MARKET SNAP SHOT: A BRAND TRACKING SURVEY: WASHING MACHINES

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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 Washing Machines.**

METHODOLOGY
- **S**ample size was of 120 respondents
- **S**ample was drawn non-randomly
- **T**he 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 January 2007.
- **T**he 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)

- **T**he Determents 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 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 number nine and ten were used for measuring brand imagery.

<u>**MEASURES OF CENTRAL TENDENCIES**</u>

<u>**OVERALL BRAND IMAGE OF WASHING MACHINES**</u>

	LG	*Dawlance*	*Heir*	*Super Asia*
Mean	4.58	3.71	2.56	2.35
Standard Error	0.06	0.07	0.08	0.09
Median	4.80	4.00	2.30	1.80
Mode	4.80	4.00	2.10	1.70
Standard Deviation	0.68	0.74	0.82	0.96
Sample Variance	0.46	0.55	0.68	0.92
Kurtosis	3.80	5.19	0.03	(0.41)
Skewness	(2.24)	(2.13)	0.82	1.00
Range	2.50	3.40	3.40	3.20
Minimum	2.50	1.00	1.00	1.30
Maximum	5.00	4.40	4.40	4.50
Sum	550.10	445.30	307.50	281.60
Count	120.00	120.00	120.00	120.00

BRAND AWARENESS OF WASHING MACHINES

	LG	Dawlance	Heir	Super Asia
Mean	4.62	3.85	2.36	2.15
Standard Error	0.08	0.08	0.08	0.13
Median	5.00	4.00	2.00	1.50
Mode	5.00	4.50	2.00	1.00
Standard Deviation	0.93	0.86	0.92	1.40
Sample Variance	0.86	0.74	0.85	1.96
Kurtosis	4.81	3.51	(0.56)	(0.58)
Skew ness	(2.45)	(1.94)	0.59	1.00
Range	3.50	3.50	3.50	4.00
Minimum	1.50	1.00	1.00	1.00
Maximum	5.00	4.50	4.50	5.00
Sum	554.00	461.50	283.50	258.00
Count	120.00	120.00	120.00	120.00

BRAND USAGE OF WASHING MACHINES

	LG	Dawlance	Heir	Super Asia
Mean	4.59	3.83	2.49	2.49
Standard Error	0.08	0.09	0.10	0.10
Median	5.00	4.00	2.00	2.00
Mode	5.00	4.50	1.50	1.50
Standard Deviation	0.85	1.02	1.10	1.10
Sample Variance	0.73	1.04	1.21	1.21
Kurtosis	2.41	0.80	(0.38)	(0.38)
Skewness	(1.96)	(1.20)	0.70	0.70
Range	3.00	4.00	4.00	4.00
Minimum	2.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00
Sum	551.00	459.00	299.00	299.00
Count	120.00	120.00	120.00	120.00

BRAND JUDGMENT OF WASHING MAHCINES

	LG	Dawlance	Heir	Super Asia
Mean	4.70	3.63	2.45	2.25
Standard Error	0.06	0.08	0.09	0.09

Median	5.00	4.00	2.00	2.00
Mode	5.00	4.00	2.00	1.50
Standard Deviation	0.69	0.85	1.03	1.04
Sample Variance	0.47	0.72	1.06	1.08
Kurtosis	4.02	2.04	(0.92)	0.05
Skewness	(2.29)	(1.51)	0.40	1.04
Range	2.50	3.50	3.50	3.50
Minimum	2.50	1.00	1.00	1.00
Maximum	5.00	4.50	4.50	4.50
Sum	564.50	435.00	294.50	269.50
Count	120.00	120.00	120.00	120.00

BRAND PERFORMANCE OF WASHING MACHINES

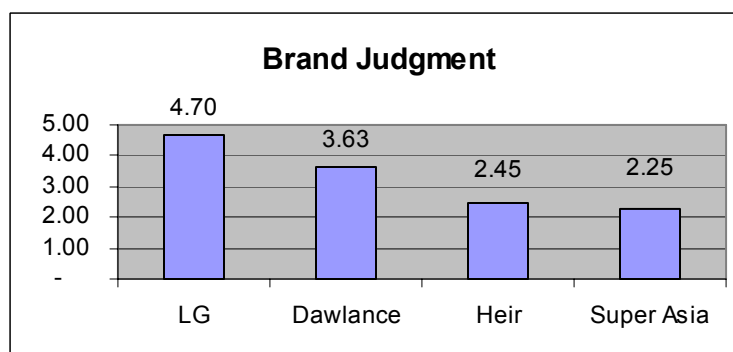|	LG	Dawlance	Hier	Suprer Asia
Mean	3.77	3.77	2.71	2.71
Standard Error	0.07	0.07	0.11	0.11
Median	4.00	4.00	2.50	2.50
Mode	4.00	4.00	2.00	2.00
Standard Deviation	0.73	0.73	1.16	1.16
Sample Variance	0.53	0.53	1.34	1.34
Kurtosis	6.68	6.68	(0.95)	(0.95)
Skewness	(2.39)	(2.39)	0.20	0.20
Range	3.50	3.50	4.00	4.00
Minimum	1.00	1.00	1.00	1.00
Maximum	4.50	4.50	5.00	5.00
Sum	452.00	452.00	325.00	325.00
Count	120.00	120.00	120.00	120.00

BRAND IMAGERY OF WASHING MAHCINES

	LG	Dawlance	Heir	Super Asia
Mean	4.72	3.49	2.80	2.14
Standard Error	0.05	0.07	0.07	0.12
Median	5.00	3.50	3.00	1.50
Mode	5.00	4.00	3.00	1.00
Standard Deviation	0.60	0.73	0.77	1.36
Sample Variance	0.36	0.53	0.59	1.84
Kurtosis	3.12	3.54	(0.17)	0.17

Skewness	(2.13)	(1.60)	(0.40)	1.23
Range	2.00	3.50	3.00	4.00
Minimum	3.00	1.00	1.00	1.00
Maximum	5.00	4.50	4.00	5.00
Sum	566.50	419.00	335.50	256.50
Count	120.00	120.00	120.00	120.00

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 washing machines.

Brand Awareness

LG	Dawlance	Heir	Super Asia
4.62	3.85	2.36	2.15

Brand Usage

LG	Dawlance	Heir	Super Asia
4.59	3.83	2.49	2.49

Brand Judgment

LG	Dawlance	Heir	Super Asia
4.70	3.63	2.45	2.25

Brand Performance

	LG	Dawlance	Heir	Super Asia
	3.77	3.77	2.71	2.71

(Values: 5.00, 4.00, 3.00, 2.00, 1.00)

Brand Imagery

LG	Dawlance	Heir	Super Asia
4.72	3.49	2.80	2.14
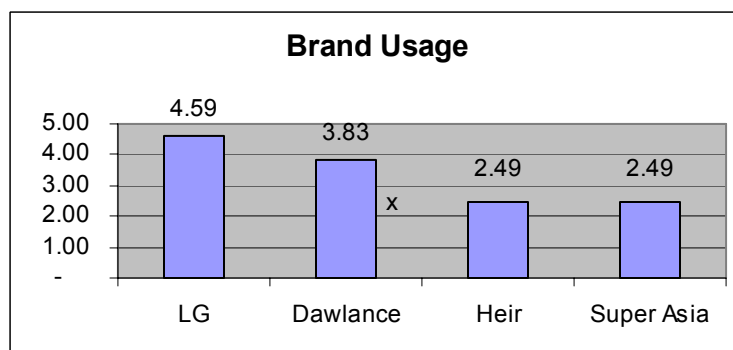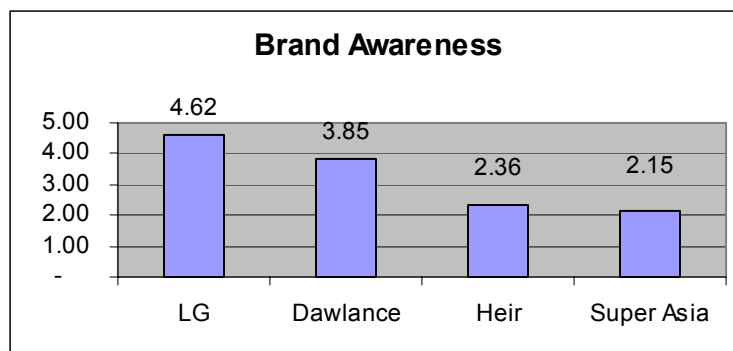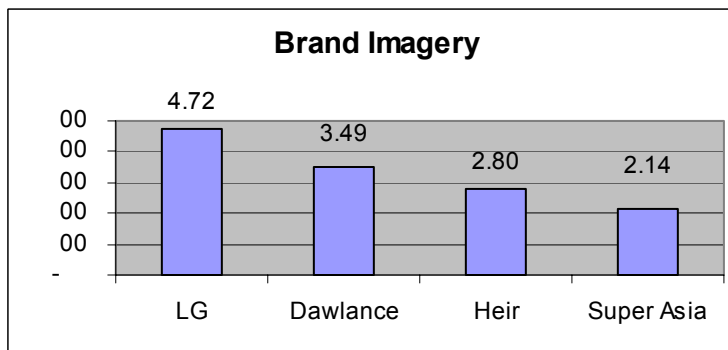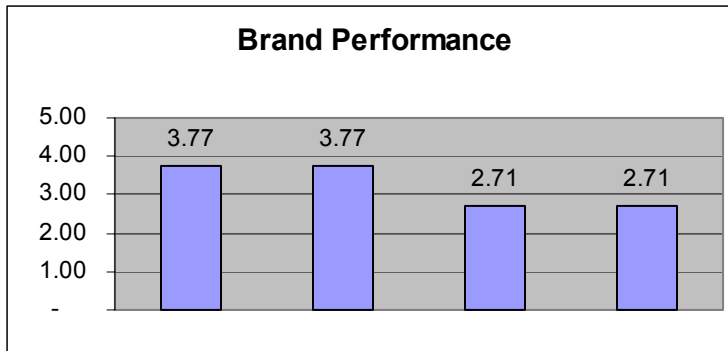
REFERENCE

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.   **R**ate the washing machines LG, Dawlance, Hier, and Super Asia in terms of your awareness. (5 being high and 1 being low rating**)**

Q2.   **R**ate the washing machines LG, Dawlance, Hier, and Super Asia, you would consider buying.   (5 being high and 1 being low rating**)**

Brand Usage

Q3.   **R**ate the washing machines LG, Dawlance, Hier, and Super Asia, you are using from among the four brands only. (5 being high and 1 being low rating)

Q4.   **R**ate the four washing machines that you would prefer to use? (5 being high and 1 being low rating)

Brand Judgment

Q5.   **H**ow favorable is your attitude towards these four brands? (5 being high and 1 being low rating)

Q6**.**   **H**ow well the four brands satisfy your needs? (5 being high and 1 being low rating)

Performance

Q7.   **R**ate the trouble free running of the four brands. (5 being high and 1 being low rating)

Q8**.**   **W**hich brands among those four brands have a higher degree of performance (5 being high and 1 being low rating)

Brand Imagery

Q9**.**   **W**hich brand do you think brings pleasant memory? (5 being high and 1 being low rating)

Q10.   **W**hich of the four brand you could use on various occasions? (5 being high and 1 being low rating)