

## **Ethical Approach to Fast Food Product Contents and Their Advertisement Strategies**

**Mustafa SOBA**

Assistant Prof. Dr.

Usak University

Faculty of Economics and Administrative Sciences

TURKEY

**Erhan AYDIN**

Research Assistant

Usak University

Faculty of Economics and Administrative Sciences,

TURKEY

### **Abstract**

*Ethics of Fast Food industry applications have been identified as one of the most important topics worthy of academic research in marketing and producing fields. In this paper we examine whether Fast Food sector companies behave ethical or not. Because Fast Food companies claim that they are behave ethical. Fast Food sector has a crucial economic power on the world. We know that a lot of Fast Food stores open every day all over the world and Fast Food sector is growing day by day. However some countries forbidden to open Fast Food stores and close a lot of Fast Food stores, some countries forbidden to sell fast food product in schools. We examine Fast Food product contents and their advertisement strategies.*

**Keywords:** ethics, Fast Food Company, fast food industry, marketing ethics, GMO Products

### **1. Ethics Definition in General Term**

Ethic in general term for appraise to decide what is obligatory or permissible, right or wrong, good or bad both for individual or society as a whole. Ethic associated with shame, empathy, guilt and tenderness also care. It is interested in behaviors as well as character and also both personal matters and public matters; besides ethic is affected by social environment, religion, law, personal conscience and social desirability.

### **2. Ethical approach of marketing definition**

In general, ethic is emphasizes on the determination right and wrong. Ethic is, for marketers, good marketers play by the rules (standards, principles, formalities) of the industry. Bad marketers in contrast, break the rules (McGraw-Hill, 2004). Marketing ethics concern on rules that they are acceptable for marketing attributes. Ethical market regulates and establishes long term competitors' relationships, being trust among the buyer and seller (McGraw-Hill, 2004). Marketing ethics aim to prevent from misunderstanding and challenges while defining marketing.

### **Ethical Approaches in International Marketing**

Ethic is part of philosophy, concern moral and value. Owing to globalization of marketing the number of people, go in for international marketing, increased. Ethical issues are not suitable for all over the world. They have not certain rules as a t-shirt. Because of this reason we faced international marketing. International marketing is influence many ethical approaches. They are "prescriptive and descriptive" marketing ethics approach (Hunt and Vitel, 1986)

#### **a. Prescriptive Approach**

Prescriptive ethics want to catch a respond what the moral questions are. Normative approaches aim to do improve rules to help the international marketers.

We can talk about two types of normative approach as "deontological theories" and "teleological theories" (Hunt and Vitel, 1986). The first one is deontological mentions about specific actions but teleological theory focus on conclusions of actions.

## **b. Descriptive Approach**

According to its name, it describes what the value and moral are. Owing to this description we understand ethical decision making easily. Many factors such as individuals, environment, experiences influence the ethical decision making ( Yücel, Elibol and Dağdelen, 2009).

## **c. Ethical Problem in International Marketing**

The big problem in international marketing ethic is more complex when compare domestic marketing. Investigations did not define ethic always net, because many values and morals and ethic rules change depends on cultures. For example there is an accepted right in a country, can be unaccepted in another country. The problem of business ethics is infinitely more complex in international marketplace, because value judgments differ widely among culturally diverse groups. That which is commonly accepted as right on one country may be completely unacceptable in another. Giving business gifts of high value, for example, is generally condemned in the United States, but in many countries of the world gifts are not only accepted but also expected ([www.business-ethics.org](http://www.business-ethics.org)).

## **3. The Ethics of Marketing Fair Trade in the Mainstream**

We will start with answering for “what is fair trade?” Fair Trade Federation offers the following definition:

*Fair Trade is trend which provides trading partnership which is transparent, respectful and good dialogue in order to having greater equity in international trade. (Fair Trade Federation, Report on Fair Trade Trends in U.S., Canada & the Pacific Rim)*

We search two different organizations which are International Fair Trade Association and Fair Trade Federation. We choose them because of related directly with fair trade. Thus we can say after we arrange their principles and aims about fair trade.

Fair trade’s principles and aims:

- ✓ Helping producers who damaged and disadvantaged.
- ✓ Providing gender equity.
- ✓ Providing transparent relationships.
- ✓ Keeping economic and environmental sustainability.
- ✓ Creating consumer awareness for all of them which we mention about above.
- ✓ Provide safe and healthy working environment.
- ✓ Provide respecting for producers’ cultural identity and their traditions.
- ✓ Make customers conscious of the importance of purchasing fairly traded products which support living wages and healthy and safely working conditions.

Fair trade movement started as concept in Europe originated in the 1960s by Dutch for support farmers which live in Nicaragua. Then it has grown day by day. It grow into an approximately \$4.12 billion (2008) a year global niche market. Also, more than 400 companies join for Fair-trade mark. Previously, European Fair Trade Association was founded in 1990 with 9 European countries. Subsequently, Fair Trade Federation was established in 1996 as an association of producers, wholesalers and retailers. Their fair trade commitment contains respect for each other’s country values and cultural identities, support for environmental protection, public accountability, consumer responsibility and provide fair wages.

Nowadays, fair trade provides competitive advantages. Thus, a lot of companies have become aware of that reality and go towards to fair trade. However, it has caused some ethical problems. We will mention about them. Firstly, fair trade movement’s marketing strategies have shifted over from product oriented to become more sales oriented. Companies also go towards to three parts as fair trade:

- 1) Goodwill selling: selling to an obligated demographic based on appeals to charity or solidarity.
- 2) Commercialization: selling clearly branded “Fair-trade” products through mainstream and optional channels.
- 3) New marketing: Creating new markets for increasing market size.

Also when we search marketing fair trade approaches, we find Low and Davenport’s approach (2006) which is notable.

They suggest that a variety of marketing approaches which have been used to sell fair trade goods. Whereas, they suggest a series of transitory and concurrent processes rather than a more traditional view of “stages” which is included:

- charity trade;
- development trade;
- equal development trade;
- solidarity trade;
- environmental trade;
- Fair trade labeling and branding.

As we see that approach, last stage is crucial and essential for the commercialization of movement’s food products. Because that label give guarantee which the product have specific standards for production. In addition to that guarantee created a niche product just like with certified organic foods. If fair trade labeling and branding do not practice reliable, consumers give will give up buying our products. Thus, Fair Trade Labeling Organizations International (FLO) was established in 1997 for standardizing the certification efforts from all the developed countries.

This fair trade marketing strategy has been so effective in growing the “Fair-trade” market. However, it has not been without criticism. For instance, we can give Low and Davenport warning as example. They warn us about potential “clean-washing” (Low & Davenport, 2005). They warn us about arrogation of fair trade by commercial interests as the mainstream increases its market share of fair trade products. Some mainstream retailers’ potential consumers may be in confusion caused by “fairly” traded products which do not conform to the principles of fair trade which we mention above. However those consumers do not know these mainstream retailers just sell only a small percentage of fair trade products. They also warn us about mainstream marketing of fair trade has shifted the message of fair trade from participation in a international program of trade reform to one about “shopping for a better world” (Low & Davenport, 2005b). But we know people generally behave as individualist. So we must make society conscious of importance of fair trade. We also must convince our customers of importance of fair trade.

#### ***4. Fast Food Industry: Investigation and Interpretation***

The restaurant Industry can be divided into two parts; fast food and full service. Typical family restaurants and buffets can be counted as full service restaurants, on the other hand the fast food restaurants include many type of restaurants which sell sandwiches, pizzas, chicken grills, hamburgers and etc. As there is high competition in the fast food industry the profit margins are low, therefore most positions in this industry are paid the minimum wage or close to it (Reynolds, 2002). Most of fast food industry employees are part-time workers and they are generally young people belonging to age group 16-24 (Reynolds, 2002). But in recent years these teenagers are not interested in working in the fast food industry as much before. This caused a problem for the fast food industry, because as teenagers are not potential employees anymore the fast food employees became high in demand and this situation is resulted in higher wages and lower profit margins. In order to overcome this problem fast food companies started to hire more retirees and immigrants. By this way retirees and immigrants had a chance to earn some extra money for their families. Most of the positions, (except management and corporate positions) do not require a high education or a special ability so retirees and immigrants are able to fill the positions easily.

Fast foods are final products which are ready to serve directly to people. This kind of foods is very famous especially among young people. Of course these products create a market and it is referred as fast food market. This is about immediate consumption of foods which serve to people who are customers of fast food sector and if evaluation of market potential is done, amount of it can be understood. Global market value will be useful for our project because globalization has affected on fast food market. So there is a question about what globalization is. Actually it has different definitions because it changes according to theoretical notion of interdisciplinary studies. For that reason while definition of it was made, we paid attention to tell according to economical approach. So Globalization is common usage of factors of productions (land, labor, capital) which can be moved in the world economy, common usage of all market in the world which has some regulation especially in World Trade Organization or interstate regulations in order to use whole market, common usage or better usage of technology in the world (Labonté & Schrecker, 2007). We know famous brands in fast food sector on the other hand there are lots of local fast food restaurant which are located in many countries. Especially well-known brands are Burger King, McDonalds, KFC, and Pizza Hut etc.

They are very big fast food companies and they have high potential about integration to world market. So these kinds of famous brands can be seen in the world. Of course they apply different procedures and process from country to country. But as a conclusion, they have a huge growth rate thanks to globalization (Labonté & Schrecker, 2007). This is starting point of ethical issues. Because, even if there are lots of bad sides of fast foods and fast food restaurants they have a huge growth rate. If we investigate recent studies about revenues and growth rate of this sector, we will reach following results. Revenues of fast food sector as a global evaluation were \$ 158.7 billion in 2008 and if we look at compound annual growth rate, we can see it was 6.6% between 2004 and 2008. Of course there is a prediction till 2013. Investigators think that revenues will reach \$200 billion in 2013 (Denominator, 2009).

Even if fast food is harmful for health because of causing obesity, people continue to consume it. When making an evaluation about reasons of consuming fast food, firstly we can meet price of fast food because it is very cheap to be bought. Menu types are very special and interesting. In other words they are attractive especially for children and teenagers. On the other hand demographics and type of lifestyle is important (Jeffery, Baxter, McGuire & Linde, 2006). For example income level is important because most of the time people who have from middle to high income level can buy this kind of products. Students who don't leave with their parents because of education prefer to buy fast food in order to reduce eating time. So demand increases for fast food and indirectly it causes some disease which comes from obesity (Jeffery, Baxter, McGuire & Linde, 2006).

### **5. Customers and Fast Food Company**

Domino's, McDonalds, Burger king, KFC are located many countries and they use different strategies when they enter a market. When these fast food companies try to provide integration to market, tastes and living habits of people who are from that country are important factors in order to have high profit return. Because by the time attention to customers are paid, they will sell more products and this will be a profit for them. Therefore tastes and living habits are crucial data for companies (Lee & Ulgado, 1997).

Even if companies try to apply some strategy in order to attract attention, customers have some standards which mean evaluation about quality and their expectation from fast food companies. Customers expect followings:

- Efficiency service
- Making promise which is about doing a business with regard to apply legal procedures of companies
- Desiring to have necessary help from company to customer
- Right information and knowledge
- Doing a business with regard to provide empathy (Lee & Ulgado, 1997).

After this information, we must examine the question of whether answering these expectations by fast food companies or not. They claim that they work for happiness of customers because they produce some foods which provide time saving. They generally use self-service type. They give excellent services and customers eat fast foods such as pizza, hamburger etc. It seems good. But customers don't think bad sides of fast foods. Actually companies avoid giving bad information about their products so people eat and then they will have some problems in following ages. Of course people cannot see harmful sides of fast food in their younger time. Obesity and high cholesterol are crucial health problem for the consumer of fast foods. Of course, it starts in their child time because influence of families isn't enough for children. Even if parents say bad sides of fast food, children get used to eat fast food because of continuity (Mattson & Helmersson, 2007).

We mentioned about five customer expectations above and if we make an evaluation about which expectations are fulfilled by companies, we can easily see that two of them which are right information and knowledge, doing a business with regard to provide empathy aren't fulfilled. For why global economy and capitalist notions prevent two desires. Of course fast food companies don't mention about unhealthy fast foods so we can see lack of information and knowledge on the other hand we can't see empathy, because, profit is the most important concept for both liberalist and capitalist notion. Actually developments about fast food companies especially can be seen after WW2 and franchise system increases then (Mattson & Helmersson, 2007). Even if fast food companies don't give information about bad sides of fast food, customers can reach important information about hygiene of making foods and unhealthy products' results. Then customers will give their decision about buying or not (Reid & Wood & Kinney, 1998). But in this situation, treatment of fast food companies isn't ethical. Namely even if they know health of customers will be bad in the future, it doesn't matter for them. On the other hand if evaluation of parents and ethnic minorities are made, we can reach two results.

One of them is about parents, because they have an effect on their children. If parents prefer to eat fast foods, their children can eat fast foods easily. If parents prefer to eat vegetables and mostly consume it, their children will be affected and they can avoid eating fast food most of time. Therefore parents can take precaution against fast food companies (Grier, Mensinger, Huang, Kumanyika & Stettler, 2007). Of course lack of knowledge or information is an important concern but there are other types of issues about fast food companies. This information will be given with some cases.

### **6. Product Content of Fast Food Company**

When people eat some food, they can want to know what product content is. So we can mention about two important concerns with regard to this topic. They are GMO (Genetically Modified Organisms) and Trans Fatty Acid (TFA)

GMO can be defined as “organisms in which the genetic material (DNA) has been altered in a way that does not occur naturally. The technology is often called modern biotechnology (WHA)

GMO products are very useful for business owners in fast food sector. Because these products have some attributes. For example, they provide quality, low price, good taste and flavour. So they have good features and if we compare it with hormone, GMOs are healthier than hormones and they provide high profit for business owners. For why production is expanded by this technique and costs decrease. (Kuznesof & Ritson, 1996). On the other hand there is an ethical situation. Even if GMO is useful, there are lots of discussion about it is good or bad and some people think that GMO products are unhealthy products so consumers avoid buying these kinds of products. For that reason there is an issue about labeling it. Because if companies labels as a GMO product, they are afraid of having diminishing customer rate and this is important side of selling because if they don't sell their products, they cannot make profit. Even if some companies use GMO products, they avoid explaining it. Therefore according to us, this is an unethical situation because customers have a right to learn product content with related to their health (Marshall, 1994).

There is a study about one of GMO product. This research had applied on young people who were between 18 and 31 years old. This research were about maize and the question was they wanted to GMO for corns or not and 63% of young people refused GMO products in corns and 82% of them wanted organic corns. The interesting point was that 12% of them didn't want to use organic corns. They preferred to eat GMO corns (we think that 12% of young people have some good information about GMO products therefore they prefer to eat it) (Batrinou & Spiliotis & Sakellaris, 2008). The other issue is about TFA. Especially Burger King uses 0 TFA advertisements. Therefore there is a question in here because customers think that other fast food companies use TFA. Of course WHA explained that 1% TFA can use for foods (WHA). But customers avoid eating even if a food has 1% TFA (<http://www.burgerkingdetrans0yag.com/>). Because Burger King says it uses 0 TFA. This Acid has a bad effect on human body. Thanks to this acid, people can gain weight and time passes very quickly to be an obese person then some healthy problem can be seen for customers of fast food.

According to us Burger Kings make an ethical behavior to explain zero TFA and others should explain whether they use TFA or not. But Burger King made an unethical situation, because they used to use TFA before 2008. They started to investigate zero TFA in 2005 and the company had studied for three years. However, they didn't explain there was TFA in their products before 2008. Of course WHA gave a rate about 1% (usage rate of TFA in a product). But Burger King should have explained this bad side. This is ethical issue. On the other hand if companies explain using of TFA, they will have less customers and it means low profit for them. There is a dilemma for them and we can see that which option was chosen. They prefer to avoid giving information about TFA till 2008. So it is a proof that fast food companies don't think health of customers. In contrast, profit is more important than human being.

### **7. Dietary Perspective of Fast Food Company**

As we mentioned before any kinds of foods such as sandwiches, French fries, pizzas, hamburgers and etc. can be defined as fast food. During the recent years the fast food industry has reached a high growth rate and became very a big sector. Fast food companies increased their products variety and menus. In the same period serious changes occurred in lifestyles of people. Certainly, these changes cover people's eating habits. As a result fast food has become a part of more and more people's lives. Fast food doesn't have a good image in people's minds, although they carry on consuming more fast food.

Most of people find it unhealthy and have negative ideas about its nutritional value. In the Vitamin Alphabet, Scott-Moncrieff (1999) states that “Meals from fast food outlets usually contain too much salt, fat, chemical additives, sugar and insufficient fibre” Authoritarians still have different point of views towards nutritional value of fast food. Critics call them as “junk food” but supporters insist that they can be part of a healthy diet (Fieldhouse, 1996). For detailed information about nutritional value of fast foods the chart below can be useful.

**Table 1: Foods and their biological information**

	Calories	Fat	Cal. From Fat	Chol	Sodium	Carbs	Protein	Fiber	Sugars
Hamburger	260.00	9.00	80.00	30.00	580.0	34.00	13.00	2.00	7.00
Cheeseburger	320.00	13.00	120.00	40.00	820.0	35.00	15.00	2.00	7.00
Quarter Pounder	420.00	21.00	190.00	70.00	820.0	37.00	23.00	2.00	8.00
Quarter Pounder w/Cheese	530.00	30.00	270.00	95.00	1290.0	38.00	28.00	2.00	9.00
Big Mac	560.00	31.00	280.00	85.00	1070.0	45.00	26.00	3.00	8.00
Crispy Chicken Deluxe	500.00	25.00	220.00	55.00	1100.0	43.00	26.00	3.00	5.00
Fish Fillet Deluxe	560.00	28.00	250.00	60.00	1060.0	54.00	23.00	4.00	5.00
Grilled Chicken Deluxe	440.00	20.00	180.00	60.00	1040.0	38.00	27.00	3.00	6.00

\* <http://weightlossinternational.com/newsletter/>

Considering the information from the chart it is easy to say fast food is healthy for people. On the contrary, consuming too much fast food can seriously damage people’s health. For instance it is scientifically known that eating too much fast food result in obesity and obesity causes many other health problems. Fast food also causes signs of liver damage. Some other health problems can be counted, too. Some big fast food companies such as McDonald’s, Pizza Hut, KFC and etc. present some alternatives to overcome the problems about people’s health. But they don’t change their products’ ingredients unless they are forced by laws. By this way they only lessen their products’ harm and continue to sell them to their customers.

**8. Customer Perception on Fast Food Industry**

Fast food industry has its origins in U.S. It began in the middle of 1950’s and started to grow and spread other countries as well. Nowadays you can see many Burger Kings in countries like India, China, and Malaysia and so on. If we take a look at some statistics about McDonald’s daily customers around the world the result comes in big amounts like 45 million customers per day. (Jones, 2002) We think that it is important to mention about how customers perceive fast food retailer in two different countries like India and UK. While doing this, we will get assistance from two researches conducted by academicians. A research conducted by Peter Jones, David Hillier, Peter Shears and Colin Clarke-Hill in 2002 about the customer perceptions of three major fast food retailers in UK: Burger King, McDonalds and KFC. The purpose of the research was to be able to understand how UK customers perceive these three fast food giants. The research group contained discussion groups. The findings from the research for each retailer were different but overall the perceptions were positive. The conclusion drowned by the research is that customers perceptions’ focus around on consistency, values and development of brands. They could not name “the best criteria” however the study showed that the three major fast food retailer created a good image in UK’s customers. We wanted to mention about this research since we are interested in the fast food marketing and its impacts on human health.

It is important to know how customers perceive fast food brands in order to draw a conclusion about this market and its ethical implications (Jones, 2002). After UK example, we will know move to another country which completely differ from UK in many sides like diet, religious and perceptions: India. The research that will assist us was conducted by Anita Goyal and N.P Singh on consumer perceptions about fast food in India. The aim of the study was to understand the different factors that affect the choice of Indian customers about fast food retailers. The respondents were chosen among youngsters aged between 15 and 35. When you think about India and fast food industry they might seem as contradictory. Indians like home meals and they are far from the “eat and go” concept. However the multinational fast food giants managed to take the opportunity in a country like India. Today the fast food industry is getting adapted to Indian culture and especially young consumers prefer more and more going there. (Goyal, 2007)

Researches indicate that Indian consumer’s value mostly on hygiene and cleanliness when choosing a fast food meal. (www.acnielsen.co.in/newsID112) There is a growing awareness for health-care diets in India, as well as in the whole world. This shifts the consumer perception toward a more concentrated food choice. If we make a conclusion from both cases, we can say that customers are affected by different stimulates. A young boy in UK wants to go to McDonalds because he likes the clown of McDonald. A young girl in India wants to eat healthy but wants to socialize more so she chooses to eat at Burger King with her friends. Whether the reason is multinational fast food giants continue their marketing and promotion thing in order to attract more and more customers to their net. Like in Indian example, culture does have a role in diets but the overall consumption trends are changing towards fast consumption nowadays.

### **9. Fast Food Advertising**

Advertising is an essential part of marketing activities. Whether your product or service is you try to promote it through advertising. In fast food advertising the situation is crucial. Since the target consumers mostly consists of youngsters and children advertising have a bigger impact on them. Marketers are now using multiple techniques and channels to reach young consumers such as in school marketing or via social media. As Friedman claims they do not need to care about the social responsibility since their first aim is to make profit. Organizations like WHO (World Health Organization) and many governments also aware of this mass advertising of fast food and most of them merely emphasize on healthy diets and nutritional concerns.

In some countries governments try to do some restrictions against fast food in order to prevent people (especially children) consuming too much fast food. For instance, in Malaysia the government banned fast food advertises during the children programs. Also they force fast food companies to write nutritional values of product on the packages. In England, the government wants to ban opening fast food restaurants which are close to schools but some companies threat the government to bring a suit case against them. This shows us that fast food companies don’t care about people’s health; they only try to earn more money what we can call as an unethical behavior.

In order to understand the effects of fast food advertising on children several researches conducted by research. Among them one has found very interesting results. Dr. Tom Robinson from Stanford University chose 63 preschoolers aged 3 and 5 from low income families. Half of them were given foods and beverages without showing no brands on it and the other half were given with McDonalds branded. Just two of the 63 children studied said they'd never eaten at McDonald's, and about one-third ate there at least weekly. Most recognized the McDonald's logo but it was mentioned to those who didn't. The products were the same but the children claimed that McDonald branded ones were better tasted. The study shows us the power of advertising and branding affect children. We can also conclude like “it is the brand” that children go for it, not the taste of the food. (Child Health Alert, 2007)

Another interesting research was conducted by Australian researches about the legislation part of advertising and broadcasting of fast food brands on channels. They have separated the programs as C and G. ( C programs are those specifically produced for children aged between 6-13) The results pointed out that of the 1721 commercials in the 63 hour sample of television 544-that is %32 were food commercials.%36 of food advertisements that are shown in C programs was including premium offers. This “premium” bombardment in advertisements attract children and every time they see an ad like that they want to go to Burger King or KFC to get that premium and of course the unhealthy meals. (Morton, 2005) Advertising stories are not limited to them. In 2006, an elementary school in Seminole County made an agreement with McDonald’s. Firstly they rewarded students with high grades with a Happy Meal.

As a second attempt, all the students in school receive their report cards in removable jackets which parents must sign and return to school and McDonald's paid the printing costs for them in an exchange for the right to plaster their logo and pictures of their products all over them. This campaign only reduces the effect of the attempts made by parents to encourage their children for a healthier diet. School and McDonald's probably earn money from this marriage but they did not care about the children's health or parents concerns.

### **10. Fast Food Premiums: McDisney Marketing & Mother's Attitudes**

For now we have mentioned from customer perception and advertising of fast food products. Now we would like to give a deeper insight of fast food premium effects on children within the grounds of two academic studies.

As we mentioned earlier, children are subject to many kinds of marketing techniques from TV ads to even school cards. However, maybe the most powerful tool to attract a child's attention is to give him/her toys. The fast food companies are aware of the fact that if they put a Cinderella toy into a hamburger menu, the children won't care about the food. The only thing that they will look for will be the toy that is given as a premium.

First study was conducted by Simone Pettigrew and Michele Roberts in 2006. They investigated mother's attitudes towards toys as fast food premiums. The aim of the research is to be able to understand these marketing techniques from the mother's point of view. Because they are the one who should be careful about their child's health. The method was interviewing with 21 middle class mothers with a range of age from 30 to 44. The findings were separated into three categories; pre-store interactions, in-store interactions and post-store interactions. As understood from its name, pre-store interaction means advertising fast food premiums and creating the demand before going into the store. In this case, the mothers felt like their children affected by smart promotional campaigns. Mothers perceived advertising as an unwelcome force that spirit their children to want more toys and to make regular visits to fast food outlets.

Peer influence is also another affect that explained by mothers. They claimed they if the other kids have the toy from McDonald's, it is almost impossible to say "no" to their child. Children feel excluded from the friends when he or she doesn't go to fast food restaurant and take the toy to play. In-store interaction is also important. When a child goes to Burger King he/she sees several options as a toy premium. The worst scenario comes when a child sees a toy in advertisement a week before and when he/she goes to store finds out that it is sold out! Last interaction is related with after purchasing. Mothers said that the toys are nothing to do with creativity and they are not open-ended. This causes children not to be creative (Roberts, 2006).

A lot of research made on McDonald's marketing techniques, but the most interesting is the *McDisney Marketing Case*. Jason Jay conducted a case study explaining the "McDonald's and Disney marriage" affects to children. Nowadays it is not valid anymore, because Disney cut its promotional ties with McDonald's. But their agreement still goes on. However we could not pass its effect up to know, so we would like to mention a little bit. In 2001, McDonald's and Disney got married. From that moment, when you go to Disney Adventure Parks you would see a McDonald's restaurant in it. Jay criticizes it with his words like McDisney relationship comes from its contradictions with the stated principles of "whole child curriculum". Because a child is exposed to Disney characters as early age as two. Disney movies, Disney songs and Disney characters become a part of his/her life from the beginning of birth. If they like the Disney thing, then they start to feel loyal to characters plus Disney brand (Jay, 2003). When you put a restaurant which serves food with high sugar and fat and low fibre inside a child's dream park, then you are not acting ethical at all. There are also other considerations like the Disney toys are being produced in Vietnamese sweatshops where the women cannot afford even a Happy Meal after ten hours working.

### **CONCLUSION**

It is obvious that the world becomes smaller for all of us day by day, so a small change on any part of the world shows its results all over the world today. This is also valid for most companies. If they make a decision about their business it shows its affects all around because most of them are not small as they were before. They all want to have more power and have tighter control over us; therefore they try to grow in size. As their opinion the best and the easiest way to do this is earning more, becoming a world famous brand and opening new stores as much as possible. Surely, their marketing strategies directly affect them through their objective. This means that if you want to become a global company you must have very effective marketing strategies which you will apply to earn more.

There is nothing wrong up to now but when we pay attention to companies marketing strategies we observe that most of them are not in favor of us, on the contrary they are in favor of companies. That is what we tried to mention about in fast food sector as our studying subject. In most cases which we used to inform you, we can see that most of the fast food companies do not care so much about people's health. They do their promotions just to obey the laws. They always try to find out the best marketing methods how they can attract more customers among the laws. But nobody can say that laws are enough alone to care people's health. Consequently, we know that most of the fast food companies' customers are teenagers and children. A child who is not aware even of the difference between which foods are healthier than others are subject to all these marketing invasions done by fast food giants. Does it have an ethical side? No. Should it have an ethical side? Still debates. But all we know is that using a child's emotions to gain money does not sound ethical at all.

### **References**

- Ambler, T. (2004), "Does the UK promotion of food and drink to children contribute to their obesity?" Centre for Marketing Working Paper No. 04-901, March.
- Andreasen, A. R. and P. Kotler: 2003, *Strategic Marketing for Non-profit Organizations* (Prentice Hall, Upper Saddle River).
- Batrinou, A. M., Spiliotis V., Sakellaris, G. :2008, "Acceptability of genetically modified maize by young people.", *British Food Journal*, Vol:3 Number:1, pp 250-259
- Davies, G. J., Smith J. L. (2004), "Fast food: Dietary Perspectives" *Nutrition & Food Science* Volume 34 Number 2.
- Fair Trade Federation Interim Report on Fair Trade' Retrieved from <http://fairtradefederation.org/ht/d/sp/i/197/pid/197> in 12.01.2010
- Fieldhouse, P. (1996), *Food and Nutrition Customs and Culture*, 2nd ed., Stanley Thornes, Cheltenham.
- Fresco, L. O. : 2001, "Genetically Modified Organisms in Food and Agriculture: Where are we? Where are we going?", Conference on "Crop and Forest Biotechnology for the Future",
- Global Fast Food, Datamonitor: August 2009
- Goulding, K. and K. Peattie: 2005, 'In Search of a Golden Blend: Perspectives on the Marketing of Fair Trade Coffee', *Sustainable Development* 13(3), 154–165.
- Goyal, A. and Singh N.P, 2007, "Consumer Perception about Fast Food in India: An Exploratory Study, *British Food Journal* Vol.109 No.2 2007 pp.182-195
- Grier, S. A., Mensinger, J., Huang S. H., Kumanyika, S. K. & Stettler N : 2007, "Fast Food Marketing and Children's Fast-Food Consumption: Exploring Parents' Influences in an Ethnically Diverse Sample", *Journal of Public Policy and Marketing*: 221- 235
- Heaton, S. and L. T. Wright: 2006, 'fair trade marketing: an exploration through qualitative research', *Journal of Strategic Marketing* 14, 411–426
- <http://www.bls.gov/>
- <http://www.burgerkingdetrans0yag.com/>
- [http://www.who.int/foodsafety/publications/biotech/en/20questions\\_en.pdf](http://www.who.int/foodsafety/publications/biotech/en/20questions_en.pdf): 20 Questions on Genetically Modified (GM) Foods
- Jay J. 2003, "McDisney Marketing : Case Study for an "Integral Media Studies" Approach [www.jasonjay.com/mcdisney](http://www.jasonjay.com/mcdisney)
- Jeffery, R., Baxter J , McGuire M. & Linde J: 2006, "Are fast food restaurants an environmental risk factor for obesity?" *International Journal of Behavioral Nutrition and Physical Activity*: 1-6
- Jones, P., Hillier D., Shears P., Hill C., 2002, " Customer Perceptions of Services Brands: A Case Study of the Three Major Fast Food Retailers in the UK" *Management Research News*, Vol. 25 Number 6/7, 2002
- Kuznesof, S., Ritson, C. : 1996, " Consumer acceptability of genetically modified foods with special reference to farmed salmon", *British Food Journal* 98/ 4,5 : 39- 47
- Labonte, R. and T. Schrecker : 2007, "Globalization and social determinants of health: Introduction and methodological background (part 1 of 3)" *Biomed Central* : 1-10

- Larios, E., Kleiner B. H. (2003), "Analysing Jobs to Determine Exempt or Non-exempt Status" Equal Opportunities International Volume 22 Number 6.
- Lee, M. and Ulgado, F. M. : 1997, "Consumer evaluations of fast food services: a cross-national comparison.", The Journal of Servicing Marketing, Vol: 11 No:1, pp 39-52
- Linsley, A. C.: 2008, 'Deontological Approach to Ethics' retrived from <http://college-ethics.blogspot.com/2008/04/deontological-approach-to-ethics.html> in 11.01.2010
- Low, W. and E. Davenport: 2005b, 'Has the Medium (Roast) Become the Message? The Ethics of Marketing Fair Trade in the Mainstream', International Marketing Review 22(5), 494–511.
- Low, W. and E. Davenport: 2005b, 'Has the Medium (Roast) Become the Message? The Ethics of Marketing Fair Trade in the Mainstream', International Marketing Review 22(5), 494–511.
- Low, W. and E. Davenport: 2006, 'Mainstreaming Fair-trade: Adoption, Assimilation, Appropriation', Journal of Strategic Marketing 14(4), 315–328.
- Low, W. and E. Davenport: 2008, 'Organizational Leadership, Ethics and the Challenges of Marketing Fair and Ethical Trade', Journal of Business Ethics (2009) 86:97–108.
- Lusinsky, E., Kleiner, B. H. (2001), "Analysing Jobs to Determine Exempt or Non-Exempt Status" Managerial Law Volume 43 Number 1.
- Marshall, S. : 1994, " Genetically Modified Organisms and Food", Nutrition and Food Science No:1 , : pp 4-7
- Mattsson, Jan. and H. Helmersson. : 2007, " Eating fast food: attitudes of high-school students", International Journal of Consumer Studies : 117- 121
- Morton H., Stanton R.,Zuppa J., Mehta K.,2005, "Food Advertising and Broadcasting Legislation- A Case of System Failure", Nutrition& Dietetics, Vol. 62. No:1 2005 pp 26-32
- Mueller, J., Kleiner B. H.(2004), "Determining Exempt and Non-Exempt Status in the Fast Food Industry" Management Research News Volume 27 Number 10.
- Pettigrew S. and Roberts M, 2006, "Mothers Attitudes towards Toys as Fast Food Premiums" Young Consumers: Insight and Ideas for Responsible Marketers, Volume 7, Number 4, 2006 , pp. 60-67(8)
- Reid, A., Wood, D. & Kinney D. : 1998, "Food hygiene information: power to the people?", Nutrition and Food Science Number 3 : 138- 144
- Reynolds, R. (2002), Facts and Figures on the Restaurant Industry, [www.b2bfacts.com](http://www.b2bfacts.com).
- Robinson, N. T.,Borzekowski D, Matheson D, Kreamer H., 2007, "Effects of Fast Food Branding on Young Children's Taste Preferences" Archives of Pediatrics& Adolescent Medicine Vol. 161 No.8, 792-797
- Royal Swedish Academy of Agriculture and Forestry Falkenberg.
- Russo, M. S.: 2008, 'Deontology and It's Discontents: A Brief Overview of Kant's Ethics', retrived from <http://www.molloy.edu/sophia/kant/deontology.htm> in 11.01.2010
- Russo, M. S.: 2008, 'Utilitarianism in a Nutshell (or Why No One Likes a Consequentialist)' retrived from [www.molloy.edu/sophia/ethics/utilitarianism.htm](http://www.molloy.edu/sophia/ethics/utilitarianism.htm) in 11.01.2010
- Scott-Moncrieff, C. (1999), "The vitamin alphabet: your guide to vitamins", in, Minerals and Food Supplements, Collins and Brown, London.
- Shiriki K. Kumanyika, and Nicolas Stettler Sonya A. Grier, Janell Mensinger, Shirley H. Huang, Velasquez M.: 2005, 'Calculating Consequences: The Utilitarian Approach to Ethics', Issues in Ethics V2 N1 (Winter 1989).
- Vidal, J. (2003) Fair Trade, Trade Supplement. The Guardian. September.
- Weeks, W. A., J. Nantel: 1996, 'Marketing ethics: is there more to it than the utilitarian approach?', European Journal of Marketing, Vol. 30 No. 5, 1996, pp. 9-19.
- Witkowski, T. H.: 2005, 'Fair Trade Marketing: An Alternative System for Globalization and Development', Journal of Marketing Theory and Practice; Fall 2005; 13, 4; Abi/Inform Global pg. 22.
- [www.acnielsen.co.in/newsID112](http://www.acnielsen.co.in/newsID112)
- [www.ethicalshopping.com/food/fast-food/mcdonalds-advertising-elementary-school-report-cards.html](http://www.ethicalshopping.com/food/fast-food/mcdonalds-advertising-elementary-school-report-cards.html)