

MARKET SNAPSHOT A BRAND TRACKING SURVEY OF CELLULAR PHONES

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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 Mobiles (cellular phones)**

METHODOLOGY

- Sample size was of 115 respondents
- Sample was drawn non-randomly
- The consumers were selected from 20 different shops located at Abdullah Haroon Road, one of the largest mobile markets and according to an estimate the number of mobile phone retailers in that area are about 750. Date of survey was September 2005.

- Brand image was measured through a close ended questionnaire. The scale of measurement was five to one: five being highly acceptable, and one being least acceptable.

- 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 us

Brand usage is the action parameter for any brand. It determines the level of consumer satisfaction and it reflects overall consumer behavior towards a brand. It estimates consumer loyalty and 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 encompasses aspects of the brand that augment these characteristics. Question numbers 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.

MEASURE OF CENTRAL TENDENCIES

BRAND EQUITY (OVERALL BASIS)

Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	4.26	3.65	3.43	2.50
Standard Error	0.07	0.07	0.09	0.10
Median	4.40	3.65	3.50	2.40
Mode	5.00	4.00	3.00	2.50
Standard Deviation	0.70	0.75	0.93	1.04
Sample Variance	0.50	0.56	0.86	1.07
Kurtosis	1.46	(0.62)	(1.12)	(0.72)
Skew ness	(1.22)	(0.13)	(0.17)	0.39

BRAND AWARENESS

Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	4.37	3.53	3.41	2.82
Standard Error	0.08	0.09	0.10	0.12
Median	4.50	3.50	3.50	3.00
Mode	5.00	4.00	4.00	3.00
Standard Deviation	0.84	0.96	1.04	1.25
Sample Variance	0.71	0.91	1.09	1.57
Kurtosis	2.14	(0.19)	(0.85)	(1.14)
Skewness	(1.49)	(0.54)	(0.26)	(0.08)

BRAND USAGE

Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	4.31	3.43	3.25	2.54
Standard Error	0.09	0.10	0.11	0.12
Median	5.00	3.50	3.50	2.00
Mode	5.00	4.00	3.00	1.00
Standard Deviation	0.97	1.11	1.18	1.33
Sample Variance	0.94	1.24	1.39	1.78
Kurtosis	1.67	(0.92)	(0.98)	(1.07)
Skew ness	(1.51)	(0.25)	(0.18)	0.45

BRAND JUDGMENT

Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	2.32	4.00	3.69	2.37
Standard Error	0.11	0.08	0.10	0.11
Median	2.50	4.00	3.50	2.00
Mode	1.00	5.00	5.00	2.00
Standard Deviation	1.14	0.86	1.08	1.15
Sample Variance	1.29	0.74	1.16	1.32
Kurtosis	(0.47)	(0.04)	(0.91)	(0.49)
Skew ness	0.58	(0.68)	(0.32)	0.62

BRAND PERFORMANCE

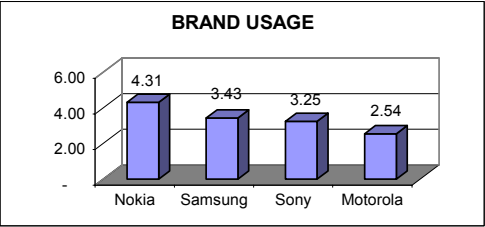
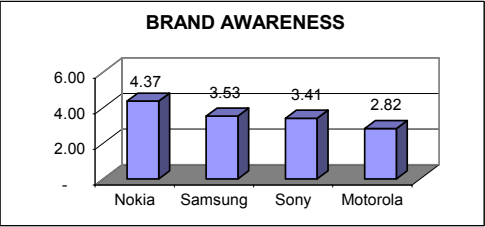
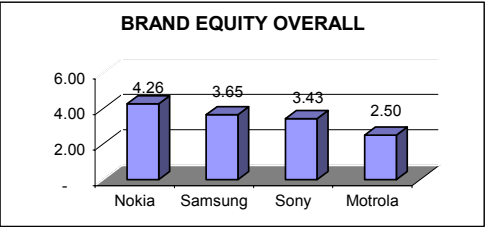
Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	2.44	3.46	3.14	2.53
Standard Error	0.13	0.10	0.12	0.13
Median	2.00	3.50	3.00	2.00
Mode	1.00	4.00	4.00	1.00
Standard Deviation	1.38	1.09	1.26	1.37
Sample Variance	1.90	1.18	1.58	1.88
Kurtosis	(1.06)	(0.44)	(1.16)	(1.11)
Skew ness	0.54	(0.41)	(0.12)	0.49

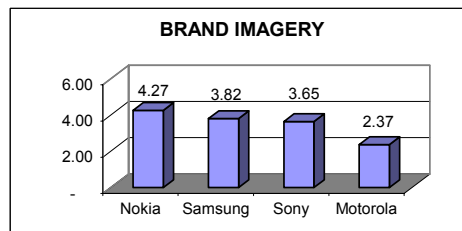
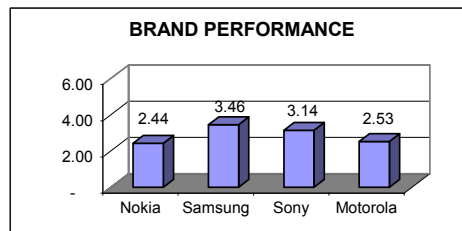
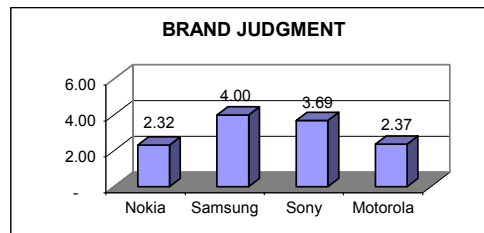
BRAND IMAGERY

Scores	<i>Nokia</i>	<i>Samsung</i>	<i>Sony</i>	<i>Motorola</i>
Mean	4.27	3.82	3.65	2.37
Standard Error	0.08	0.08	0.10	0.11
Median	4.50	4.00	4.00	2.00
Mode	5.00	4.00	5.00	2.00
Standard Deviation	0.87	0.89	1.05	1.15
Sample Variance	0.75	0.80	1.10	1.32
Kurtosis	1.26	0.20	(0.80)	(0.49)
Skew ness	(1.26)	(0.70)	(0.36)	0.62

GRAPHICAL REPRESENTATION

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





REFERENCE

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

APPENDIX

DIMENSIONS AND SUB DIMENSIONS OF THE QUESTIONNARE ON Brand Tracking Survey (Brand Image)

Brand Awareness

Q1. Rate the mobiles Nokia, Samsung, Sony Ericsson, Motorola in terms of your awareness. (5 being high and 1 being low rating)

Q2. Rate the mobiles Nokia, Samsung, Sony Ericsson, Motorola you would consider buying. (5 being high and 1 being low rating)

Brand Usage

Q3. Rate the mobile you are using from among the four brands only. (5 being high and 1 being low rating)

Q4. Rate the four mobile 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 the four brands satisfy your needs? (5 being high and 1 being low rating)

Brand Performance

Q7. Rate the quality of outdoor reception of the four brands. (5 being high and 1 being low rating)

Q8. Which mobile among those four brands have sharp indoor reception. (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 you would like to carry most.? (5 being high and 1 being low rating)

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(Research Section)

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For periodicals

Baumol, W.J., 1982, Applied fairness theory and rational policy, American Economic Review, 72(4): 639-651.

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