MARKET SNAP SHOT: A BRAND TRACKING SURVEY
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In every issue we present customer brands' perceptions of products. This pictorial snap is based on the five tested and validated variables of brand equity. The current issue contains the **Brand Image of Automobile.**

METHODOLOGY

·   Sample size was of 32 respondents.
·   Samples were drawn from the dealers located at P.E.C.H.S. Khalid Bin Waleed Road.
·   The subject area is one of the largest car dealers' market in Karachi. There are about 225 car dealers in the area. Date of survey was January 22 and 23, 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. Dealers were asked about customers perception of brand equity components of four leading brands.

·   **The Determinants of Brand equity were:**

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. (Keller, 2004). 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 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). 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. (Keller, 2004) 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 meets customers' functional needs. It refers to the intrinsic properties of the brand in terms of inherent product or service traits. It features and encompass aspects of the brand that

augment these characteristics. (Keller, 2004). 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.

MEASURE OF CENTRAL TENDENCIES

OVERALL BRAND EQUITY

	Suzuki Baleno	*Toyota Corolla*	*Honda Accord*	*Hyundai Spectra*
Mean	3.96	4.48	4.03	1.48
Standard Error	0.10	0.05	0.10	0.09
Median	4.00	4.55	4.20	1.30
Mode	4.20	4.70	4.40	1.00
Standard Deviation	0.55	0.30	0.55	0.50
Sample Variance	0.30	0.09	0.31	0.25
Kurtosis	(0.70)	(0.16)	(1.06)	(0.73)
Skew ness	(0.32)	(0.67)	(0.35)	0.77

BRAND AWARENESS

	Suzuki Baleno	*Toyota Corolla*	*Honda Accord*	*Hyundai Spectra*
Mean	2.93	4.17	3.97	2.41
Standard Error	0.08	0.07	0.08	0.08
Median	3.00	4.50	4.50	2.00
Mode	3.00	5.00	5.00	2.00
Standard Deviation	1.12	0.94	1.10	1.09
Sample Variance	1.25	0.89	1.21	1.19
Kurtosis	(0.83)	1.61	0.45	(0.34)
Skew ness	(0.32)	(1.35)	(1.10)	0.56

BRAND USAGE

	Suzuki Baleeno	*Toyota Corolla*	*Honda Accord*	*Hyundai Spectra*
Mean	2.70	3.83	3.61	2.12
Standard Error	0.08	0.08	0.08	0.08
Median	3.00	4.00	3.50	2.00
Mode	3.00	5.00	3.00	1.00
Standard Deviation	1.04	1.06	1.02	1.08
Sample Variance	1.08	1.13	1.03	1.18
Kurtosis	(0.95)	(0.28)	(0.08)	0.41
Skew ness	(0.35)	(0.68)	(0.44)	0.96

BRAND JUDGMENT

	Suzuki Baleeno	Toyota Corolla	Honda Accord	Hyundai Spectra
Mean	2.83	4.45	4.16	2.33
Standard Error	0.08	0.20	0.08	0.09
Median	3.00	4.50	4.50	2.00
Mode	3.00	5.00	5.00	1.00
Standard Deviation	1.08	2.61	1.10	1.19
Sample Variance	1.16	6.82	1.21	1.42
Kurtosis	(0.54)	63.11	1.93	(0.56)
Skew ness	(0.14)	7.37	(1.59)	0.64

BRAND PERFORMANCE

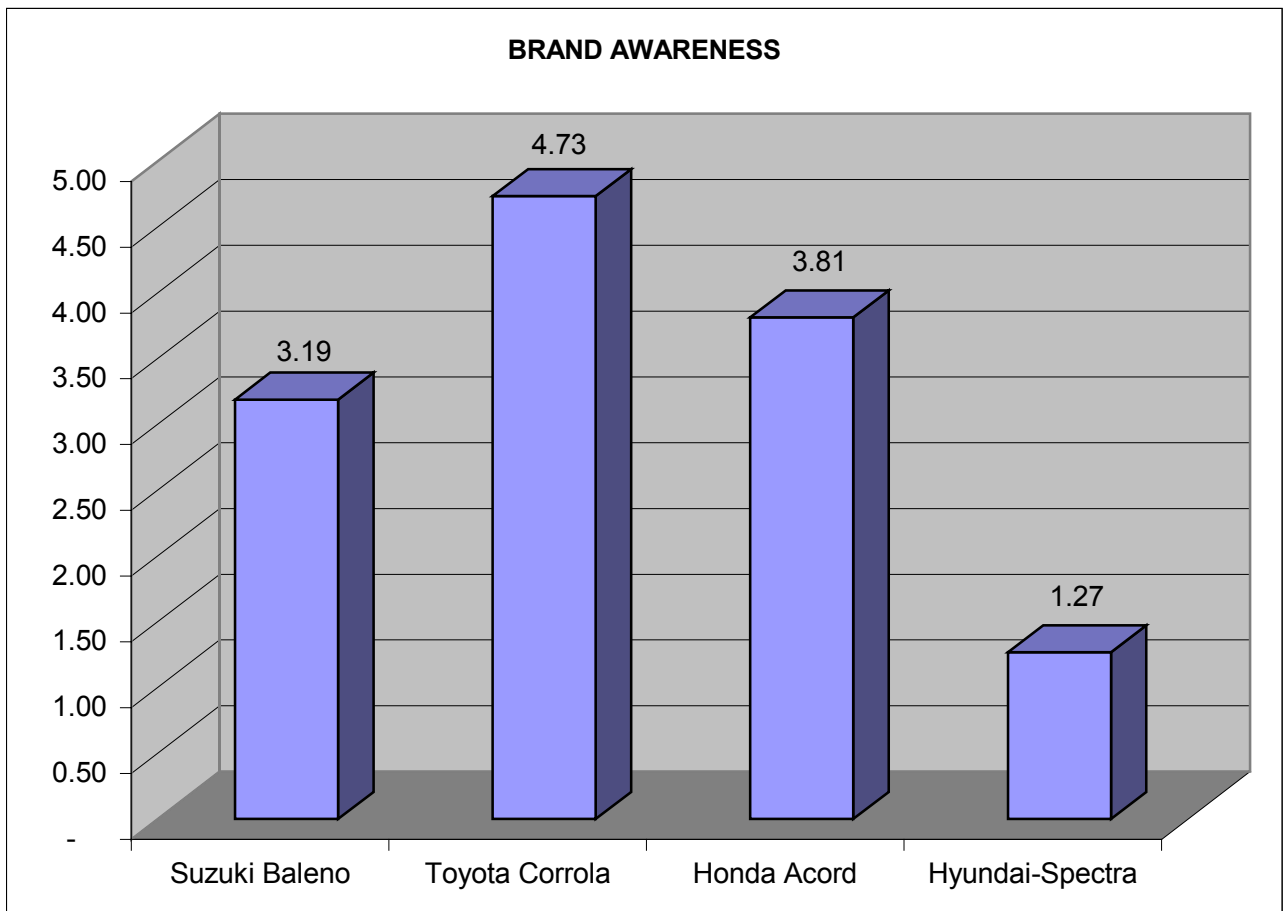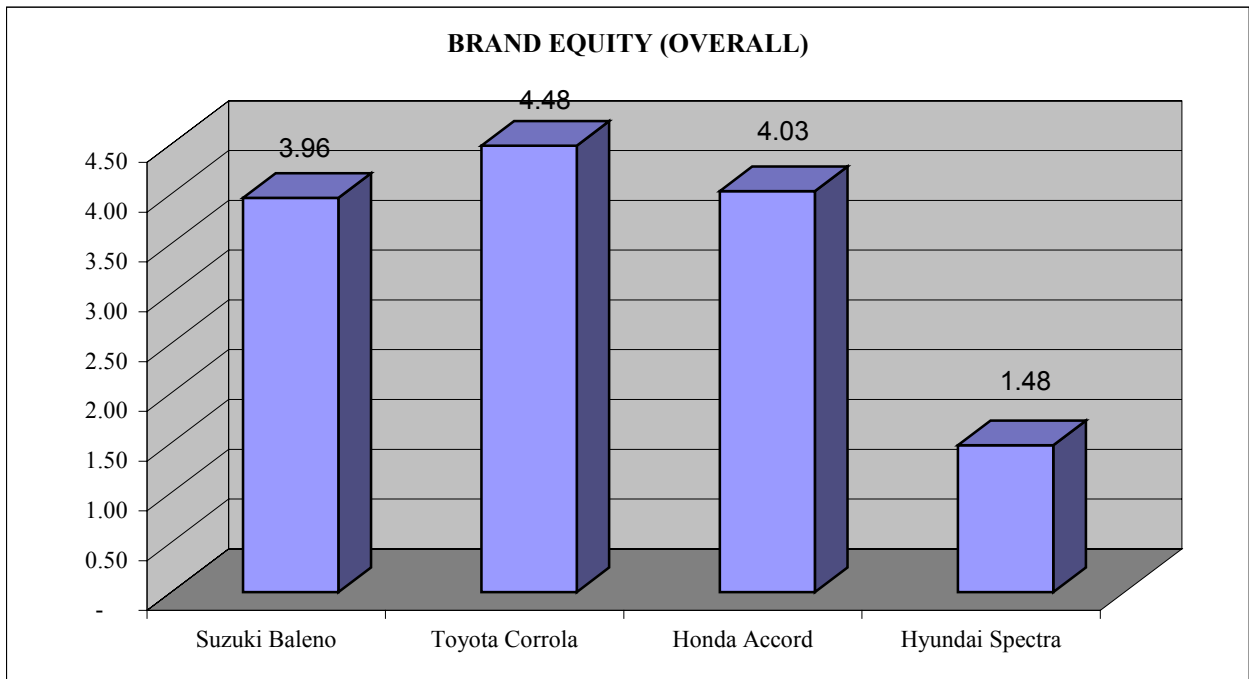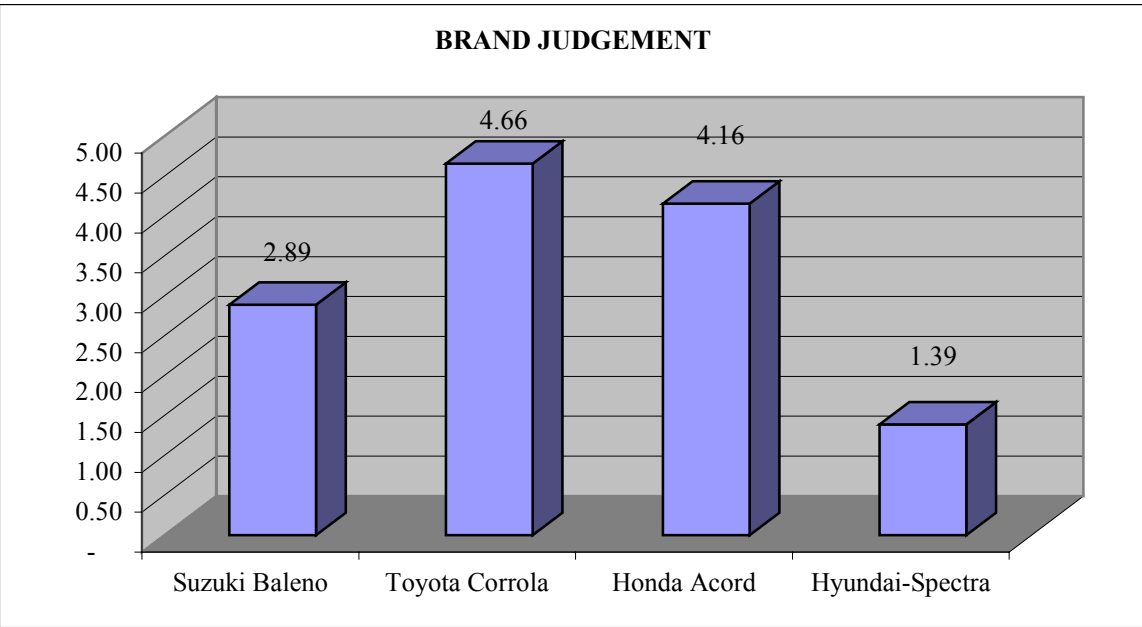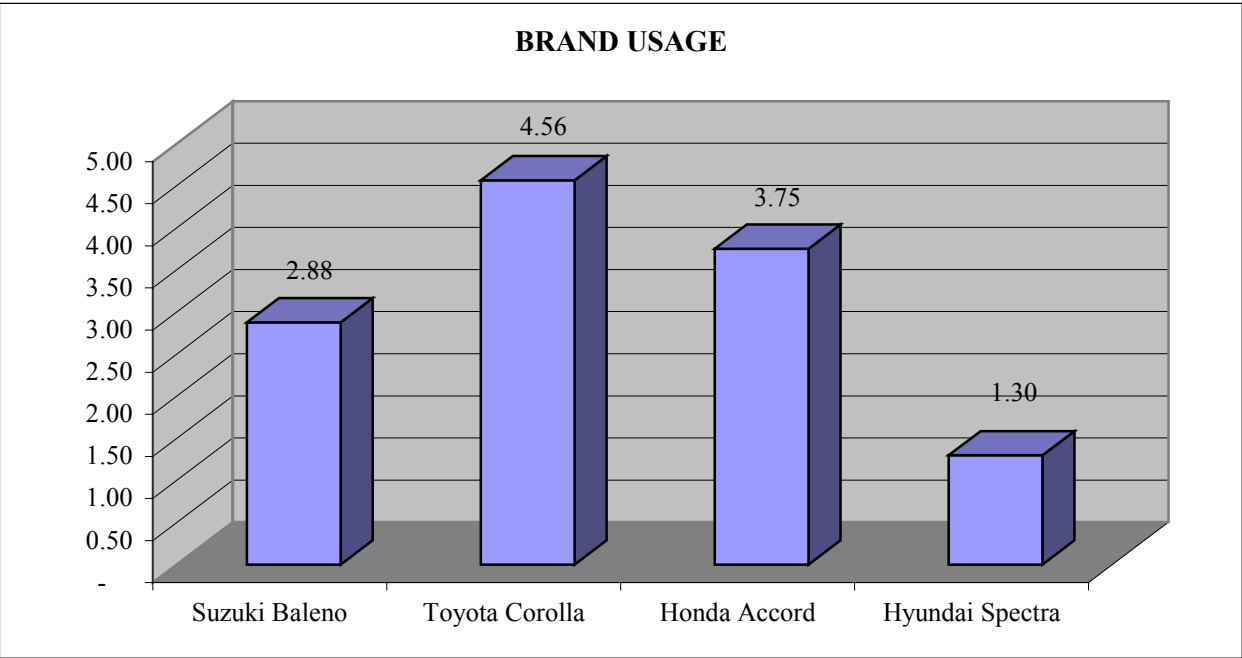|	Suzuki Baleeno	Toyota Corolla	Honda Accord	Hyundai Spectra
Mean	3.254	3.666	3.52	2.663
Standard Error	0.066	0.079	0.079	0.082
Median	3.5	4	3.5	3
Mode	3	4	3	3
Standard Deviation	0.874	1.039	1.047	1.08
Sample Variance	0.764	1.079	1.096	1.167
Kurtosis	-0.21	0.317	0.248	-0.47
Skew ness	-0.26	-0.78	-0.49	0.122

BRAND IMAGERY

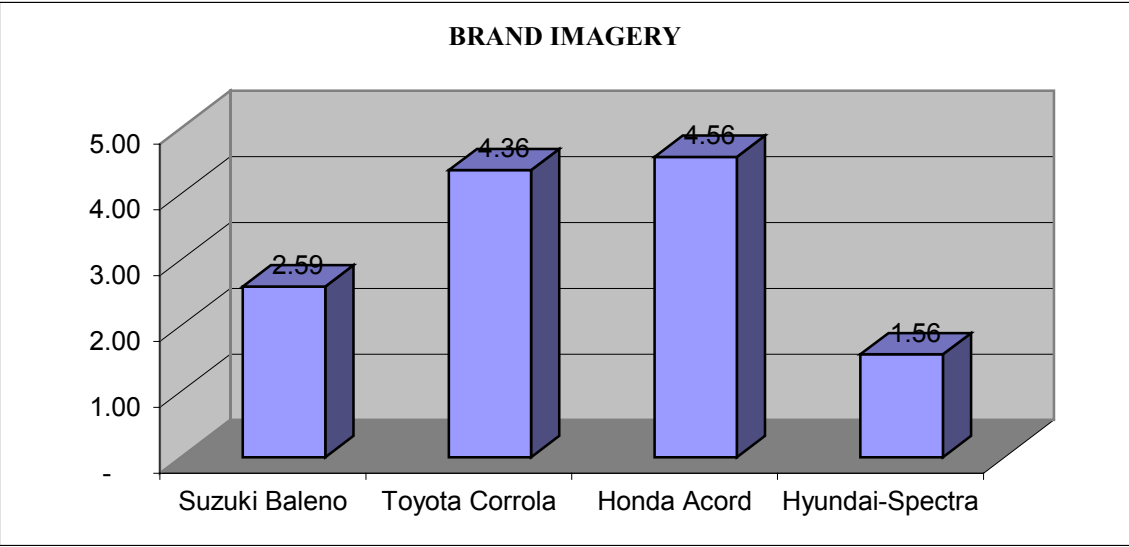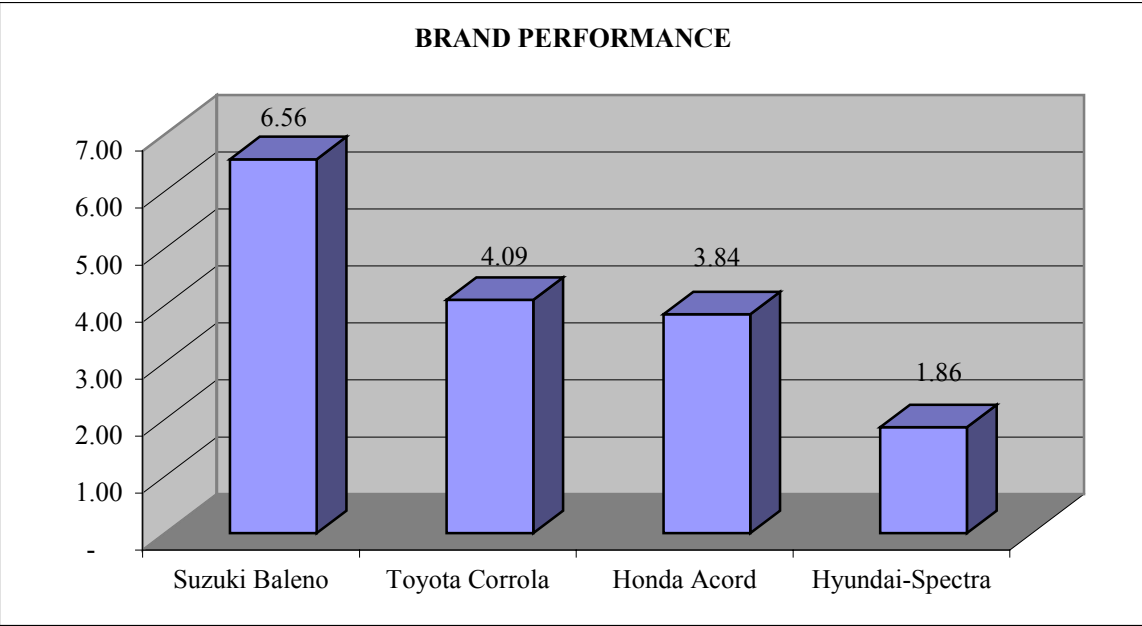|	Suzuki Baleeno	Toyota Corolla	Honda Accord	Hyundai Spectra
Mean	2.90	4.01	4.03	2.44
Standard Error	0.09	0.09	0.09	0.08
Median	3.00	4.50	4.50	2.50
Mode	3.00	5.00	5.00	1.00
Standard Deviation	1.22	1.13	1.18	1.08
Sample Variance	1.49	1.28	1.40	1.16
Kurtosis	(1.00)	(0.01)	0.26	(0.63)
Skew ness	(0.03)	(1.01)	(1.11)	0.23

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 cars.

BRAND EQUITY (OVERALL)

Brand	Rating
Suzuki Baleno	3.96
Toyota Corrola	4.48
Honda Accord	4.03
Hyundai Spectra	1.48

BRAND AWARENESS

Brand	Rating
Suzuki Baleno	3.19
Toyota Corrola	4.73
Honda Acord	3.81
Hyundai-Spectra	1.27

BRAND USAGE

Brand	Value
Suzuki Baleno	2.88
Toyota Corolla	4.56
Honda Accord	3.75
Hyundai Spectra	1.30

BRAND JUDGEMENT

Brand	Value
Suzuki Baleno	2.89
Toyota Corrola	4.66
Honda Acord	4.16
Hyundai-Spectra	1.39

BRAND PERFORMANCE

Brand	Value
Suzuki Baleno	6.56
Toyota Corrola	4.09
Honda Acord	3.84
Hyundai-Spectra	1.86

BRAND IMAGERY

Brand	Value
Suzuki Baleno	2.59
Toyota Corrola	4.36
Honda Acord	4.56
Hyundai-Spectra	1.56

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 automobiles Suzuki Baleno, Toyota Corolla, Honda Accord, Hyundai Spectra in terms of your awareness. (5 being high and 1 being low rating**)**

Q2.   Rate the Suzuki Baleno, Toyota Corolla, Honda Accord, Hyundai Spectra you would consider buying.   (5 being high and 1 being low rating**)**

Brand Usage

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

Q4**.**   Rate the four automobile 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 safe and smooth drive ness of the four brands. (5 being high and 1 being low rating)

Q8.   Which automobiles of those four brands have is engineering excellence.   (5 being high and 1 being low rating)

Brand Imagery

Q9. Which brand do you think brings pleasant memory? (7 being high and 1 being low rating)

Q10. Which brand among these brands you would like to own and drive all the time.? (5 being high and 1 being low rating)