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ANALYSIS OF BRAND AWARENESS AND BRAND ASSOCIATION OF SMALL-MEDIUM ENTERPRISES OF TYPICAL FOOD IN WEST SUMATRA

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Abstract

Due to the economic globalization development, Indonesia starts to focus on business sector, which is small-medium enterprise and branding is an essential part of marketing. This research describes brand awareness and brand association of Padang citizen about small-medium enterprises of typical food in West Sumatra. The data obtained through questionnaire. The samples were taken simply random from 100 Padang citizens. The data analyzed by using SPSS 16. In this research there are two elements of brand equity, brand awareness and brand association that are as basic elements for building a strong brand. For some consumers, brand is an identity and it is an important asset for company. The findings indicated that Kripik Balado Christine Hakim is small-medium enterprise that becomes Top of Mind between Padang citizen, and also being the most positively associated through the dimensions of strength, favorability, and uniqueness of brand association.

Keyword: Brand awareness, brand association.

This thesis has already examined and passed on July 10, 2014. This abstract has already approved by supervisor and examiners:

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