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**Impact of a Localized Marketing Strategy on an  
International Fast Food Chain within the Central  
American Region**



## Abstract

The main interest of this document is to describe the importance of a localized marketing strategy and its implications when operating in the fast food industry within the Central America region, at the same time of illustrate the benefits in terms of customer satisfaction, loyalty, and growth in the short and long term that this type of strategy brings into context when applied correctly. For this purpose, a survey was conducted among consumers within the region, and as result of this, a positive relation was identified among localized food menus, new menus, and the recognition of an international brand, with a better customer satisfaction perception when operating among such industry. These findings may allow companies to determine based on their actual situation, the need to include new flavors, new meals, or develop new strategies that may take advantage of an international brand.

Keywords: customer service, customer satisfaction, fast food, attitudinal loyalty, behavioral loyalty, Central America.