

Market Segments and Brand Positioning for Marrybrown

Phoong Kok Hau¹, Anas Tajudin², Ahmad Lutfi Bin Ramly³, Zahariah Mohd Kahlil⁴

^{1,3}Master of Business Administration, University Sultan Azlan Shah, Malaysia

²Faculty of Management & Information Technology, University Sultan Azlan Shah, Malaysia

⁴Master of Management, University Sultan Azlan Shah, Malaysia

Corresponding Author: Phoong Kok Hau

ABSTRACT: Nowadays, the culture of eating fast food has become a trend in the world. In Malaysia, fast food industry is seen to be growing due to the changes of lifestyles. Marrybrown is the first Malaysian fast food chain to franchise its business in Malaysia and world largest Halal certified fast food restaurant chain which established in 1981. Marrybrown is a success story built on great tasting recipes that original and earn advantages when competitive with another international fast food brands. This study aims to understand consumer preference relating to the Marrybrown. Moreover, this paper seeks to analysis the consumer market and business market to understand its consumer market. Furthermore the market segments and target group of customer are determined by divided into five group that consist of geographic, demographic, psychographic, and behavioural segmentation. Finally the brand positioning and brand equity for Marrybrown are discussed in this paper.

KEYWORD: Consumer Markets, Market Segments, Brand Positioning, Brand Equity, Marrybrown

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I. INTRODUCTION

Today is the era of fast food chains. Fast food restaurants are now everywhere and expected to be expanding and growing over the years. Due to relatively inexpensive costs and quick, convenient service, fast food restaurants have become “home away from home” for breakfast, lunch, and dinner (Kim, Hertzman, & Hwang, 2010). In beginning, the fast food challenges in gaining acceptance by consumers in Malaysia because it does not fit the culture (Habib et al., 2011). Therefore, marketers are putting effort into understanding the culture in Malaysia to penetrate into markets. For example, the marketers do not include pork or illegal substances into their fast food menu. Now, the fast food industry is tailored to the needs of Malaysian food and it can be accepted by the public and also famous in the country (Habib et al, 2011).

Frankly, the America franchises have dominated the fast food industry in Malaysia, which includes Kentucky Fried Chicken (KFC), Pizza Hut, Kenny Rogers Roasters, A&W, McDonald’s, Burger King, Domino’s Pizza and etc. These examples of fast food brands have gain popularity among Malaysian. However, local fast food brand did gain small market share if compared to American franchises. For example, first local fast food brand is MarryBrown, PappaRich, Ramly Burger and etc.

Marrybrown is the first Malaysian based halal certified fast food restaurant chain which established in 1981. It also was the first local fast food chain to franchise its business in Malaysia and also is currently the world’s largest Halal Quick Service Restaurant (QSR) brand originating from Asia. Marrybrown was begun at a small shop lot in Wong Ah Fook Street, Johor Bahru, and founded by a Chinese couple Dato Lawrence Liew and Datin Nancy Liew.

Now, Marrybrown is among the nation’s leading fast-food chains, with more than 130 quick-serving restaurants in Malaysia and more than 350 international restaurants. As the first major fast-food chain to develop and expand the concept of “Something Different” experiences. Marrybrown has always emphasized on halal products serving millions of guests world-wide. Marrybrown has a strong international presence with outlets operating in Malaysia, China, Indonesia, India, Sri Lanka, Maldives, Africa, the Middle East and Myanmar.

Marrybrown pioneered a number of firsts in the quick-serve industry. It was the first major fast-food chain that introduced menu items that are now staples on most fast-food menu boards, including Rice based products, Chicken Porridge, Sate burger and Curry Kari. The halal menu of Marrybrown has features a wide variety of tasty meals including Crispy Chicken, Delicious Satay Burger, Nasi Marrybrown, Speciality Wrap, Fish ‘n’ Chips, Mi Kari, Chicken Porridge, finger foods, salads, fun fries and a range of hot and cold beverages and desserts, the only one of its kind in town and really “something different” for everyone.

II. ANALYZING CONSUMER MARKETS AND BUSINESS MARKETS

Marketing practices are linked with satisfaction of targeted customers and to fulfil their emerging needs and wants in efficient way as compared to business rivals. Marketers are involved in analyzing rising customer trends that suggest new marketing opportunities. It is imperative to adopt a holistic marketing orientation in order to understand customers and the bases for their choices. A consumer market is a marketplace that comprises of household consumers who buy goods for individual or family utilization. It is dissimilar than a business market, in which businesses trade goods and services to other companies. The consumer market pertains to buyers who buy goods and services for consumption rather than resale. It is asserted that all customers do not have similar choices, preferences and buying habits because of different characteristics that can differentiate certain consumers from others. Marrybrown is a consumer market that sells the food to the consumer.

The culture of eating fast food has become a trend in the world. In Malaysia, fast food industry is seen to be growing due to the changes of lifestyles. Nowadays hectic lifestyles have leads people looking for a convenient food. As research has shown that 79% of people age 17-25 is the target market for fast food industry as they are the people who just enter the workforce gaining financial independence and they are the people who are willing to spend on fast food meals (Schroder, M. and McEachern, M.G., 2005). Due to their hectic lifestyles, choosing fast food as their main meals is seen increasing due to tight work schedules as choosing fast food options gives them quick meal and enables them to save time as fast food restaurants usually located in strategic areas in the city.

Marrybrown is world largest Halal fast food restaurant chain, which based in Malaysia, oversees operations and the ongoing development of the Marrybrown brand outside of the Malaysia. With a Muslim population of over 60% in Malaysia, the demand for halal foods by Malaysian consumers has increased over the year. Halal is fast becoming recognized as a new benchmark for quality, hygiene and safety. Food products and ingredients that have halal certificates have added marketing value in Malaysia and this has lead the food manufacturers and restaurants holder are inclined to ask for halal certificates for non-meat based food products and ingredient.

Unlike the another competitors, Marrybrown is the first fast food chain that offer an alternative menu that provide western food with localised fare like rice based products, Chicken Porridge, Sate burger and Curry Kari. Marrybrown has attracts a different crowd and it's loyalty customer compared with the other international fast food players that mostly go after the trendier, and taste-wise, more sophisticated city folks.

III. IDENTIFYING MARKET SEGMENTS AND TARGETS

Market segmentation refers to a marketing strategy that divides a wide target market into subgroups of buyers which has similar needs and uses for the related goods and service. These particular consumer characteristics consist of geographic, demographic, psychographic, and behavioural segmentation.

Consumer markets also have diverse geographic characteristics. These geographic characteristics are often based on market size, region, population density and even climate. Marrybrown has focuses on geographic segmentation to target its customers. As Marrybrown restaurants would target areas in urban cities and semi urban cities which comprise high population density. Beside this, Marrybrown also need having a different menu which will suit its geographic segmentation as different country has different culture.

Next, Marrybrown uses socio demographic segmentation to target customers. Demographic Characteristics of consumer markets are based on demographics such as dissimilarities in gender, age, ethnic background, income, occupation, education, household size, religion, generation, nationality and social class. In general there is no age limit focus by Marrybrown as food products of Marrybrown targets every age group customers. For gender, Marrybrown's target will be both males and females. However, Marrybrown focuses on all social class in the society as the products are considerably affordable for people.

In consumer market, Psychographic characteristics can also be found that include interests, activities, opinions, values and attitudes. Marrybrown has adopted itself according to the convenience and lifestyle of the Asian consumer and Muslim. The rice based menu and Halal product are fit and match the Asian and Muslim favoritism.

Marrybrown uses behavioral segmentation to target on customers. Behavioralistic characteristics of consumer markets include product usage rates, brand loyalty, user status or how long they have been a customer, and even benefits that consumers seek. As during occasions like give the coupons like "Kupon Bajet Jimat" to attract the customer and build up its loyalty customer. Besides this, Marrybrown also target the kid birthday party as main focus which can attract a lot costumer in once and able to build its brand.

IV. CRAFTING THE BRAND POSITIONING AND CREATING BRAND EQUITY

Marrybrown is a well-known successful franchises based in Malaysia. It has earned a lot of awards for its hard work to become a successful brand. Even Food and Beverage franchise Malaysia are encouraged to follow the successful footsteps of Marrybrown. Now Marrybrown has over 350 outlets throughout Malaysia and outlets operating in Malaysia, China, Indonesia, India, Sri Lanka, Maldives, Africa, the Middle East and Myanmar. However, Marrybrown is now in declining stage of its product life cycle. This is due to overwhelming growth of International Fast Food restaurant in Malaysia such as KFC, McDonald, Subways and others. To overcome this, Marrybrown must craft its own brand positioning and brand equity.

Marrybrown's slogan "something different" is a concept which holds the meaning that the company is offering a whole new experience to its consumer. The unique food variety such as Nasi Lemak, Chicken Porridge and Mee Curry is attraction for its local customer or foreign who want the taste of the Asia. Marrybrown has always emphasized on halal products serving millions of guests world-wide. The unique and special menu will need to continue and improving in order to building the brand equity.

Beside this, Marrybrown shall also focus on providing organic food or usage of organic raw materials. Nowadays consumers are getting more concerned about health issues than ever before and this has caused the market to shift towards the organic products. By providing the organic food will help improve Marrybrown's brand image and change the perception of consumer that fast food is unhealthy.

V. CONCLUSION

In conclusion, Marrybrown is a success story built on great tasting recipes that original and truly Malaysian. They are always working on ways to make food, services, and franchise operations better to deliver the highest standard of quality across all levels of the business. But Marrybrown face a huge of competition with another fast food restaurant including the international fast food brand such as KFC, McDonald, Subways and etc. In order to earn a shares in the fast food industry, Marrybrown need to study the consumer market for fast food industry in order to understand what its consumer want and provide them the right product or an affordable pricing. Moreover the market segments and targets group for Marrybrown also need to be determined, which in this study we had divided it into five group that geographic, demographic, psychographic, and behavioural segmentation. Finally the Marrybrown's slogan "something different" is the focus point for its brand positioning and brand equity, which is a concept which holds the meaning that the company is offering a whole new experience to its consumer. Unlike the another competitors, Marrybrown is the first fast food chain that offer an alternative menu that provide western food with localised fare like rice based products, Chicken Porridge, Sate burger and Curry Kari. Marrybrown has attracts a different crowd and it's loyalty customer compared with the other international fast food players that mostly go after the trendier, and taste-wise, more sophisticated city folks.

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