he doesn't want me to go off topic, and he mainly wants the analysis to only be focused on details that show the lottery village has a value system in conflict with civilized society. I would like this paper to be titled, The Lottery Analysis Paper. Research Project Consumer Behavior. 3 Pages (Double Spaced) , standard print font size 12 with 1" margins. Following instructions: Understanding the influence of culture on the consumer decision process is an important part of a marketer’s job. Cultural norms and values, along with consumer perceptions, family, and group influences, are all factors that can significantly impact the diffusion of new products or services. Many firms realize that they must adapt existing product or service models when introducing them into a foreign market. First, you’ll read the Global Opportunity box titled “Fast-Food Rulers in China” in Chapter 8 of your textbook (attached under additional instructions). Then, you’ll examine the two different strategic approaches adopted by the fast-food chains KFC and McDonald’s when they expanded into China. Which, in your opinion, would be the more effective strategy for expanding into India, and why? The link to the reuters article is: <https://www.reuters.com/article/us-mcdonalds-china/mcdonalds-to-double-china-restaurants-by-2013-idUSTRE6BE0VJ20101215> Your project should include evidence to support why the strategy you selected has the best chance of success. Examples of evidence include Indian demographic statistics, comparison with similar brand/product expansions into India, ethnographic studies, the results of direct questioning and content analysis, and so on. Your project should be three double-spaced pages typed in a standard print font, size 12, with 1-inch margins. Be sure to provide a works cited page that lists reliable websites, journals, and any other references used in preparing the submission. Any sources referenced must be in proper MLA format. \*\* Must be clearly and neatly organized, include an engaging introduction and a strong concluding paragraph