

Glocalization of McDonald's in India

Glocalization

Glocalization is the process of global brands altering their products to suit the different cultures across the world (Kenton, 2018).

“The concept of glocalization is particularly important to the food and agribusiness industry because of the seamless challenges this industry faces due to the typical differences that exist in the food habits of people belonging to various regions/religions/cultures across the globe.” (Kumar, 2007).

With many Indian religions such as Hinduism, Sikhism & Jainism, the general consensus is that cow meat is not eaten. Therefore, McDonald's have adapted their menu in India to suit the religious preferences (Nandini, 2014).

Examples of Glocalization

- In 2001, the McAloo Tikki burger was added to the menu which went on to become the highest seller. It was then added to McDonald's in Singapore in the Middle East (Nandini, 2014).
- To adapt to religious preferences they specified vegetarian-only cooking tools within the kitchen (Nandini, 2014).
- In 2017, McDonald's added new items such as the Masala Dosa burger (a pancake filled with potato-and-vegetable filling) as well as a Molaga Podi sauce (a dry spiced powder that's made from mixed lentils and sesame seeds) (Malviya, 2017).



Impact of Glocalization

As McDonald's continues to dominate, it has been discussed whether the Glocalization of the franchise is positive or negative.

Some argue that the Glocalization of McDonald's has a negative impact and over time it will invade the local food diversity and replace it with an American fast food culture (Glocalizationmarketing, 2019).

Others believe that Glocalization will have a positive impact. It is said that adding local food to the menu will allow people to experiment with their traditional foods and it will make the menu more varied and creative while holding onto the local food culture (Glocalizationmarketing, 2019).

Sociological Theories of Glocalization

Marxism is a theory which views capitalism as a structure of inequality (Fulcher and Scott, 2011).

McDonald's, which is a capitalist company, aims to cater towards the Indian cuisine for financial benefit. Marxists may view this as a means of exploitation of Indian culture as there is no good intentions - it is solely to maximise profits.

Their original fast food American beef burgers would not make money in India as it is not suited to their culture which is why they chose to implement foods such as the McAloo Tikki burger.

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