

Diffusion of Innovation and Food Culture: Case Study on the McDonald's Advertisements in Turkey

Yeniliğin Yayılması ve Yemek Kültürü: McDonald's Türkiye Reklamları Örneği

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Abstract

Globalization, when evaluated along with the culture, points out the effort of a dominant cultural structure to be universal. The process of being universal consists of the emergence of innovation, its diffusion, and its interaction with the local. At the end of this process, it is inevitable to experience some changes and transformations in both the global and the local. As is realized, at the beginning of the globalization process, what claims to be global should exist as "innovation" and should diffuse. Then, the processes of the innovative and global one to confront the local and make itself accepted can be mentioned. The response of the local against the innovative one determines the direction of change and transformation. Therefore, the diffusion of innovation and the response of local are extremely significant in terms of seeing how the change process will take shape. When this is realized, it is also revealed that some strategies are implemented for the diffusion of innovation. What stands out among these is that the innovation must pay regard to the local while it diffuses, to suppress the response of the local and prevent the emergence of resistance. However, such regard should not be one-sided. The local's recognition of the innovation and its strategies will provide some advantages in attaining desirable outcomes on behalf of itself. In this study, the emergence of the fast-food chain called McDonald's, which has a global scale and contains various elements, as an innovation in Turkey and the cultural strategies it has applied while gaining a place in the Turkish market has been evaluated. For this purpose, the content analysis of McDonald's advertisements in Turkey has been carried out and the themes covered in the analysis have been examined under four titles: local cultural elements, local taste elements, national sentiment-oriented elements and taste elements belonging to different cultures. In each topic title, the references to the themes in question have been brought to the forefront and then what is emphasized and how is done have been examined. In conclusion, it has been tried to see how a global company utilizes local food memory and what changes it makes to this memory.

Anahtar sözcükler: Change, globalization, McDonald's, advertisement, local memory

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Öz

Küreselleşme, kültür ile birlikte değerlendirildiğinde baskın bir kültürel yapının evrensel olma çabası göze çarpmaktadır. Evrensel olabilme sürecinin temelde yeni olanın ortaya çıkması, yayılması ve yerel ile etkileşime geçmesi söz konusudur. Bu sürecin sonunda hem küresel hem de yerel olanın üzerinde birtakım değişim ve dönüşümlerin yaşanması kaçınılmazdır. Fark edildiği üzere küreselleşme sürecinin en başında küresel olma iddiasında olanın “yeni” olarak var olması ve yayılması gelmektedir. Ardından yeni ve küresel olanın yerelin karşısına çıkması ve kendini kabul ettirmesi süreçlerinden bahsedilebilir. Yerelin, yeni olan karşısında verdiği tepki ise değişim ve dönüşümün yönünü tayin etmektedir. Dolayısıyla yeniliğin yayılması ve yerelin tepkisi, değişim sürecinin nasıl şekilleneceğini görme açısından son derece önemlidir. Bunun farkına varıldığında yeniliğin yayılması hususunda birtakım stratejilerin uygulanması da beraberinde gelmektedir. Bunlar içerisinde ön plana çıkan unsur, yerelin tepkisinin kırılması ve direncin ortaya çıkmaması için yeni olanın yayılırken yereli gözetmesi gerektiğidir. Ancak söz konusu gözetim tek taraflı olmamalıdır. Yerelin yeni olanı ve onun stratejilerini tanıması, kendi adına istenir sonuçlar elde etmesinde birtakım avantajlar sağlayacaktır. Bu çalışmada küresel bir ölçeğe sahip olan ve bünyesinde çeşitli unsurlar barındıran McDonald’s adlı yemek firmasının yeni bir unsur olarak ortaya çıkması ve Türkiye piyasası içerisinde yer edinirken uygulamış olduğu kültürel stratejiler değerlendirilmiştir. Bunun için McDonald’s Türkiye reklamlarının içerik analizi yapılmış ve işlenen temalar doğrultusunda konu dört başlıkta incelenmiştir. Bu başlıklar şu şekildedir: Yerel Kültürel Unsurlar, Yerel Lezzet Unsurları, Milli Duyguya Yönelik Unsurlar ve Farklı Kültürlere Ait Lezzet Unsurları. Her konu başlığında söz konusu temalara yapılan göndermeler ön plana çıkarılarak nelerin, nasıl vurgulandığı incelenmiştir. Bütün bunların neticesinde küresel ölçekte bir firmanın yerel yemek belleğini nasıl kullandığı ve bu bellek üzerinde ne gibi değişimler yapma yoluna gittiği görülmeye çalışmıştır.

Anahtar Kelimeler: Değişim, küreselleşme, McDonald’s, reklam, yerel bellek

Introduction

In the modern era, globalization has been one of the most used concepts in economic, political, and cultural life. This situation has paved the way for the globalization concept to be handled with its various dimensions and discussed from different perspectives. It is possible to say that two main views have come into prominence as positive and negative in these discussions. *According to some, "globalization" is the thing that we cannot be happy without it, and for some others, it is the cause of our unhappiness.* (Bauman, 2010: 7). The parties that emerged with two different approaches are gathered under the concepts of *globophilia (love of globalization)* and *globophobia (fear of globalization)*. Supporters of globalization emphasize the gains made in this process and argue that after a certain period of time, these gains will spread to the whole world. Among the gains made, economic growth, modernization, democratization, etc. are the first ones that come to mind. Accordingly, globalization is a means of reaching the level of Western countries. On the other hand, those who are afraid of globalization focus more on the losses. The rising power of multinational corporations, the regression of developing countries, the growing poverty rates, the concept of exploitation, inequality, the destruction of the local, etc. are the issues that anti-globalization supporters focused on (Ritzer, 2011a:

70-75). Hereby, it is emphasized that the consumption culture-oriented capitalist system, which comes with globalization, paves the way for an economic, political, and cultural "standardization" by affecting the local. When the standardization in question is handled through culture, the first concept that catches the eye is *cultural imperialism*.

The idea of cultural imperialism indicates that one or more cultures are imposing themselves, more or less consciously, on other cultures thereby destroying local cultures, in whole, or more likely in part. There are many examples of cultural imperialism in the world today, with local cultural practices being threatened, or even being destroyed, by the flow of culture from other parts of the world, especially from the North to the South. (Ritzer, 2011a: 277).

As is understood, when a dominant cultural structure joins together with globalization, it reaches the capacity to effecting different cultural structures in a wide geography. At this point, the dominant culture in question emerges as an innovative element and begins to diffuse. Although innovation is primarily associated with the concepts of invention or discovery, it is then mentioned side by side with the concept of diffusion. In other words, after an innovative element emerges somehow, the process of its diffusion in the environment will begin. In this process, the innovative one will be subjected to several evaluations in each environment it gets in and will face with acceptance or rejection decisions. Furthermore, within the scope of these decisions, some changes will occur both within the innovation itself and in the environment where it is diffusing. In this regard, researchers have mostly focused on the issues of acceptance or rejection of any innovation by society, its diffusion speed, and its impacts. The first attention to the diffusion of innovation notion was drawn by Gabriel Tarde. Tarde (1903) introduced the "laws of imitation" while working on the adoption and diffusion of innovation. As a result of his observations on the adoption process of the innovation and by reviewing the process as an s-shaped curve, Tarde states that a new idea will be adopted by a few people at first, then the number of people who adopt it will increase and there will be a relaxation in the rate of adoption towards the end (Rogers, 1983: 41). After Tarde's attention, the issue was discussed by Ryan and Gross (1943). Katz (1957), on the other hand, focused on the media and dwelled on the way the media affects different groups and the resulting interaction. The topic has gained popularity with Everett M. Rogers's, who evaluates the diffusion of innovation phenomenon within a theoretical framework, a work titled "Diffusion of Innovations", which was first published in 1962. Since its popularity, the diffusion of innovation theory has been used in various fields such as communications, agriculture, public health, social services, and marketing. In simple terms, diffusion of innovation refers to the process that emerges from people's adoption of a new idea, product, practice,

philosophy, etc. Rogers has mapped this process by emphasizing that in most cases the first few people are open to a new idea and adopt its use (Kaminski, 2011: 1). In simple terms, diffusion of innovation refers to the process that emerges by people's adoption of a new idea, product, practice, philosophy, etc. Rogers has mapped this process by emphasizing that in most cases the first few people are open to a new idea and adopt its use. (Kaminski, 2011: 1). Rogers (1983), with his work, highlights four basic elements in the diffusion of an innovative idea: "Innovation, Communication Channels, Time and Social System" (10- 34). He further states that the adoption of innovation is realized in five stages. These are Knowledge Stage, Persuasion Stage, Decision Stage, Implementation Stage, and Confirmation Stage (Rogers, 1983: 163-206).

Rogers also listed the factors affecting the decision of the individual in the decision-making stage as follows: Relative Advantage, Compatibility, Complexity, Trialability, and Observability (1983: 210-238). With these concepts set forth by Rogers, the framework of the diffusion of innovation was shaped. As is understood from all these, the emergence, diffusion, and confirmation of innovation include various stages and strategies. Therefore, when it is desired to diffuse the innovation or, on the contrary, to increase the resistance of the local against the innovation, the mentioned stages and strategies should be considered.

In modern times, innovation diffuses rapidly, in general from the West and in particular from the United States. Every work done and every technological advancement experienced pave the way for the observation and evaluation of the said diffusion. Especially the mass media has smoothed the way for the speed and scope of diffusion to increase more rapidly with each passing day. This study focuses on how the fast-food chain McDonald's, which appeals to the global market, diffuses itself as an innovative element through mass communication channels. Therefore, the advertisement contents of the relevant company will be examined. It is seen that concepts such as culture, globalization and cultural imperialism are utilized together by the fast-food chain in question. Depending on such a utilization, the McDonaldization thesis has emerged in the literature. In its most general form, McDonaldization is considered *the process by which fast-food restaurant principles dominate more and more parts of the world* (Ritzer, 2011: 281). By putting forward his McDonaldization opinion, Ritzer has remarked on the standardization of the whole world through a fast-food chain. McDonaldization is not only used in the food industry, but also all areas of society such as education, business, health, travel, entertainment, leisure, politics, and family and so on. (Ritzer, 2011b). When the subject is evaluated through the fast-food culture, it is seen that the fast consumption phenomenon has emerged and eating habits have changed all over the

world. It is possible to see the first examples of the company's breaking into the Turkish market as well as the company's impact on the Turkish food culture through the advertisement content (For another study on the cultural dimension of advertising content, see Apak, 2022). Before analyzing these advertisements, it would be useful to dwell on the establishment of McDonald's and its spread around the world.

McDonald's, which commenced its operations in California in the 1940s, opened its 100th branch in 1959 and broke a record by opening 66 restaurants in a year. While Hamburger University began its education life in 1961, McDonald's 500th restaurant was opened in Ohio. In 1967, the company expanded abroad with restaurants opened in Canada and Puerto Rico. By 1970, McDonald's restaurants were opened in all states of the USA and Costa Rica and the Virgin Islands were added to the company's overseas chain. In the 1970s, the first restaurant in Asia was opened in Japan, then the first restaurants in Europe were opened in the Netherlands and Germany. In 1980, with the restaurant opened in Munich, the McDonald's 1000th restaurant abroad commenced its service, and the number of McDonald's restaurants reached a total of 6000. When the first McDonald's restaurant commenced its service in Moscow in 1990, 30000 people visited the restaurant on an opening day. In 1992, the largest McDonald's restaurant ever opened until that day commenced its service in Beijing. On the same day, the opening sales record was broken in Warsaw. In Turkey, the first McDonald's was opened in Taksim, Istanbul in 1986 by businessman Ali Vardar. Thus, Turkish society met hamburger for the first time. In 1993, Turkey's first "drive-through restaurant" was opened in Merter, Istanbul. In 1998, McDonald's 100th restaurant in Turkey commenced its service in Sultanahmet, Istanbul. By starting the Take-Away service by phone in 2003, McDonald's started a new era in the Turkish fast-food sector. In 2012, the first McCafé in Turkey was opened. In 2015, the McDonald's breakfast menu became available all day long in restaurants in the USA. In 2017, McDonald's ranked 8th among the most valuable brands in the world and has reached an average of 58 million customers a day, with more than 34 thousand restaurants and more than 1.6 million employees around the world. In Turkey, it has gained an important place in the Turkish food industry with more than 250 restaurants, around 6000 employees and over 100 million customers per year (URL-1).

As it can be understood from the aforementioned information, McDonald's has a gigantic place in the global food sector. It has also diffused all over the world. During this diffusion process, on the one hand, McDonald's has carried its own cultural structure to those geographies, on the other hand, it has incorporated some cultural traces of the geography it is operated in. It is understood that various strategies have been employed

to combine with the cultural structure encountered in the newly opened geographies. There are many reasons behind the success of McDonald's. A significant part of this is the international business strategies implemented by the company. It is possible to define these strategies as business strategy, product strategy, promotion strategy and pricing strategy (Tien et al. 2020). These strategies are most visible in the advertising sector. Advertising provides a ground that the first contact of a new product with the target audience and thus first impressions are made. Therefore, the strategic attitude in the advertising sector is shaping the success of the product.

1. The content analysis of mcdonald's advertisements in Turkey

1.1. Promotion of the innovation

The first impressions of the target audience are formed with the promotion strategy. Hence, for an innovative element to take place in the target market, the way it is promoted is extremely important. The first impression determines the future of the innovative element in the target market. At this point, knowing the expectation of the target market, its sociocultural background, social dynamics, etc. provides some advantages.



Figure 1: A McDonald's TV commercial (URL-2)

McDonald's, which emerged as an innovative element in the advertisement shown above, promotes itself to the target audience. The advertisement features the motto "*No reservations, no waiters, no waiting at McDonald's*". With these words, the fast-food culture is basically described by means of advertisement. As is known, speed and consumption come into prominence in fast-food culture, and everything is evaluated based on the "instant". The order is given instantly, the production is done instantly, and the consumption starts instantly. In other words, fast ordering, fast preparation, and fast consumption of the food. This fast consumption is also accompanied by disposable (single-use only) cups, straws, and carton containers, which are used for drinks, sauces, hamburgers and french fries. Thus, a system in which consumption is fundamental from the beginning to the end is set up.

The advertisement also includes images of everyone young and old alike. Although children appear on the screen at most, it is emphasized that people from different generations are enjoying together. Thus, the message that McDonald's addresses people of all ages and genders are conveyed to the target audience. Then it is emphasized that people are not only eating food here but also spending time together and having fun. This emphasis also appeals to emotions. Emotions such as warm friendships, loving moments, and an atmosphere of peace are brought to the fore in the advertisement.

As is understood, McDonald's presents an image based on trust, sympathy, and warm bilateral relations with the customers in advertisements. All this shows how the company promotes itself through a commercial film. Hereby, on the one hand, the target audience is acquainted with McDonald's cultural structure by referring to the nature of fast-food culture, while on the other hand, an emotional bond is tried to be established with them to appeal to the target audience. Thus, the impression is tried to be formed that the newly arrived element is not just food but more.

In this advertisement, we can see the *innovation* and *communication channel* elements that Rogers (1983) emphasized in his diffusion of innovations theory. In the advertisement, innovation is fast-food culture, and the communication channel through which this innovation diffuses is television advertisements. Widespread use of television by society increases the diffusion speed and scope of innovation. For the adoption part of the innovation, it is seen that the *knowledge* stage takes place. The information about the innovative one is transferred to the target audience by the commercial film.

After the promotion of the innovation, the process of making the innovation itself accepted by the target audience begins. In this process, while the contents of the commercials come to the fore, it is seen that local cultural elements, local taste elements, national sentiment-oriented elements, and taste elements belonging to different cultures are used in the said contents.

1.2. Local cultural elements

The use of the local becomes significant in the relationship established by the global with the local. It is seen that McDonald's, which wants to make itself accepted local as a global power, has also incorporated some local traces into its structure by paying attention to the global-local relationship.



Figure 2: A McDonald's TV commercial (URL-3)

The main theme of the commercial film, whose image is shown above, is the two children, who are understood to be siblings and eating at McDonald's. These children present the traces of the local culture to the other side with their behaviors and the elements they are carrying. In the aforesaid advertisement, knitted vests, lemon cologne, elderly visitation, grandmother-grandchild relationship, hand-kissing and pocket money are stood out as local cultural elements.

One of the primary issues in facilitating innovation's confirmation by society when it is brought before society is the relationship of the innovation with the local. At this point, what facilitates confirmation is the fact that individuals do not feel alienated by the innovation. In this case, innovation can appear before society by carrying the traces of the old on itself. Thus, *glocalization* (global-localization) emerges by combining the global and the local. In its most general form, glocalization means *the intermingling of the global and the local, in such a way that it will bring unique outcomes in different geographical areas* (Ritzer, 2011a: 273). In this respect, the relationship of a global-scale company with the local is remarkable. This kind of utilization is intended for the stage of *persuasion* about the adoption of the innovation, and in the decision-making part, it is possible to say that reference is made to *compatibility*.



Figure 3: A McDonald's TV commercial (URL-4)

The main theme of the commercial film, whose image is shown above, is that even an alien from another galaxy cannot give up eating McDonald's hamburgers. Besides, what is shown draws the attention of the target audience. The actress is in the role of a typical mother with her dressing style and handbag. Next to her, two teenage boys, who seem to be her children, are eating a hamburger. While the traditional mother prefers to feed her children with meals she cooks at home, there is a change here. The mother in question is eating out with her children now. This shows that the advertisement content is aimed at paving the way for a change in the eating habits of society. This shows the transformative effect of innovation on the traditional one. Therefore, it can be said that the content of the commercial film is intended for changing the food culture in the traditional family order.



Figure 4: A McDonald's TV commercial (URL-5)

The main theme of the commercial film, whose image is shown above, is that *esnaf lokantası*³ employee and his boss prefer McDonald's instead of their own meals. Thus, the reference is made to the fact that food preference has changed in the direction of the innovative rather than the local. The person who plays the leading role in the advertisement is the cook of the *esnaf lokantası* with his white outfit. The sign of this person's belonging to the local culture is manifested by his moustache and his use of local dialect features. Paintings on the walls of the *esnaf lokantası*, pickle and pepper jars on the shelves, and lemon cologne offered to paying customers are the local cultural elements featured in the commercial film. In addition, the boss sitting by the cash register approaches his customers sincerely with words such as "Welcome" and "Bon appetite".

³ Translator's Note: *Esnaf lokantası* is a self-service restaurant where dishes from Turkish cuisine are cooked collectively in big pots and the customer is expected to choose them. In such restaurants, usually, there are no waiters, and no service fees (bread, water, napkin, table, etc. are free).

Later in the advertisement, the chef and the boss of the local restaurant separately go to McDonald's and prefer McDonald's menus instead of their restaurant's meals. While ordering at McDonald's, it is also seen that the cashier addresses the customers with words such as "Welcome", "Bon appetite", and "Come again" as in the local restaurant. It is also possible to evaluate this based on the *compatibility* factor. Thus, it is emphasized that the same friendly atmosphere continues in new restaurants as in conventional restaurants. In addition, the occupancy of the tables at McDonald's and the modern dressing style of the customers draw attention to the advertisement.



Figure 5: A McDonald's TV commercial (URL-6)

In the advertisement, whose image is shown above, local cultural elements are brought to the fore. The commercial film features a lorry driver in classic dressing style and his lorry. This indicates using one of us motto in addressing the local. Thus, the innovation is to assume a familiar identity. Content producers, who know that truck slogans (*bumper stickers/paintings*) have an important place in trucker culture, have used such a slogan for promoting the company. There is a slogan on the truck that reads "Kaderimse gülerim Bik Mekse yerim" (Literally translated as: *I'll smile if it's my destiny, I'll eat if it's Big Mac*). It is possible to say that the power of appealing to the local is increased both by using such a slogan and by writing the foreign word (*Big Mac*) in the way it is read in Turkish (*Bik Mek*).



Figure 6: A McDonald's TV commercial (URL-7)

It is seen that familiar elements are preferred in appealing to the local in the commercial film, whose image is shown above. The main theme of the advertisement is the spicy hamburger eaten by the actor, who is known by many people in Turkey and has made a name for himself with his films. The actor in question is known for the character of "*Küçük Emrah*" (literally translated as Little Emrah) in his films, and drama and sorrow are at the forefront in the films in which this character plays. For this reason, Little Emrah is called "*Acıların Çocuğu*" (literally translated as Child of Sorrows). The content producer, who knows that such information takes place in the social memory, has put forward a scenario for the relevant collective memory. There are references to the character and related movies in the commercial film. Therefore, Little Emrah, the child of sorrows, is shown side by side with McDonald's spicy hamburger menu.⁴

Religion has not been ignored in the use of local cultural elements. It is seen that the company prepares commercials with special content, especially during Ramadan. In such advertisements, it is seen that additions are made to the menu. Such as soup and dessert in accordance with the local food culture. Apart from this, it is noteworthy that the emphasis is placed on spiritual feelings. It is seen that togetherness and sharing are emphasized in advertisements on this subject (URL-8).

1.3. Local taste elements

Apart from the local cultural elements, it is also seen that the contents intended for the local taste elements, or in other words, the local palatal delights, are used in the commercials.



Figure 7: A McDonald's TV commercial (URL-9)

⁴ Translator's Note: In Turkish language, both spicy and sorrow are corresponded with same word "Acı", so the commercial film draw the attention of Turkish audience by this quibble.

The main theme of the commercial film, whose image is shown above, is that a father who loves mangal (Turkish-style barbecue) comes to McDonald's with his son and prefers the mangal-flavored menu instead of making mangal. At the beginning of the advertisement, the father says that mangal culture has been going on for generations in their family and therefore, how important is to make mangal for them. Herein, it can be said that there is advertisement content aimed at changing conventional eating habits and father-son relationships. As is seen, the mangal culture, which has been going on for generations, is now changing. Instead of teaching his son how to make mangal traditionally, the father brought him to McDonald's for eating the mangal-flavored menu. This shows the change experienced by the cultural element while being transferred to the new generation.

It is also understood that McDonald's tries to appeal to the palatal delights of the local with the mangal-flavored hamburger that is the subject of the commercial film. This is the company's product strategy (Tien et al. 2020). The product that any company will put on the market to get a foothold in today's competitive market is extremely important. The quality, taste, content of the product and even the way it is packaged and presented are the issues that should be considered carefully. Apart from these, another point that an international company should be cautious about while breaking into the local market is the necessity of appealing to the local with the product it presents. In such a case, the company should be aware of the palatal delights and expectations of the local.



Figure 8: A McDonald's TV commercial (URL-10)

The commercial film, whose image is shown above, appeals to the palatal delight of the local. Spicy meatballs, vegetables, sauce, and lavash bread are highlighted local elements in the advertisement. It is understood that the company preferred lavash by going beyond the usual hamburger

buns, and therefore focused on the culture of "making *dürüm*⁵" from the regional cuisine. As is known, lavash bread has an important place in Turkish cuisine. Due to this importance, making lavash bread and its derivatives was also included in the UNESCO List of the Intangible Cultural Heritage of Humanity (URL-11). Aware of this, the content producer has applied traditional palatal delight to his own product.

Apart from lavash bread, it is seen that pita-like bread is used in a product called Mcturco. Even the choice of the product name is intended for the target audience. In addition, the product called Maxburger (URL-12) is marketized as a Turkish-style hamburger. In this product, pita-like bread, whopping meatball, garlic, onion, and hot sauce are used. All this show how much the company can change its product range to appeal to the local. Each practice has its own purpose.

Although there is an ethnocentric perspective lay behind the worldwide diffusion and popularization of American culture and lifestyle, the economic basis should not be overlooked. In this respect, on the one hand, McDonald's restaurants have a worldwide production and service network, on the one hand, they are constructing a cultural hegemony that will continue and strengthen this network. In this construction process, McDonald's attaches importance to the advertising industry and provides a product range that takes into account the cultural characteristics of the countries in which it diffuses. It is seen that the global-local (glocal) approach is emphasized both in advertisements and in the product range. In a way, this is accepted as an indication of the importance attached to diversity and locality, but on the other hand, it can be considered as a marketing strategy that masks the hegemonic and transformative features of McDonald's and similar companies. (Göker, 2015: 389-410).

McDonald's brings along standardization. In fact, this is true for all international companies. Companies striving to be international should be able to present the product formed within their own policies, under their own brands, and anywhere in the world. Thus, McDonald's has generated menus with standard quality and taste. Therefore, no matter where in the world, there is a similarity in the content and taste of a menu purchased under this brand. The main elements of the company's menus are hamburgers, french fries, and drinks. Apart from this, there is a standard in restaurant decoration, personnel uniforms, and service. Besides its standard menu, however, it is understood that the company has also developed some strategies for appealing to the local by considering the local's socio-cultural conditions. It can be said that in this consideration,

⁵ Translator's Note: A *dürüm* is a Turkish wrap that is usually filled with typical *döner kebab* ingredients. It is made from lavash or *yufka* flatbreads.

issues such as using gastronomic materials in the region, appealing to the palatal delights of the locals, and not contradicting the religious beliefs of the region come to the fore. Thus, it is understood that McDonald's, on the one hand, protects its food standards on a global scale, on the other hand, looks after the socio-cultural conditions of the local. This has caused the formation of menus limited to certain geographies and regions. For instance, in India, fried chicken menus are more prominent instead of beef (For information about McDonald's approach to different cultures, see Dalal, 2019). The menus given above are also an example of this. While doing this, it can be said that the primary goal is to be adopted and preferred by the locals. The local's confirmation of the innovation will pave the way for changes that may not even be noticed by the consumer.



Figure 9: A McDonald's TV commercial (URL-13)

Although the local cultural elements and the local taste elements are used together in the commercial film, whose image is shown above, it is possible to say that the local taste elements are more prominent. Here, hamburger with haydari⁶ is introduced as an à la Turca (Turkish style) delicacy. Although the local cultural elements and the local taste elements are used together in the commercial film, whose image is shown above, it is possible to say that the local taste elements are more prominent. Here, hamburger with haydari is introduced as an à la Turca (Turkish style) delicacy. When Haydari is mentioned, entertainment culture comes to mind. The cultural structure in question is reflected in the advertisement by using a belly dancer, music, and instrumentalists. With all these, it is again a matter of appealing to the palatal delight and traditional memory of the local. There are also some references to Turkish entertainment culture. Dance, music and food are the basic elements of Turkish entertainment culture. Apart from these, it is possible to see the entertainment culture in many cultural products (Özdemir 2006).

⁶ Translator's Note: *Haydari* is a Turkish mezze made with strained yoghurt, garlic, and dill.

Apart from the menus discussed above, it is seen that the company also turns to local breakfast culture. McDonald's has put the breakfast dish that it has generated for this purpose on the market, as a Turkish breakfast plate (URL-14). As is known, in the Turkish food culture, breakfast is considered one of the most significant meals of the day. Being aware of this, the company went beyond the usual McDonald's menus with the Turkish breakfast plate it offered. The breakfast in question is served on a plate. This means that changes have been made at the presentation stage. The fact that the breakfast plate contains ingredients such as tomatoes, cucumbers, cheese, olives, and eggs shows that the local demand is taken into consideration at this point.

1.4. National sentiment-oriented elements

It is understood that McDonald's also gives priority to the national sentiment-oriented elements in its advertisement content intended for appealing to the locals. It is possible to say that the most important benefit that is tried to be obtained with this method is to gain the sympathy of the locals and not be considered foreign by them.



Figure 10: A McDonald's TV commercial (URL-15).

The company sponsors many sports events around the world. It benefits from these sponsorships in its advertisements. It is understood that the most prominent among these is football. It is possible to conclude that there is an interest in football in Turkey in the prominence of football within the company's advertisements. In such commercial films, it is seen that football players who have been known and loved by a large part of society take leading roles. As is known, presenting an innovative product to the local with a familiar face in cultural changes facilitate the confirmation of the innovation by society.

In the commercial film, whose image is shown above, the national football team and a famous player of this team are featured. In the advertisement, the red and white colors, the national flag, and the national uniform are prominent visuals. While the product promoted in the advertisement was introduced as the national burger, there is an emphasis on Turkish-style butcher's meatballs, cheese, and red and white sauces (*symbolizing the colors of the national flag*) in the said hamburger. Therefore, it is understood that both national sentiments and palatal delights of the locals are appealed to. In another similar commercial film, it is seen that *Galatasaray football team* goalkeeper *Fernando Muslera* is featured (URL-16). Herein, Muslera sings the Azerbaijani song "Separation", the lyrics of which belong to *Recep Ibrahim* and the music of which belongs to *Ali Selimi*. This song has been sung by many vocalists in Turkey and has become a popular song. At the end of the advertisement, Muslera talks about the taste of hamburger, in Turkish. Thus, it is understood that McDonald's is trying to gain the sympathy of the locals for its products by making a foreign football player, who is sympathized by the wide masses, speak and sing in Turkish.

Apart from football, it is understood that the national women's volleyball team is also featured in McDonald's advertisements. In these advertisements, national players appear in their national uniforms (URL-17).

1.5. Taste elements belonging to different cultures

It is seen that, besides appealing to palatal delight and local culture, McDonald's also offers menus that contain foreign taste elements to the Turkish market. It is inevitable that these menus will pave the way for change in traditional food culture and palatal delight.



Figure 11: A McDonald's TV commercial (URL-18)

Herein, taste elements belonging to different countries are introduced to Turkish society. A menu called McSpicy is introduced in the commercial film, whose image is shown above. This menu promotes Mexican culture and delicacy. In connection with the menu, the commercial presents Mexican music, musical instruments, dance, entertainment, and Mexican traditional dressing style. All these indicate that the company does not only bring Mexican taste to the locals, but also presents different cultural elements that are new to them. As a Mexican palatal delight, hot spice is highlighted in the product.

Apart from Mexican culture, McDonald's also introduced different cultures to the locals with unique menus. One of them is the menu called Le M. (URL-19). This menu is about French culture. In the commercial film for the menu, there are female dancers who are carrying the colors of the French flag on their clothes, French music, and an artist who paints. Paris is written on the walls of the restaurant where the couple eats their Le M menu. The bread and cheese unique to France are emphasized in the product offered. As a result of all these, it can be said that McDonald's not only brings its own food culture but also food cultures from different parts of the world while appealing to the local market.

To sum up, as it can be noticed, McDonald's develops various strategies to appeal to the local and to be favored in the local market. In these strategies, it is understood that paying regard to the local is at a high level. McDonald's franchising model provides significant advantages to the company in this regard. The firm gives autonomy to franchisees. Accordingly, store owners can choose advertising and marketing strategies by themselves. Thus, businesses can carry out activities appropriate to their place and location (Tien et al., 2020: 24).

Conclusion

The first stage of cultural change is the emergence of an innovative product. Then comes the diffusion of the product in question to different cultures and the social confirmation stage. If the innovative product comes to the stage of social confirmation, this situation causes the abandonment of the old one partially or entirely. In such a case, it is inevitable to experience some changes and transformations in the relevant society. The company named McDonald's is an innovative brand that emerged with the claim of being global in the recent period and diffuse to different geographies. Although its innovation is directly related to the food sector, it is seen that it integrates many different cultural structures into society.

When McDonald's became involved in the globalization process with its structure and cultural background, it brought many socio-cultural changes around the world. Therefore, it is necessary not to evaluate

McDonald's only in the food and beverage sector. McDonald's is one of the first international food restaurants in Turkey. At the same time, McDonald's is the first company that promoted fast-food culture and hamburgers in Turkey. Since this promotion, it has diffused all over the country, and during this diffusion, it has paved the way for some changes and transformations in the local food culture.

A global-scale company needs to develop some strategies to establish a presence in the local market. The leading ones among these strategies are to have a solid grasp of the socio-cultural structure of local and to promote itself to local society correctly. McDonald's was aware of this; therefore, it has considered the strategies for diffusion of innovation while breaking into the Turkish market. It is possible to see these strategies in the advertisement content. From this perspective, when the content of McDonald's advertisements in Turkey is analyzed, it is seen that various strategic approaches are made. It is possible to analyze these strategies under four titles: local cultural elements, local taste elements, national sentiment-oriented elements, and taste elements belonging to different cultures. In these analyses, it is seen that McDonald's gets to know the local closely and uses its knowledge to appeal to the target audience. Local elements used in commercial films are related to cultural memory. It is possible to see the said cultural memory in elements such as family relations, eating habits, clothing, national sentiments, etc. Apart from the utilization of local cultural memory, McDonald's also paves the way for change in the local by bringing fast-food culture, the habit of eating out, and the taste of different countries' food to the newly opened market.

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