

MARKET SNAP SHOT: A BRAND TRACKING SURVEY: REFRIGERATORS

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In every issue we present different brands' perceptions. This pictorial snap shot is based on the five tested and validated components of brand equity. The current issue measures the market perception of refrigerator brand.

METHODOLOGY

- Sample size was of 100 respondents
- Vendor shops in that area is about 300. Date of survey was July-2006.

- Sample v
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a. Brand awareness

Brand awareness is the basic tool that depicts the acceptability of the brand and builds the perception of the firm within the target market. It should be taken into account in developing the market penetration strategy of the firm in terms of mass or niche. (Keller, 2004). Questions number one and two in the questionnaire (See Appendix) were used for measuring brand awareness.

b) Brand Usage

Brand usage is the action parameter for the brand. It measures the level of consumer satisfaction and it shapes the overall consumer behavior towards a brand. It leads to the development of consumer loyalty and ensures further penetration in the market. (Keller, 2004). Questions number three and four were used for measuring Brand Usage.

c) Brand judgment

Brand judgment focuses on customers' personal opinions and evaluations with regard to the brand. It measures how customers put together the different performance and imagery indicators of the brand to form their opinions. (Keller, 2004) Questions number five and six were used for measuring brand judgment.

d. Brand Performance

Brand performance relates to the ways in which the product or service attempts to meet customers' functional needs. It refers to the intrinsic properties of the brand in terms of inherent product or service traits. It transcends the products and features and encompass aspects of the brand that augment these characteristics. (Keller, 2004). Questions number seven and eight were used for measuring brand performance.

e. Brand Imagery

Brand imagery deals with the extrinsic properties of the product or services including the ways in which the brand attempts to meet customers' psychological and social needs. Brand imagery is how people think about brand abstractly rather than what they think the brand actually does. Questions number nine and ten were used for measuring brand imagery.

MEASURE OF CENTRAL TENDENCIES

OVERALL BRAND EQUITY

	<i>Dawalance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	2.75	2.42	3.62	4.21
Standard Error	0.11	0.08	0.09	0.10
Median	2.60	2.30	3.70	4.50
Mode	1.50	2.30	4.20	5.00
Standard Deviation	1.12	0.77	0.86	0.97
Sample Variance	1.25	0.60	0.74	0.94
Kurtosis	(1.08)	(0.75)	(0.51)	1.52
Skew ness	0.23	0.11	(0.60)	(1.57)
Range	3.60	2.90	3.20	3.40
Minimum	1.10	1.10	1.60	1.60
Maximum	4.70	4.00	4.80	5.00
Sum	274.90	241.50	362.40	421.10
Count	100.00	100.00	100.00	100.00

BRAND AWARENESS

	<i>Dawlance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	2.77	2.31	3.86	4.37
Standard Error	0.12	0.11	0.10	0.09
Median	2.50	2.00	4.00	5.00
Mode	2.00	2.00	4.50	5.00
Standard Deviation	1.21	1.05	0.99	0.90
Sample Variance	1.47	1.10	0.98	0.81
Kurtosis	(1.05)	(0.25)	(0.06)	0.44
Skewness	0.40	0.57	(0.88)	(1.31)

Range	4.00	4.00	3.50	3.00
Minimum	1.00	1.00	1.50	2.00
Maximum	5.00	5.00	5.00	5.00
Sum	276.50	231.00	386.00	436.50
Count	100.00	100.00	100.00	100.00

BRAND USAGE

	<i>Dawalance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	2.51	2.16	3.37	4.14
Standard Error	0.14	0.10	0.11	0.12
Median	2.50	2.00	3.50	4.50
Mode	1.00	1.00	4.00	5.00
Standard Deviation	1.39	0.95	1.07	1.17
Sample Variance	1.92	0.90	1.15	1.37
Kurtosis	(1.60)	0.15	(0.68)	1.24
Skewness	0.21	0.68	(0.51)	(1.48)
Range	3.50	3.50	4.00	4.00
Minimum	1.00	1.00	1.00	1.00
Maximum	4.50	4.50	5.00	5.00
Sum	251.00	215.50	337.00	413.50
Count	100.00	100.00	100.00	100.00

BRAND JUDGMENT

	<i>Dawalance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	2.73	2.43	3.62	4.18
Standard Error	0.14	0.09	0.11	0.11
Median	2.50	2.50	4.00	5.00
Mode	1.00	3.00	4.00	5.00
Standard Deviation	1.37	0.89	1.07	1.14
Sample Variance	1.89	0.79	1.15	1.31
Kurtosis	(1.50)	(1.00)	(0.83)	0.33
Skewness	0.14	(0.26)	(0.40)	(1.26)
Range	4.00	3.00	3.50	3.50
Minimum	1.00	1.00	1.50	1.50
Maximum	5.00	4.00	5.00	5.00
Sum	273.00	243.00	361.50	417.50
Count	100.00	100.00	100.00	100.00

BRAND PERFORMANCE

	<i>Dawalance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	3.00	2.66	3.77	4.31
Standard Error	0.14	0.12	0.09	0.10
Median	3.00	2.50	4.00	5.00
Mode	5.00	2.50	4.00	5.00
Standard Deviation	1.40	1.24	0.86	1.00
Sample Variance	1.96	1.54	0.74	1.01
Kurtosis	(1.32)	(0.98)	0.00	0.78
Skewness	0.09	0.31	(0.55)	(1.37)
Range	4.00	4.00	3.50	3.50
Minimum	1.00	1.00	1.50	1.50
Maximum	5.00	5.00	5.00	5.00
Sum	300.00	265.50	376.50	430.50
Count	100.00	100.00	100.00	100.00

BRAND IMAGERY

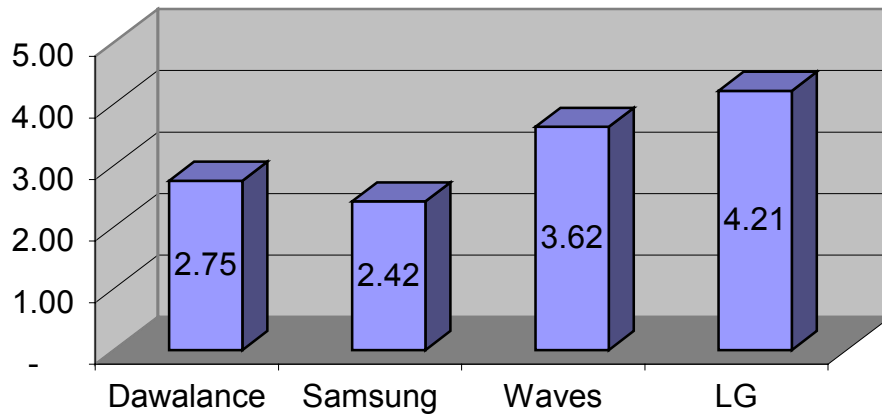
	<i>Dawalance</i>	<i>Samsung</i>	<i>Waves</i>	<i>LG</i>
Mean	2.74	2.43	3.51	4.08
Standard Error	0.13	0.10	0.10	0.12
Median	2.50	2.50	3.50	4.50
Mode	1.00	3.00	4.00	5.00
Standard Deviation	1.31	0.98	0.95	1.23
Sample Variance	1.70	0.96	0.91	1.52
Kurtosis	(1.30)	(1.00)	(0.65)	0.40
Skewness	0.08	(0.03)	(0.24)	(1.28)
Range	4.00	3.50	3.50	4.00
Minimum	1.00	1.00	1.50	1.00
Maximum	5.00	4.50	5.00	5.00
Sum	274.00	243.00	351.00	407.50
Count	100.00	100.00	100.00	100.00

GRAPHICAL REPRESENTATION

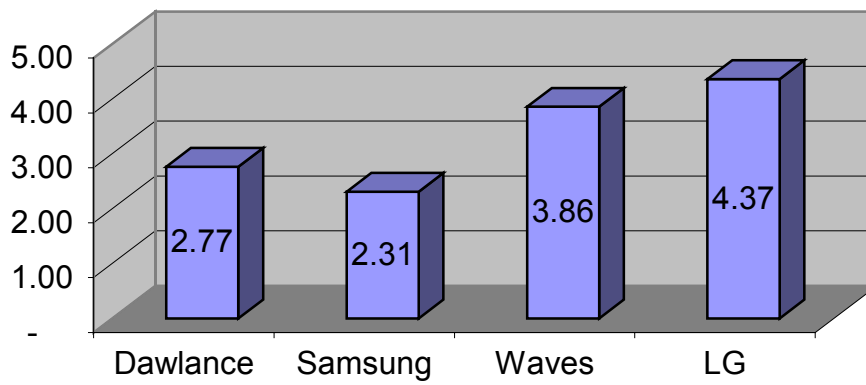
The X-axis represents the overall average rating of the respondents on a scale of (5-1).

On the Y-axis are various brands of refrigerators.

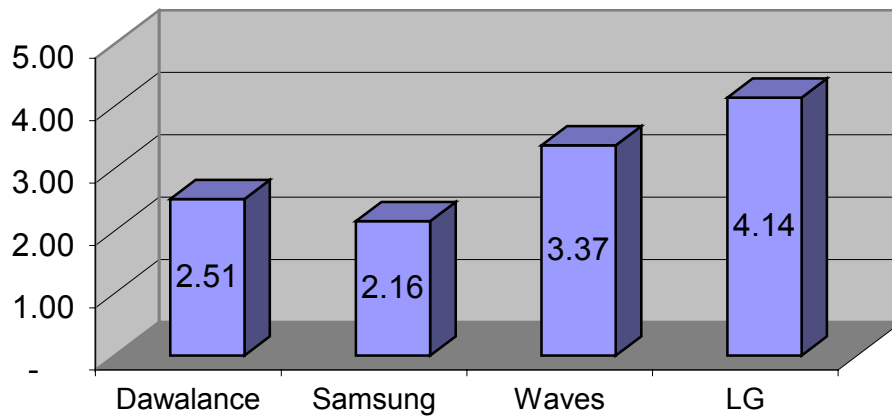
Overall Brand Equity



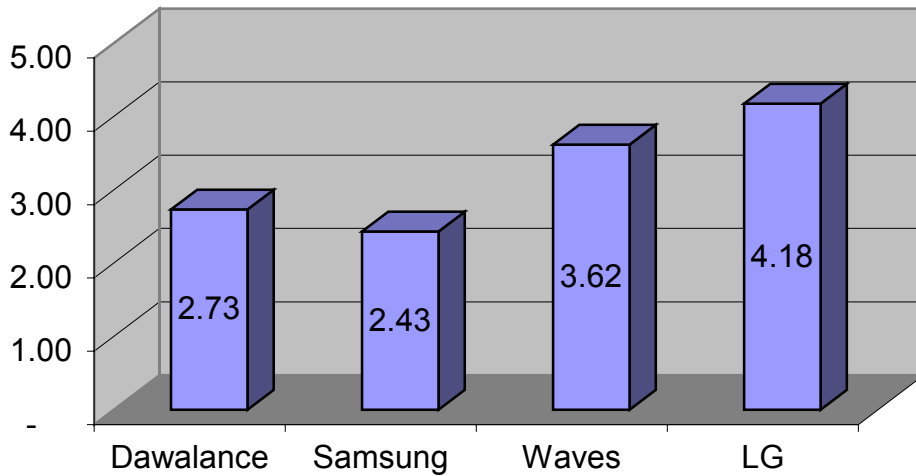
Brand awareness

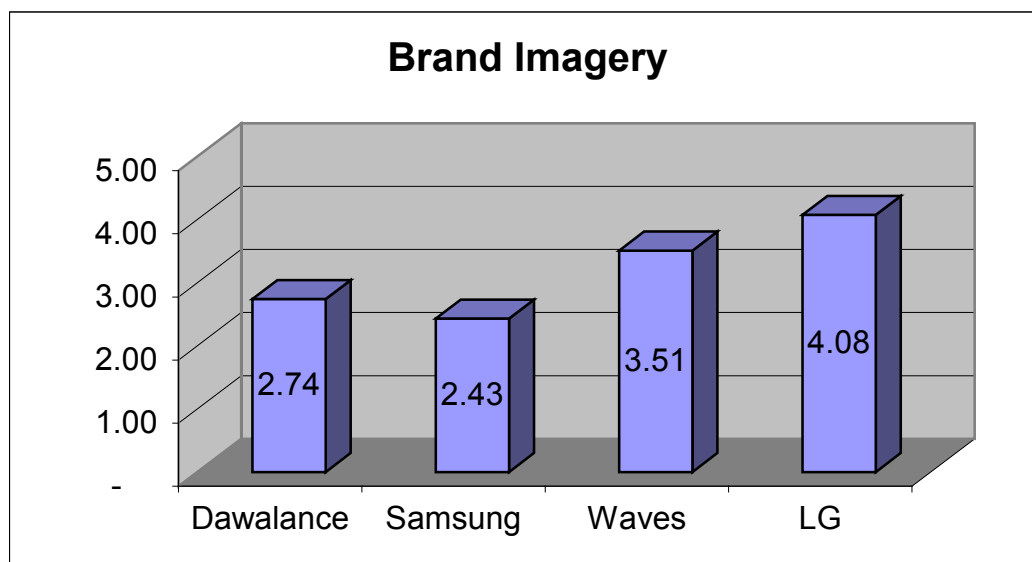
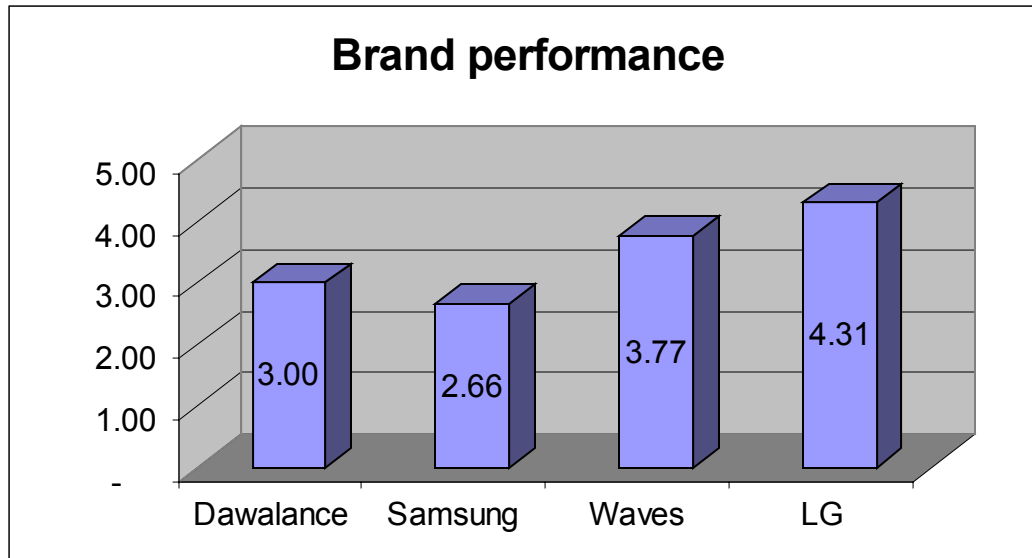


B rand Usage



Brand Judgment





REFERENCE

Keller, K.L : (2004) Building, Measuring and Managing Brand Equity; Prentice Hall; NY

APPENDIX

DIMENSIONS AND SUB DIMENSIONS OF THE QUESTIONNAIRE ON BRAND TRACKING SURVEY (Refrigerators)

Brand Awareness

Q1. Rate the refrigerators Dawalance, Samsung, Waves, LG in terms of your awareness. (5 being high and 1 being low rating).

- Q2. Rate Dawlance, Samsung, Waves, LG refrigerator you would consider buying. (5 being high and 1 being low rating).

Brand Usage

- Q3. Rate the refrigerators you are using (from among the four brands only). (5 being high and 1 being low rating).
- Q4. Rate the four refrigerators brands that you would prefer to use. (5 being high and 1 being low rating).

Brand Judgment

- Q5. How favorable is your attitude towards these four brands? (5 being high and 1 being low rating).
- Q6. How well do the four brands satisfy your needs? (5 being high and 1 being low rating).

Brand Performance

- Q7. Rate the cooling capability of the four brands. (5 being high and 1 being low rating).
- Q8. Which refrigerators among these four brands have better freezing capability? (5 being high and 1 being low rating).

Brand Imagery

- Q9. Which brand do you think brings pleasant memory? (5 being high and 1 being low rating).
- Q10. Which brand among these brands would you like to own? (5 being high and 1 being low rating).