ABSTRACT

Fast food franchise business could be dominated by western franchise. This condition makes a local franchise such as Dundee Fried Chicken to establish a good marketing strategy to be a winner of this competition. The brand switching in this market motivated this company to do some measurement project to analyze brand equity as a one way to identify relative competitive rate to other competitors in order to realize brand power and try to understand customer behavior.

Competitive rate could be established by measurement four elements of brand equity. There are some measurements to analyze the effort of marketing strategy that has been done by this company through customer brand preference and identification of brand switching with some variables which was effected this switching. This project will be useful to arrange an effective advertising strategy through focusing a target audience. Target audience could be identified by selected effective media planning with understanding to customer behavior especially Dundee Fried Chicken’s market.

Based on the result of this research we can conclude that customers evaluate the brand not prefer than McDonald and KFC with compensatory model. One of the reason is that the rate of this brand competitive is not strong enough to win this war so this company have to increase this rate. Therefore, this company’s advertising strategy have to be focused on electronic media such as television and radio that have an advantage to give a passive learning to customer inertia in order to increase brand awareness and to build brand loyalty through advertisement with emotional catching. For informative advertisement, newspapers and magazines could be an effective media to give more information about the product to customers.

Keywords : Brand Equity, Brand Preference, Compensatory Models, customer behavior, media planning, advertising strategy.