

Controversy McDonald's is one of the largest distributors of toys, which is included in 20% of their sales. Monet Parham came forth to sue McDonald's because her daughters would nag and cry for the Happy Meals constantly even when told no, she claimed that McDonald's had invaded their minds through their deceptive marketing. The following theories: individualism, utilitarian, Kantian, and virtue theory examine if the McDonald's Corporation is acting ethically or not and why. Complaints that McDonald's influences unhealthy eating habits through their advertisements and exploits young children has risen with the toy claim. For each theory McDonald's has acted ethically, the only theory that breaches ethical decisions is Kantian but overall the corporation has acted ethical thus far. Children push to get a new toy in a Happy Meal and play on the playground provided at many establishments which drive profits, Friedman would agree with their practices because it has and will continue to create maximum profit. In 2010 McDonald's was sued for unethical marketing practices towards children through the act of providing those toys. McDonald's is purposely marketing children because they are able to persuade their parents to purchase their products. The Happy Meal that is targeted towards children began in 1979 and became rapidly popular with the fun box, small portions, and of course, the ever-changing toy included. McDonald's targets children through Ronald McDonald and the kids play areas as well, making it a fun environment. A law in two cities of California has passed saying that any establishments that does not meet nutritional value will not be allowed to serve toys with the meals. Today the Happy Meal is still in place and the practices are continuing to attract children to their establishments. Kantianism Kantian theory states that one should do things for the right reasons, that people are not just numbers but should be respected and one should aid in rational decisions of the people and the company. Individualism According to Friedmans's theory of individualism the company is acting ethical. Utilitarian theory states that happiness should be maximized while pain should be minimized. Again, according to the Utilitarian theory McDonald's is acting ethical. All the stakeholders are happy considering the situation, the stakeholders are the customers, which include the parents and children, the employees of McDonald's and the McDonald's corporation. The children are happy with their toys, and playgrounds, and a clown, which is the face of the McDonald's Corporation. With higher profits employees are able to have job security, higher wages and better benefits. If McDonald's continues to grow, which it is, then there are also more job opportunities available around the world. With the children, parents and the corporation happy, maximum happiness is achieved. The company's main goal is to maximize profit for the owner and stockholders. Therefore increasing sales.