

## **The Challenges of Healthy Lifestyle: A Study Case of Kentucky Fried Chicken**

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### **ABSTRACT**

Living a healthy lifestyle is being aware of by our society. Most of the people nowadays will change their eating habits as one of the ways to help them to build a healthy body. As we know, many people are suffered from different types of diseases and the common ones are diabetes, high blood pressure, high cholesterol. KFC contains tens-fat that is harming consumer's health. Their unethical behavior has influenced widely against their customers. It is a serious ethical dilemma that can be found in KFC. The health problems connected to poor diets are well understood too, so there is a consensus that our response to this problem is to improve public awareness of relevant risks and behaviors and the redesign of these damaging food environments. Kentucky Fried Chicken (KFC) is an American fast-food restaurant and the second-largest restaurant chain in the world. Being specialized in fried chicken, KFC is facing a great challenge in this generation which focuses on a healthy lifestyle. The result of this paper will show the changes and improvements that can help KFC to face this challenge.

**Keywords:** A Healthy Lifestyle, Diseases, Eating Habits, Health Problem, Improvements, Kentucky Fried Chicken (KFC), Public Awareness

### **INTRODUCTION**

KFC Corporation, based in Louisville, Kentucky, is one of the few brands in America that can boast a rich, decades-long history of success and innovation. It all started with one cook who created a soon-to-be world-famous recipe more than 70 years ago, a list of secret herbs and spices scratched out on the back of the door to his kitchen. That cook was Colonel Harland Sanders, of course, and now KFC is the world's most popular chicken restaurant chain, specializing in that same Original Recipe® along with Extra Crispy™ chicken, home-style sides and buttermilk biscuits. There are over 21,000 KFC outlets in more than 130 countries and territories around the world. Kentucky Fried Chicken (KFC) is known as a fast-food restaurant that is food processed and prepared by using standard ingredients and production techniques (Andrea Freeman, 2007). According to Schlosser 2002, fast food also contains a large number of chemical additives and often lacks accurate nutrition labeling.

In recent years, consumers worldwide are increasingly concerned about nutrition, health, and the quality of their food. Major concerns have appeared because of recurrent food crises involving pesticide residues on fresh produce, food contamination by chemicals in dairy and seafood products, and the unregulated use of additives in processed foods (Ainun Jaabi, 2018). The changes in consumer eating habits and demand for healthy food were caused by the public awareness of heart disease, cancer, and other illnesses that happened because of an unhealthy diet. Fast food restaurants chain in the United States started to capture the demand of the consumers who asked for a portion of healthy fast food. Many fast-food restaurants are trying to transform the image from unhealthy food to healthy fast food. Fast-food chain such as Burger King has a Veggie Burger and Lite Combo Meals, which offered three chicken sandwiches with a side salad and bottled water (Leanna Skarnulis, 2019). Besides, the supply of online food delivery is getting higher, which eliminates the need for consumers to drive to restaurants as well as ensuring they get proper meals on time. The trend also contributes to the mushrooming of healthy food deliveries in the Klang Valley. Therefore, KFC must have a clear position regarding provide healthy fast food to remain successful in the future.

In this case study, the focus is on how KFC is going to improve to face the challenge of a healthy lifestyle in society nowadays. We want to look into how their work can be improved to fulfil the demand of society in recent times. Besides, we do believe that KFC already has taken a lot of actions toward a healthy consumption for consumers. Healthy consumption such as nutritional information of KFC products is provided to assist customers to plan a wholesome and balanced meal. 100% cholesterol-free non-hydrogenated palm oil is used to fry all products. However according to Kentucky Fried Cruelty, every year millions of chickens are killed for preparing the meals. The legs and wings are consumed in a large amount, and these have the highest amount of sodium. The high amount of sodium could become the reason for severe health complications. Besides, in 2018, consumers found "maggots" in KFC chicken. This incident could harm the consumer's health (Natalie Wolfe, 2018). In the article (Ying San, 2013) argued that a customer will also be satisfied if the product they receive is made of good quality. Although society nowadays is more prefers for taking healthy food for having a healthy lifestyle there's still have a teenager like Generation Y still insist to intake fast food. Therefore, KFC should take up the responsibility to provide a healthier menu to let the consumers have a healthier meal. With this in mind, we want to focus the research on improvements that can be implemented by KFC.

The possible alternative and the one we are focusing on in this case study would be to suggest a new healthier menu- steam chicken and vegan burger. The steam chicken will be free of very healthy oil. The vegan burger made entirely from vegetables and soybean patty, imitating as closely as possible the taste and texture of chicken. The recipe is rounded off with a selection of herbs and spices. This way, customers will be allowed to choose a healthier meal in KFC.

### **Product and Service**

KFC is an international fast food business chain renowned for its fast-food quality, and comprehension of system management. Operating more than 5,000 restaurant chains all over the globe, the company has expanded opening outlets in the United Kingdom, Canada, Jamaica, and Mexico by the mid-1970s (Agnes K.Y. Law, 2004). KFC's original product includes the pressure deep-fried chicken pieces, spiced with Sander's recipe of 11 different spices and herbs (Agnes K.Y. Law, 2004). Considerable portions

of fried chicken are sold in the form of a cardboard bucket which is the signature feature of the brands since it was first reintroduced by Pete Herman in 1957 (Agnes K.Y. Law, 2004). Since the early 90s, KFC has brought about changes within the menu to offer additional products such as chicken wraps, and fillet burgers. It also involves healthier items such as salads, and coleslaw to have a variety of food items for targeted consumers. Desserts and beverages are some of the highlighting products which are provided by KFC. The other chicken offering, extra crispy, is created out of garlic marinade and double dipping the chicken in flour before deep frying in a standard industrial kitchen set machine. It also serves potato chips and wedges, coleslaw, zinger burger, depending on the international location.

The company has made its place in the market with consistency and quality products. With the assistance of fast service outcomes, the fulfillment of consumer desires, KFC included multiple business strategies to provide an equally indulgent experience (Agnes K.Y. Law, 2004). Their taste and freshness of products are like no other franchise in the market and even though they are sold at a lower price, consumers get a balanced, healthy meal with an equal amount of deliciousness.

## **RESEARCH METHOD**

### **Market Opportunity Analysis**

A SWOT analysis is a compilation of company strengths, weaknesses, opportunities, and threats. The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision. Opportunities refer to the factors which the company can use to its favor to grow its market share, sales, and brand recognition. The opportunities for KFC are:

- **Increasing demand for healthier food**

Customers now are changing their needs and wants for convenient food to more healthy food. Many fast-food companies had changed their menu, and offer more alternatives to consumers to cope with these changes. Although KFC has a vegetarian fast-food category like coleslaw, and mashed potatoes, KFC has limited menu items as compared to Subway, Pizza-Hut, and McDonald's. KFC could introduce steamed chicken, and vegan burger in its menu (Malay Mail, 2019). According to research, steamed chicken has less than one-third of the calories of fried chicken (Lisbeth Booth, 2019). Vegan burger made from vegetables and soya bean patty also healthier than a fried chicken patty.

- **Introducing new products to its only chicken range**

KFC is known to be a favorite of chicken meat lovers and this segmentation is the main success factor of KFC. However, specializing in chicken products makes KFC difficult to compete with another competitor who has a large range of product in their menu. KFC may introduce new meals to its menus such as beef and fish product. KFC could transform the beef and fish meat into a burger patty, nuggets, meatball, or even serve in hold slice of beef or fish meat.

### **Political Environment**

The political factors that may impact the profitability or chances of survival of the company are quite diverse. The political risks vary from sudden changes in existing political regimes to civil unrest to major decisions taken by the government. In cases of possible multinationals, one may also include political factors that take place or affect

not only the host country but also all countries that contain business operations, or that may engage in trade with KFC. (Weebly, 2014).

To properly appraise the extent of the overall systematic political risk that KFC may be exposed to, the following factors should be considered before taking part in any investments:

- The level of political stability that the country has in recent years.
- The integrity of the politicians and their likelihood to take part in acts of corruption, as the resulting repercussions may lead to possible impeachments or resignations of high-level government employees.
- The laws that the country enforces, especially with regards to business, such as contract law, as they dictate what KFC is and is not allowed to do. Some countries, for example, prohibit alcohol or have certain conditions that must be fulfilled, while some government systems have inefficient amounts of red tape that discourage business.
- Whether or not a company's intellectual property (IP) is protected. For example, a country that has no policies for IP protection would mean that enterpriser could notice it too risky to fund in KFC.
- The trade barriers that the host country has would defend KFC, but trade barriers that countries with potential trade partners would endanger firms by preventing potential exports.
- A high level of taxation would demotivate firms like KFC from increasing their profits.
- A low pay would mean higher profits and, thus, higher probabilities of survival for KFC.

### **Economic Environment**

Economic factors are all those who pertain to the economy of the country that impacts on KFC, like changes within the rate, the foreign exchange rate, the rate of interest, the gross domestic product, and the current stage of the economic cycle. These factors, and their resulting impulse on aggregate demand, aggregate investment, and the business climate, in general, have the potential to create a company highly profitable, or extremely likely to incur a loss. The economic factors that KFC may be sensitive to, and in turn should consider before investing may include the following:

- The economic system that is presently operational in the sector in question- whether it is a monopoly, an oligopoly, or something similar to an ideal competition economic system.
- The rate of GDP growth in the country will affect how quickly KFC is expected to grow in the future.
- The interest rates within the country would affect how much individuals are willing to borrow and invest. Higher rates would result in greater investments that would mean more growth for KFC.
- However efficiently the financial markets operate also impact how well KFC can raise capital at a fair price, keeping in mind the demand and supply.
- The exchange rate of the country KFC operates in would impact the gain of KFC, particularly if KFC engages in international trade. The stability of the currency is also important- an unstable currency hinders international investors.

- A high level of unemployment in the country would mean there is a larger supply of jobs than demand, meaning people would be willing to work for a lower wage, which would lower the prices of KFC.

### **Social Environment**

The social factors that affect KFC are a direct reflection of the society that KFC operates in, and encompasses culture, beliefs, attitudes, and values that the majority of the population could hold as a community. The impact of social factors is not only important for the operational aspect of KFC, but also on the marketing aspect of the company. A thorough understanding of the customers, their lifestyle, and level of education, beliefs and segment in society would help design both the products and marketing messages that would cause a venture turning into successful. The social factors that affect KFC include the following:

- The demographics of the population, meaning their respective ages and genders, extremely impact whether or not a certain product may be marketed to them. Makeup is generally catered to girls, so targeting a majority male population would be less population than targeting a mostly female population.
- The class distribution among the population is of paramount importance: KFC would be unable to promote a premium product to the ordinary public if the majority of the population was a lower class; rather, they would have to rely on very niche marketing.
- To some extent, the differences in educational background between the marketers and the target market could make it difficult to relate to and draw in the target market effectively. KFC ought to be careful not to lose the affiliation to the target market's interests and priorities.
- KFC has to be tuned in to what level of health standards, reactions to harassment claims and importance of environmental protection overbear in the industry as a whole, and thus are expected from any company as they are seen as the norm.

### **Technology Environment**

Technology will speedily dismantle the value structure and competitive landscape of an industry in a very short amount of time. It thus becomes extremely important to constantly and consistently innovate, not only for the sake of maximizing possible profits and becoming a market leader, but also to prevent obsolescence shortly. There are multiple instances of innovative products completely redesigning the norm for an entire industry: Uber and Lyft dominate the taxi industry; smartphones have left other phones an unviable option for most et cetera.

The technological factors that may influence KFC may include the following:

- The recent technological developments and breakthroughs made by competitors, as mentioned above. If KFC encounters a new technology that is gaining popularity in the industry, it is important to monitor the level of popularity and how quickly it is growing and disrupting its competitors' profits. This would translate to the level of urgency required to adequately respond to the innovation, either by matching the technology or finding an innovative alternative.



- How easy, and thus quickly, will the technology be diffused to other firms in the industry, leading to other firms copying the technological processes or features of KFC.
- How much improvement of technology would enhance or transform what the product initially offers? If this improvement is forceful, then other firms in the industry suffer more heavily.
- The impact of the technology on the prices that the majority of corporations within the trade area unit subject to have the potential to extend or cut back the ensuing profits greatly. If these profits are larger in number, they may be reinvested into the research and development department, where future technological innovations would further raise the level of profits, and so on, ensuring sustainable profits over a long period.

#### **Justification Idea**

KFC's menu is largely formed of high calorie, salt meals, and drinks. Such a menu offering prompts protests by organizations that fight obesity and it decreases KFC popularity. While the demand for healthier food increases, KFC could introduce new meals to its menu and offer a healthier menu or only vegetarian meals which would target a wider consumer group and would result in more costumers. As the chain's primary focus is chicken, even items on the menu that do not contain meat and are not made with animal products may have encountered them during storage, preparation, or cooking. They have realized that the customer needs in North India are different from those in the south. Those in the north prefer to eat chicken items while those in the south prefer to eat vegetarian items. They have therefore managed to determine the geographical demand of their items.

We suggest that KFC will increase its product line to include new menu items in several locations to test the acceptability and possible sales concerning demographics. The expansion of its menu is very crucial and be focused on continuing its product on the healthy foods they domestic customers are demanding as a target market. KFC could reach the objective of healthy foods by adding new additional items such as grilled chicken and grilled chicken sandwiches or steam chicken which contain less oil and meets public awareness about healthy food. KFC could bring in more healthy food choices in its menu and reverse its weakness into strength as KFC also helps promote a healthy diet with less calorie and salty food in the steamed and grilled chicken menu. Veganism has emerged as one of the top foods and lifestyle trends in the past few years (SinglePlatform, 2019). Aside from allergies and conditions, some people go vegan in hopes of living a healthier lifestyle. Red meat has long been linked to diseases like diabetes, heart disease. Chicken is notorious to be a breeding ground for salmonella. Some people just believe that plants are healthier than animal products. Even before the rise of veganism, restaurants throughout history have had to adjust suit all different kinds of needs, from dietary restrictions like allergies to including vegetarian options. Being dynamic is an essential part of being a business, especially a restaurant owner.

Accordingly, we suggest KFC introduce vegan chicken burger as choosing vegan fried chicken over the regular stuff is not necessarily healthier but can help the public incorporate more plant-based foods in daily diet. Even though it's not necessarily healthier, it's great since better persuading people to eat more plants and less meat. Having the capability to adapt to this increase in veganism can help KFC gain a

competitive edge since adopting a vegan lifestyle is becoming extremely popular across the globe. Younger consumers are more likely to care about animal welfare, the environment, and supply chains when purchasing food. This is a simple confirmation that young people get more influences on social media.

On average, 69% of a burger is a bun, showing the importance of serving a high-quality burger. 84% of consumers said a quality bun is a key characteristic of a gourmet burger (Gill Hyslop, 2019). Low-carb bun alternatives for replacing flour buns such as potato bun and cauliflower bun for gluten-free consumers and enhance the intake of vegetables and fiber. One of our new products suggests to KFC is replacing the classic white bread hamburger bun with other types of the bun. According to the healthy diet trend, we prefer KFC to produce new buns like a whole wheat bun and fine whole grain bun. Whole wheat bread also has more fiber, because of the bran that has been touted as having significant health benefits. Whole grain also results in more vitamins iron and other health-promoting antioxidants. Comparing the whole grain flours reveals a few more marked differences between wheat and rice. The calories are about the same, but whole grain wheat flour has more protein and fiber. Whole wheat flour in comparison to white flour has a higher fiber and mineral content by 15%. (Dana Zomer, 2019) It has twice the amount of iron, more than three times the amount of calcium and more than double the amount of the B vitamin folate. For the gluten-free consumer, we like to suggest low-carb bun alternatives for replacing flour buns such as potato bun and cauliflower bun. It can enhance the intake of vegetables and rich in fiber and minerals. We encourage KFC to introduce some new side dishes as one of healthy food such as chicken salad, low sugar soybean drink and fresh fruit juices which brings more options to consumer's choices in KFC's menu list.

Advertising is a good way of ensuring that their customers realized KFC promoting their healthy menu through social media. Coupons, entertainment, premiums, and exhibitions, have all been utilized by KFC to enhance their sales. The company has come up with various incentives that attract its customers to buy their new products. KFC's healthy menu can expand its market sales through promotion to attract new customers and maintain consumer's loyalty in new healthy products. For instance, we suggest offers a free small portion of new meals to the customers after the customer has spent a certain amount of money buying their products. A coupon is issued to the customer who in turn will use it to get their free meal. Introduce an offer for their new menu using their applications whereby the customer claims the new menu voucher and goes to one of their outlets to collect their meals. The marketing helps these items generate consumer's attention that KFC can also sell healthy products despite fried chicken.

To satisfy their customers and improve their position in their customers' minds and hearts, a piece of complete food information including nutrition and ingredient is important. This gets the customers talking positively about their products and services to other people. Nowadays consumers are becoming more aware of the relationship between diet and disease; their demand for nutrition information increase. Nutrition information enables consumers to make informed decisions when purchasing and consuming food products. It is particularly useful for people who are on special diets to select suitable foods for their health conditions. We encourage KFC to put the effort into providing a piece of complete food information including nutrition and ingredient for new products. It is needed to raise the level of awareness of the consumers about the nutrition aspects of reading food labels to assist them to make their best healthy food

choices. KFC can build a better image in human health by only selling unhealthy foods among consumers.

Beside introduce all those new healthy products, KFC is suggested to introduce a healthy set for their customers too. The majority of people nowadays get more than half their calories from processed, fake, and fast food. The unhealthy diet has cause people awareness of health problems such as obesity, heart disease, cancer, and other illness. As we all know, the first impression of KFC is only selling fried chicken-related products that giving people an unhealthy image such as oily and heavy deep-fried chicken, high calories and fat products, cheesy and creamy wedges, sugary drinks and other impacts, but consumers nowadays are increasingly concerned about the nutrition, health, and the quality of their food while product selling by KFC is oily and unhealthy. KFC can continue to serve finger-licking good chicken but KFC also has to consider the trend and the needs of customers like change in eating habits lifestyle.

To survive in these markets, KFC should produce products that cater to the trend and the needs of the consumer. KFC products should not be limited in fried chicken series only, KFC also can increase their product range to target wider consumer group and attract more customers. KFC may sell a steamed chicken set or grilled chicken set to their customer as the grilled chicken is low calories than fried chicken. From the article (Malia Frey, 2019), we know that fried chicken breast has 390 calories and 21 grams of fat while grilled chicken breast has 180 calories and 6 grams of fat only. As we can see, grilled chicken breast has 210 calories and 15 grams of fat lower than a fried chicken breast, so we can consider grilled chicken as a healthier menu than the original fried chicken menu. KFC is suggested to introduce the grilled or steamed chicken in 2 pieces and 3 pieces combo set or family bucket.

KFC is suggested to improve their breakfast set also because the breakfast set provides by KFC is too heavy and oily to eat in the early morning. The most popular KFC breakfast menu is a fried chicken burger, chicken wraps, rice platters, and fried chicken hot porridge, all of these are included fried chicken and this is not suitable to eat in the morning and it is unhealthy and too heavy for us to consume. Compare McDonald's breakfast set with KFC breakfast set, Sausage McMuffin with egg (168g) in McDonald's is content of 361 calories and 16.6 grams of fat (Gerbang Alaf Restaurants Sdn Bhd, 2019) while Zinger burger (189g) in KFC is content of 485 calories and 25 grams of fat. (QSR Stores Sdn. Bhd, 2019) Both compared burgers have the same ingredients that are chicken patty and egg, but the result is showing that KFC fried chicken burger breakfast set is more high calories than a burger in McDonald's breakfast set. We suggest that KFC may change the burger bun into a wholemeal bun, as the wholemeal bun will be healthier. KFC is suggested to change fried chicken burger to grilled chicken burger and fried chicken porridge into steamed chicken porridge or vegan porridge. KFC can replace the colonel rice to the chicken salad than can introduce a new plate that consists of chicken salad, wholemeal bun, egg, and soya bean milk. With the introduction of steamed or grilled chicken, vegan porridge, and chicken salad, this may attract the consumer with healthy eating habits to KFC for buying healthier products.

KFC is suggested to increase their drink variety and sell healthy drink like fruit and vegetable drink as KFC only sell soda drinks and coffee. Soda drinks sometimes refer to "full fat" drinks or sugary drinks and it been linked with poor health if consumed regularly. Many types of research have indicated that consumption of soda drinks including Cola, Pepsi, Mountain Dew can raise the risks of obesity, heart disease, and



diabetes (Editor, 2019). According to the WHO, soda drinks are added monosaccharides and disaccharides by the manufacturer while simple sugars or called "intrinsic sugars" are naturally occurring in the intact structure of fruit and vegetables. (World Health Organization, 2015)

KFC should introduce 100% fresh fruit juices as it does not contain any added sugar. Fruit juice contains fructose to a highly variable extent as they are more or less equivalent to the corresponding fruit. KFC may use fruits with low-medium sugar content such as watermelon, blueberries, apples, strawberries, and papaya to produce fresh fruit juice for selling to their customers so that customers can consume healthy juice other than soda drinks (Juicing Nation, 2019). For moderate consumption of fresh fruit juice, the amounts of simple sugars in fruit juice are far lower than the levels considered having adverse effects on health. It should be remembered that the largest proportion of sugar in our diet tends to come from sweetened products such as desserts, cakes or confectionery, and sugar-sweetened beverages. Another is soda drinks do not contribute any nutrition value aside from energy. Compare the nutrition facts of fresh fruit juice and soda drinks, fresh fruit juice has nutritional value by providing a wide variety of vitamins, antioxidants, and minerals like zinc, iron, calcium, and magnesium while soda drinks are only made up from sugary syrup and coloring only. (YAZIO, 2019)

## **RESULTS AND DISCUSSION**

While facing the trend nowadays which the public concerns about a healthy lifestyle, KFC which is specializing in selling fried chicken need to make a difference in their products so that KFC can maintain and even improve its sales and profits in the market. KFC which focuses on selling fried chicken should challenge them to make a big change in their products by selling steamed and grilled chicken which contains less oil and are healthier. When customers think about KFC, they will first think about fried chicken which is much contradicted to eating healthily and this may cause those customers who concern about their health not to having their meals at KFC. Selling steamed and grilled is seems to differ from KFC who sells fried chicken as their main products. However, great changes may be needed to follow the trend of society. KFC can promote these steamed and grilled chickens under the section of snacks or side dishes so that KFC will not lose its focus on selling fried chicken but at the same time customers may also realize that KFC also cares for customers' health by selling steamed and grilled chicken.

Veganism is getting more popular in society nowadays. Veganism is the practice of abstaining from eating or using animal products. More people now would like to be vegetarians due to health reasons. KFC, a restaurant that mainly sells chicken will not be one of their choices. However, if KFC can introduce vegan chicken burger, KFC will not just maintain their market but can also expand its market to the vegetarian's customers. KFC needs to be cautious about the materials used in making a vegan chicken burger. KFC has to make sure that all the materials used for preparing vegan burgers like buns, sauces, and even the oil used to cook are suitable for vegetarians. The side dishes like French fries can also be consumable by vegetarians by changing the cooking oil to vegetable oil to fry the fries.

KFC can provide different types of buns for customers. KFC can produce new buns like a whole wheat bun and fine wholemeal bun. Many consumers now would prefer whole wheat bread rather than white bread. By adding the choices of buns can help to

improve the image of KFC who also concerns about the health of customers. KFC can also introduce some new side dishes which can promote their healthy products. For example, chicken salad, low sugar soybean drink, and fresh fruit juices. This can allow customers to have wider and healthier choices in buying KFC's products.

Introducing these new healthy products may be a great challenge for KFC because it gives a great impression for the public that KFC just sells fried chicken and it is very unhealthy for the body. KFC needs to promote these new products in different ways like advertising in televisions and social media, promotions, or discounts like what they usually do in promoting their new products. KFC needs to focus on the point that KFC can also sell healthy products despite fried chicken. In promoting the new healthy products especially in the advertisement, KFC should break the perceptions of customers that healthy foods are not delicious. KFC needs to ensure that the new healthy products are both good for bodies and delicious in taste to attract the customers to try and maintain to buy these new healthy products.

KFC can also give more information to the public about what are the differences in terms of nutrients in their new products through different ways of promotions. KFC can increase the public awareness toward eating healthily by showing what are the nutrients contained in their products so that the customers will know what nutrients they consume and how much they should take in a meal. KFC should let the public to realize the great effort and different made by KFC. Through this, KFC can change its image from selling unhealthy foods to a company that concerns the health and eating habits of the public.

Next, KFC can introduce healthy sets for consumers that are increasingly concerned about nutrition, health, and the quality of their food. A healthy lifestyle starts with a healthy breakfast. KFC does provide breakfast menu for consumers but the breakfast sets provided may be too oily or heavy and limited choice of food when comparing to other fast-food restaurants such as McDonald's. The first impression that consumer has about KFC's food is fried chicken while impression about McDonalds' food is they have a lot of choices like burgers, fried chicken, etc. Fried chicken is included in KFC's entire breakfast menu while McDonalds' breakfast menu not only just has burgers but also pancakes and breakfast sets. Although KFC's menu has differentiated according to time session which is breakfast, lunch and dinner time but all the menu has fried chicken while McDonalds' menu is different during breakfast and lunchtime like a pancake, burgers with egg and hash brown only available during breakfast time while burgers with patty and french fries only available during lunchtime.

Therefore, KFC can introduce healthy sets at breakfast time. For example, steam chicken porridge, big ben breakfast set which included wholemeal bun, sunny side egg, and also chicken salad. KFC also can introduce burger which has ingredients like a scrambled egg with grill chicken or steam chicken as well. Besides, KFC can also add on beverage choices like milk, fruit juice during breakfast time. With the increasing choices of healthy sets in KFC's breakfast menu, consumers will have more option to choose whether want to consume heavy breakfast or a healthier breakfast in the morning.

Besides, KFC also can introduce healthy sets for the lunch and dinner menu. For instance, sides and snacks can add choices like corn, chicken salad while for chicken meals like 2 pieces' combo with steam or grilled chicken, corn, whipped potato, and beverage. Burgers' bun made of wholemeal and with sides of steam or grilled chicken

can be added into the lunch and dinner menu. Loaded potato bowl can be replacing the fried chicken slices with steam or grilled chicken as well.

To apply this idea to KFC, advertising is important. This is the way to increase the customer's awareness about KFC is launching new healthy sets. KFC does conduct advertisements through television, newspaper, radio, and also social media like Facebook, Instagram, etc. Moreover, KFC is highly recommended to promote their new product advertising in public transport such as the bus walls, banner on the highway road. KFC also can hire a social influencer to advertise the new healthy sets. Because nowadays, social influencer plays an important role in advertising and they can persuade or influence their followers to purchase products and services from brands they promote. For example, Jen Selter is a fitness, nutrition, and lifestyle social media influencer who has standout booty and ab workouts. It would be more persuasive if Jen Selter recommends and promote the new healthy sets of KFCs' in social media (Mediakix, 2019). Moreover, KFC can conduct sales promotions such as sweepstakes and lucky draw. As customers tend to be attracted to free lucky draws and sweepstakes, KFC should behold the opportunity to attract more customers to dine in or take away in KFC restaurants to participate in the particular lucky draw or sweepstakes.

With the healthy sets introduced in breakfast, lunch, and dinner menu, consumers can have more variety of choices in food. For example, steam chicken porridge, chicken meals with steam or grilled chicken and different healthy sets provided during breakfast, and lunchtime. However, it also can attract consumers who prefer McDonalds' breakfast more than KFC's breakfast. Because the brand-new healthy sets introduce in breakfast time would be attractive to those consumers who think that KFC's initial breakfast menu is too heavy, greasy, and oily which is not suitable to consume in the morning.

## **CONCLUSIONS**

With the fast-changing lifestyle, healthy eating habit is becoming a part of modern lifestyle which has driven customers to try new things and experiences. These changes have made KFC follow the trend and the needs of the customer nowadays.

To cope with the healthy lifestyle, KFC should develop a healthier menu according to the majority of customers' tastes and the current flavor trend. Nowadays, consumers are paying more attention to their health at the same time they handle their studies or works. Why people like to eat fast food because they can spend less time finishing their meals and they also require a balanced meal to fulfill their health needs. KFC may provide the nutrient balance "Chicken Salad Plate" which consists of chicken and vegetables at the same time to fulfill the balance meals require by the consumer. KFC can introduce a variety type of steamed chicken or grilled chicken menu to the customer as it is low calories when compared with fried crispy chicken. The burger bun of KFC can change to wholemeal bun to be healthier.

To attract more customers from another group like veganism, KFC could introduce a vegan burger for them. Although KFC is mainly selling a chicken-related product for customers, by add vegan products to their menu can show that KFC is concern about consumer health. In preparing for the vegan burger, KFC needs to make sure all the ingredient and oil used to cook is suitable for vegetarians. Other than soda drinks and

coffee, KFC can sell fresh fruit juice and vegetable juice as fruit juice contains more nutrition value than soda drinks.

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