

MARKET SNAPSHOT: A BRAND TRACKING SURVEY: MICROWAVE OVENS

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In every issue we present consumer perceptions of brands. This pictorial snap is based on the five tested and validated constituents of brand equity. The current issue contains the Brand Image of Microwave Ovens.

METHODOLOGY

- Sample size was of 130 respondents
- Sample was drawn non-randomly
- The respondents were the retailers at Abdullah Harroon Road. It is one of the largest electronic and home appliance markets and according to an estimate the number of refrigerator shops in that area are about 300. Date of survey was October, 2006.
- The brand image was measured through closed ended questionnaire. The scale of measurement was five to one: five being highly acceptable, and one being least acceptable. (See appendix)
- The Determinants of Brand equity were taken from Keller (2004) and are summarized below:

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 also determines the market penetration strategy in terms of mass or niche. Question numbers one and two in the questionnaire (See Appendix) were used for measuring brand awareness.

b. BRAND USAGE

Brand usage is the action parameter for any brand. It determines the level of consumer satisfaction and it reflects the overall consumer behavior towards a brand. It

leads to the development of consumer loyalty and ensures further penetration in the market. Question numbers 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. Question numbers 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 their features and encompasses aspects of the brand that augment these characteristics. Question number seven and eight were used for measuring brand performance.

e. BRAND IMAGERY

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

MEASURES OF CENTRAL TENDENCY

OVERALL BRAND IMAGE OF MICROWAVES.

	Dawlance	Samsung	Waves	LG
Mean	4.19	3.28	3.26	3.50
Standard Error	0.07	0.06	0.08	0.09
Median	4.45	3.40	3.40	3.85
Mode	5.00	3.50	3.60	2.40
Standard Deviation	0.79	0.74	0.90	0.99
Sample Variance	0.62	0.55	0.82	0.98
Kurtosis	(0.35)	3.46	0.30	(1.55)
Skewness	(0.96)	(1.49)	(0.78)	(0.21)
Range	2.50	3.50	3.60	3.00
Minimum	2.50	1.00	1.00	1.90
Maximum	5.00	4.50	4.60	4.90
Sum	545.00	426.20	424.30	454.40
Count	130.00	130.00	130.00	130.00

BRAND AWARENESS OF MIRCOWAVES

	Dawlance	Samsung	Waves	LG
Mean	4.15	3.30	3.05	3.68
Standard Error	0.10	0.08	0.07	0.10
Median	4.50	3.50	3.00	4.00
Mode	5.00	4.00	3.00	2.00
Standard Deviation	1.17	0.94	0.85	1.11
Sample Variance	1.37	0.89	0.72	1.24
Kurtosis	(0.15)	0.38	0.02	(1.21)
Skewness	(1.16)	(0.60)	(0.72)	(0.51)
Range	3.50	4.00	3.00	3.00
Minimum	1.50	1.00	1.00	2.00
Maximum	5.00	5.00	4.00	5.00
Sum	539.00	428.50	397.00	479.00
Count	130.00	130.00	130.00	130.00

BRAND USAGE OF MIRCOWAVES

	Dawlance	Samsung	Waves	LG
Mean	4.08	3.07	3.25	3.38
Standard Error	0.09	0.07	0.11	0.11
Median	4.50	3.25	3.75	3.50
Mode	5.00	4.00	4.00	5.00
Standard Deviation	1.02	0.85	1.27	1.28
Sample Variance	1.04	0.72	1.62	1.63
Kurtosis	(0.69)	(0.02)	(1.13)	(1.17)
Skewness	(0.86)	(0.82)	(0.41)	(0.29)
Range	3.00	3.00	4.00	4.00
Minimum	2.00	1.00	1.00	1.00
Maximum	5.00	4.00	5.00	5.00
Sum	531.00	398.50	422.00	439.00
Count	130.00	130.00	130.00	130.00

BRAND JUDGMENT OF MICROWAVES

Dawlance	Samsung	Waves	LG
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Mean	3.29	3.32	3.32	3.21
Standard Error	0.07	0.08	0.08	0.11
Median	3.25	3.50	3.50	3.25
Mode	3.00	4.00	4.00	2.00
Standard Deviation	0.81	0.96	0.96	1.22
Sample Variance	0.66	0.93	0.93	1.50
Kurtosis	1.81	0.20	0.20	(1.38)
Skewness	(0.94)	(0.57)	(0.57)	0.14
Range	3.50	4.00	4.00	3.50
Minimum	1.00	1.00	1.00	1.50
Maximum	4.50	5.00	5.00	5.00
Sum	427.50	431.00	431.00	417.50
Count	130.00	130.00	130.00	130.00

BRAND PERFORMANCE OF MICROWAVES

	Dawlance	Samsung	Waves	LG
Mean	4.18	3.45	3.34	3.60
Standard Error	0.06	0.07	0.10	0.08
Median	4.50	3.50	3.75	3.50
Mode	4.50	4.00	4.00	3.50
Standard Deviation	0.66	0.85	1.13	0.94
Sample Variance	0.44	0.73	1.28	0.89
Kurtosis	(0.58)	2.30	(0.92)	(0.97)
Skewness	(0.71)	(1.10)	(0.46)	0.29
Range	2.00	4.00	4.00	3.00
Minimum	3.00	1.00	1.00	2.00
Maximum	5.00	5.00	5.00	5.00
Sum	543.50	449.00	434.00	468.50
Count	130.00	130.00	130.00	130.00

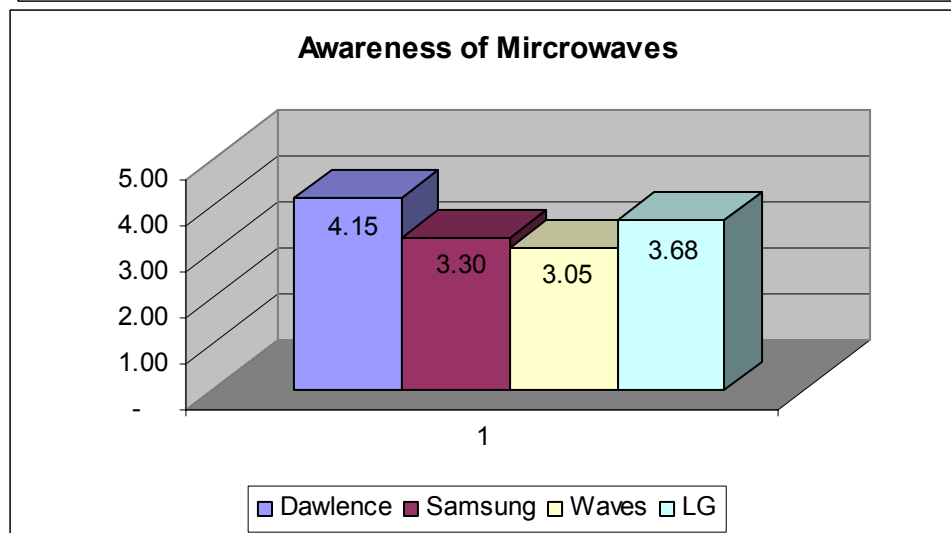
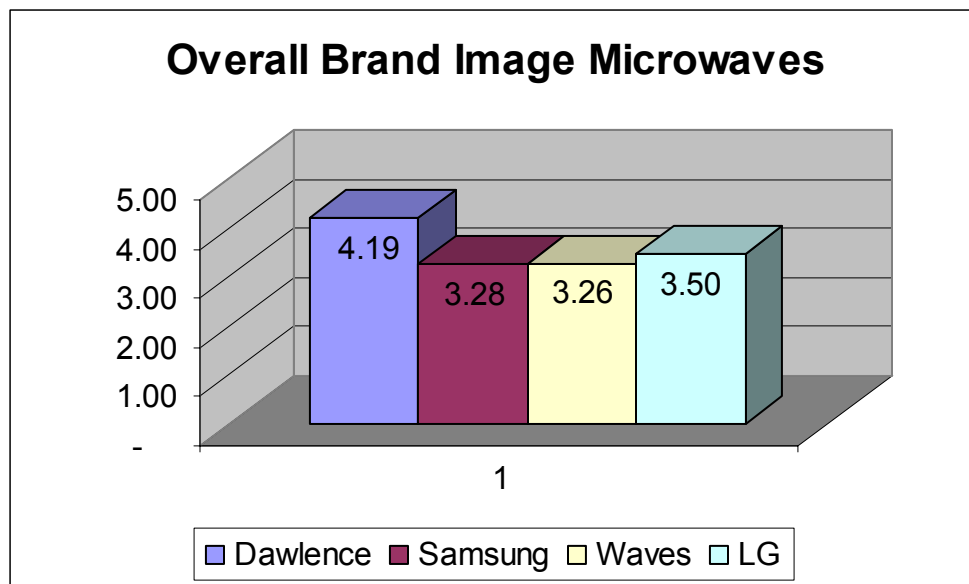
BRAND IMAGERY OF MICROWAVES

	Dawlance	Samsung	Waves	LG
Mean	4.43	3.29	3.37	3.60
Standard Error	0.07	0.06	0.09	0.08
Median	5.00	3.50	3.50	3.50
Mode	5.00	3.50	3.50	3.50
Standard Deviation	0.76	0.73	1.04	0.94
Sample Variance	0.57	0.53	1.08	0.89
Kurtosis	(0.81)	3.60	(0.15)	(0.97)

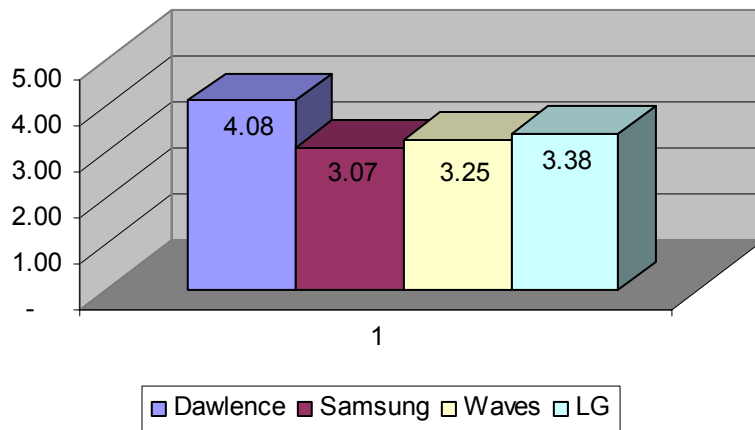
Skewness	(0.91)	(1.80)	(0.37)	0.29
Range	2.00	3.00	4.00	3.00
Minimum	3.00	1.00	1.00	2.00
Maximum	5.00	4.00	5.00	5.00
Sum	576.00	427.50	437.50	468.50
Count	130.00	130.00	130.00	130.00

GRAPHICAL REPRESENTATION

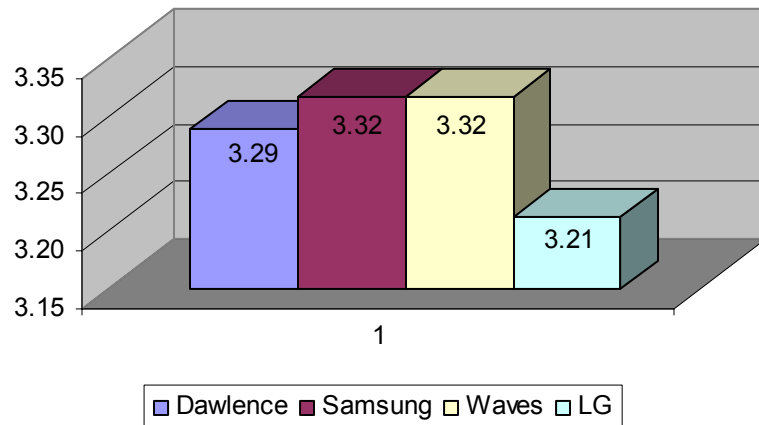
The Y-axis represents the overall mean rating of the respondents on a scale of (5-1). On the X-axis are various brands of the subject mobiles.

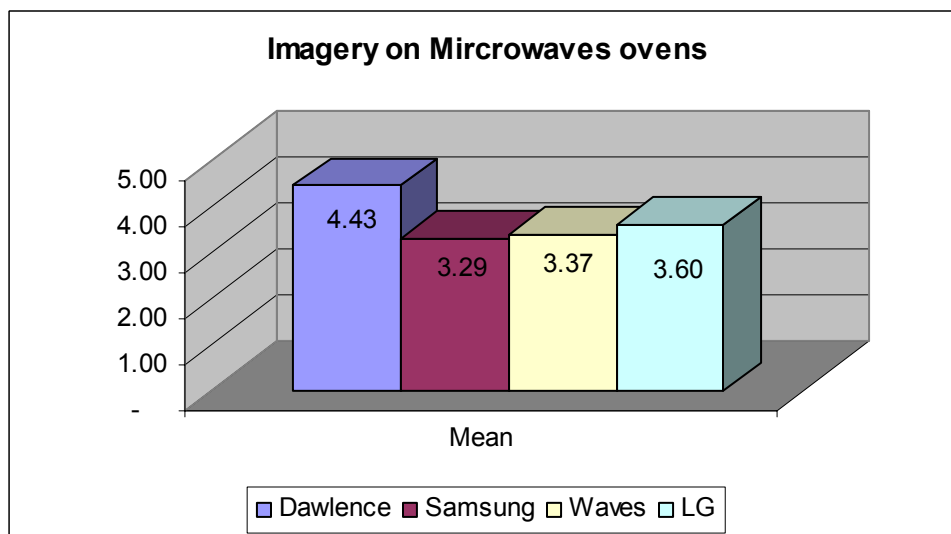
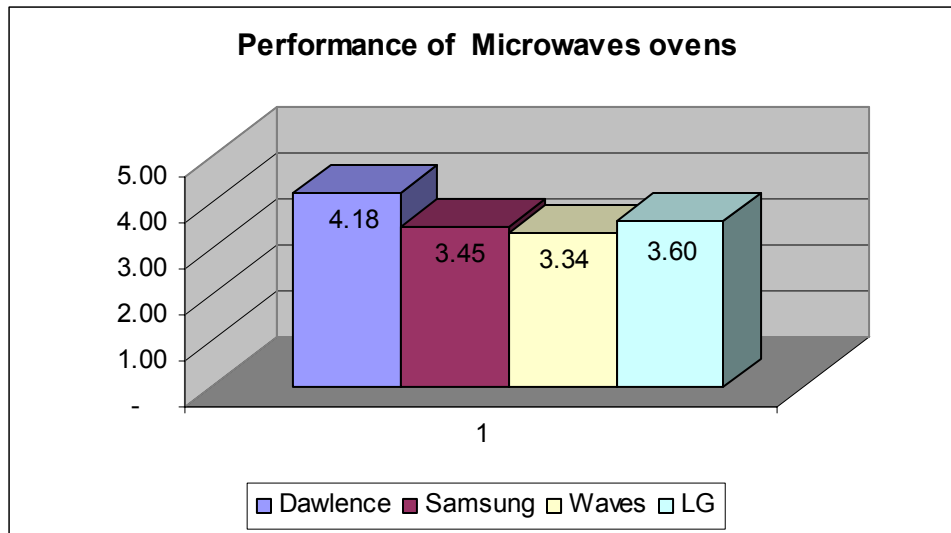


Usage of Microwaves



Judgment of Mircrowaves ovens





[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 \(Brand Image\)](#)

[Brand Awareness](#)

- Q1. Rate the microwaves ovens Dawlance, Samsung, Waves and LG. in terms of your awareness. (5 being high and 1 being low rating).
- Q2. Rate the microwaves ovens Dawlance, Samsung, Waves. You would consider buying. (5 being high and 1 being low rating).

Brand Usage

- Q3. Rate the microwaves ovens Dawlance, Samsung, Waves, and LG you are using from among the four brands only. (5 being high and 1 being low rating)
- Q4. Rate the four microwaves, 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 the four brands satisfy your needs? (5 being high and 1 being low rating).

Brand Performance

- Q7. Rate the trouble free running of the four brands. (5 being high and 1 being low rating).
- Q8. Which brands among those four brands have a higher degree of performance (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 of the four brands you could use on various occasions? (5 being high and 1 being low rating).