shows that the brand knows the customs of Pakistan and using that language makes a strong impact on the people of that country.

The main source of making your brand popular is through advertisements. Therefore, this international fast food chain used code-switching in their advertisements to make those advertisements attractive and comprehensible for the customers. They have repeatedly used the phrases such as “stress ko Kro dur with Zalmi deal”, “Behari Chicken”, “Chicken Tikka and “Bahar ki party”, all of these are code-switched phrases that these international food-chains used in their advertisements. This shows that they are localizing themselves using this language and the food that is special in Pakistan.

International fast food chains have to make interesting advertisements to grab their customers through their advertisements. They only have one source to communicate with them is the language of their advertisements. Now, using that language in an interesting way helps the fast food chains to achieve their goal. In the above mention advertisements, they have used rhyming schemes such as, “Ho Pizza or Dosto ka Sath, tou hojaye Kuch memories ki bat”. Now the customers will enjoy reading this and then they will definitely attract to the deal they are offering.

Another important glocal strategy they have used is the location of different cities in Pakistan. Whenever they want to try to expand their brand into different places then they choose the best location in the country. The purpose is to use the location in a way that a lot of people can easily reach and access your products.

CONCLUSION

The objective of this research was how international fast food chains are using glocal strategies to promote their products, to analyze the language and to see how they make a strong connection with the target audience? So, I have achieved all of these objectives through my research. Food-chains was selected through the top rating and number of likes on Facebook pages. I have used

the theory of cultural Glocality to analyze the data which I have collected through the advertisement of official Facebook pages of the selected food-chains. From analysis, we come to know that the international fast food chains promote their products through glocal advertising. They used the Urdu language to communicate with the target audience. They used the glocal strategies to make them localize in Pakistan.

For this purpose, they used different strategies. But the advertisements I have selected and analyzed are on some specific point. Firstly, they have used the national language of Pakistan in their advertisements to communicate with the people. They made all of their advertisements in Urdu language so that people easily get what they are promoting. This way they can understand their message as well. Secondly, they used the national events like Resolution Day, Labour Day, Kashmir day and any other event and promote their products on that day. This act of international fast food chains exhibits their strong connection with the people and events of Pakistan. They use them so that people can emotionally attach with them and buy their products. Thirdly, they used the cultural traditions and occasions of Pakistan and offer special deals with the name of the event. For instance, they have special deals on Ramadan and Eid to show their affection with the people of that country. By using this strategy people automatically get attracted towards their deals and make them to buy using words from their mother tongue. Lastly, they have used linguistics features, word formation processes, and stylistics devices such as, alliteration, clipping, blending, rhyming words and codeswitching to make the advertisements attractive. When food-chains use two different words from two different languages then it not only sounds great but also leave a strong impression on customers. Using Urdu language to interact with the people and convey them their message in their mother tongue will build a strong relationship with the customers.

To implement this language in an appropriate way is the important task. Therefore, they use the cultural Glocality and strategies to implement them in the target country. This strategy works and gives the best results to not to all the International fast food chains but also to the national fast food chains.

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