

Price and non-price marketing strategies used by McDonalds are combos, free toys, longer opening hours, breakfasts and McCafé and these are used in many ways.

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The free toy with every 'Happy meal' will cost around 80-90 cents, which will be included into the price margin. The toys are not made in New Zealand (NZ) so they can vary. The free toys are to get children to want to come to McDonalds more often so they can get a free toy to play with. The combo meal was introduced in the mid-1990s; NZ was the first to use this strategy which became one of the most effective non-price strategies in the world. The combo is successful because people buy them more often because they are getting more food for less money as buying items separately is more expensive.

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The addition of the breakfast menu allowed McDonalds restaurants to serve food throughout the day to match customer's needs. This menu was first offered in NZ in 1991.

The McCafé concept allowed McDonalds to expand their appeal to a wider range of customers. They did this by investing in more comfortable surroundings serving a more expensive menu and espresso coffee.

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With free toys there are certainly consequences, as children would learn to go to McDonalds rather than have home cooked meals, which would be healthier for them. This can lead to obesity later in life as the children will think eating at McDonalds is normal and not a treat and go there more often. Problems also arise with combos as people get more food than they need but eat it because it is there, therefore gaining weight and becoming obese.

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