

Sociocultural forces

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Before starting to plan to franchise a Mc Donald's in another country. They obtain the relevant information from the target market in addition to the individual customers of the organization. They find out the shifts in areas like the consumer behaviour and purchasing patterns of the market.

Fundamentally, this is the key condition for executing a suitable customer relationship management system. Some of the Sociocultural forces from the countries where they were planning to enter that Mc Donald's took into consideration Cultural

Cultural: McDonald's international restaurants satisfy local tastes and customs by offering unique products, services and other items to the menu. Customers in Norway can order McLaks – a fresh grilled salmon sandwich with dill sauce on a whole-grain bun. McDonald's fans in the Netherlands can have vegetable burger and in Italy and Greece customers can help themselves at a fresh salad bar.

Population Changes: Changes in population demographics have many potential consequences for organizations. As the total population changes, the demand for products and services also changes. When McDonald's opens restaurants in a new country, the jobs it creates stimulate the national economy and broaden the local tax base. Besides the new jobs directly linked with McDonald's restaurants, the company indirectly supports other segments of a country's workforce by hiring local construction firms and purchasing from local suppliers, local farmers and local distributors.

Educational Levels: All the staff and employees at McDonald's are given a handsome salary package and attractive incentives in accordance with the

level at which the person is working. That's why employees at McDonald's in other countries are satisfied and motivated. Higher educational levels allow people to earn higher incomes than would have been possible otherwise. The increase in income has created opportunities to purchase additional goods and services, and to raise the overall standard of living of a large segment of the population.

The educational level has also led to increased expectations of workers, and has increased job mobility. Workers are less accepting of undesirable working conditions than were workers a generation ago. Better working conditions, stable employment, and opportunities for training and development are a few of the demands businesses confront more frequently as the result of a more educated workforce.

Norms and Values: McDonald's has an open-door culture; any employee can go to the Restaurant Manager and can discuss any problem or new ideas for the improvement of the restaurant. Nobody has any hang-ups; everybody does everything. McDonald's also believes in value to the customer, that is, why prices are value oriented "... nothing sells forever unless it is value for money."

Norms (standard accepted forms of behavior) and values (attitudes toward right and wrong), differ across time and between geographical areas.

Lifestyles differ as well among different ethnic groups. As an example, the application in the United States of Japanese-influenced approaches to management has caused firms to reevaluate the concept of quality.

Customers have also come to expect increasing quality in products. Many

firms have found it necessary to reexamine production and marketing strategies to respond to changes in consumer expectations.

Social Responsibility: is the expectation that a business or individual will strive to improve the welfare of society. From a business perspective, this translates into the public expecting businesses to take active steps to make society better by virtue of the business being in existence. McDonald's is firmly committed to give back to the community where we operate. They are happy to become involved because they recognize that organizations have a role to play in helping communities to work successfully.