

MARKET SNAP SHOT: A BRAND TRACKING SURVEY
TARIQ JALEES
College of Management Science
PAF-Karachi Institute of Economics and Technology

In every issue we are going to present different brands' perceptions. This pictorial snap would be based on the five tested and validated variables of brand equity. The current issue contains the **brand image of television**:

METHODOLOGY

- Sample size was of 120 respondents
- Sample were drawn non-randomly
- The consumers were selected from 20 different shops located at Abdullah Harroon Road. It is one of the largest electronic equipment markets and according to an estimate the number of television shops in that area are about 75. Date of survey was March 2005.
- The brand image was measured through closed ended questionnaire. The scale of measurement was seven to one. Seven being the highly acceptable, and one being least acceptable.
- **The Determents 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 there opinions. (Keller, 2004) Question numbers five and six were used for measuring the 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). Question number seven and eight were used for measuring brand performance.

e. Brand Imagery

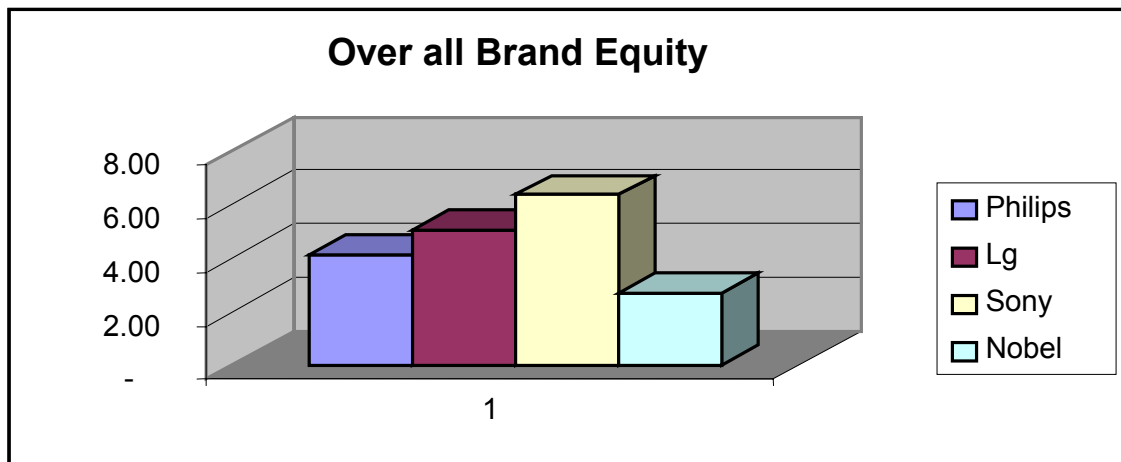
Brand imagery deals with the extrinsic properties of the product or service including the ways in which the brand attempts to meet customers' psychological and social needs. Brand imagery is how people think about a brand abstractly, rather than what they think the brand actually does (Keller, 2004). Question numbers nine and ten were used for measuring brand imagery.

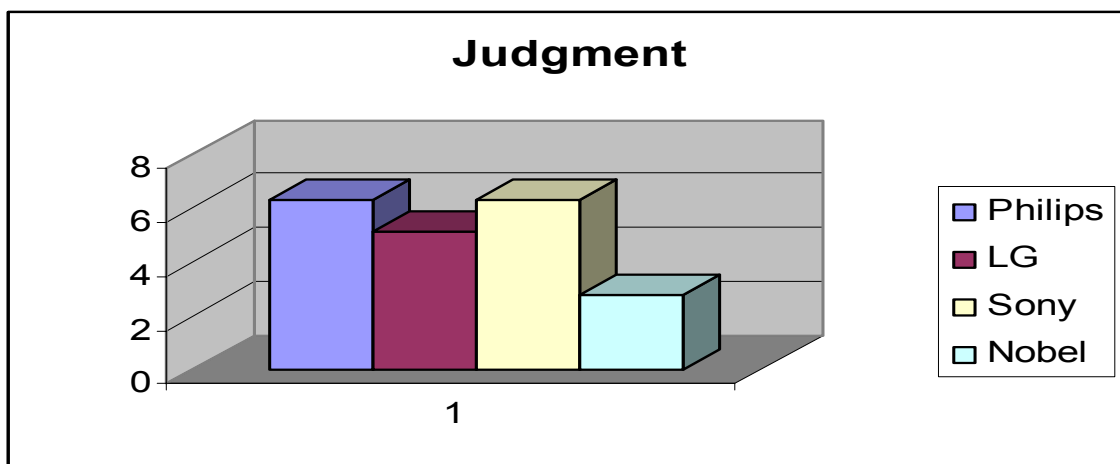
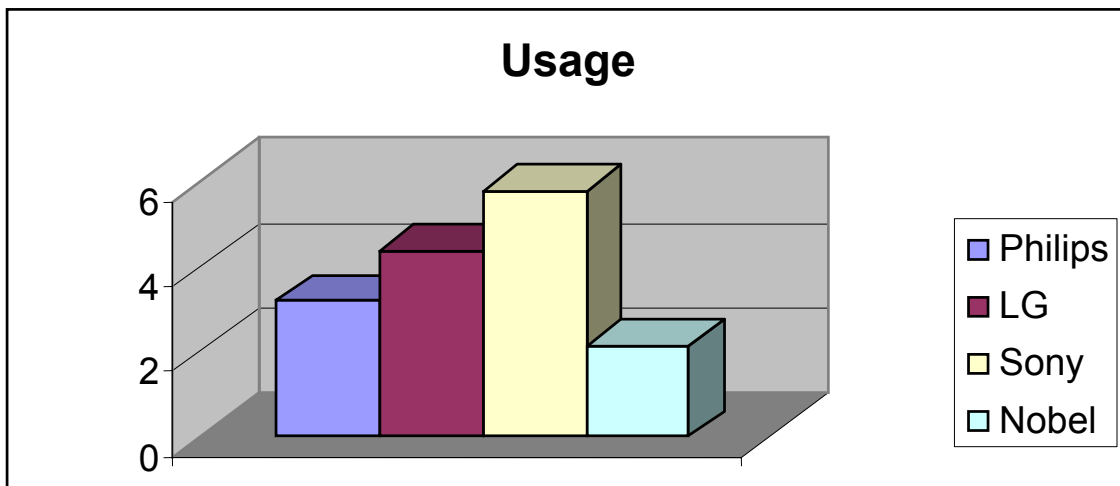
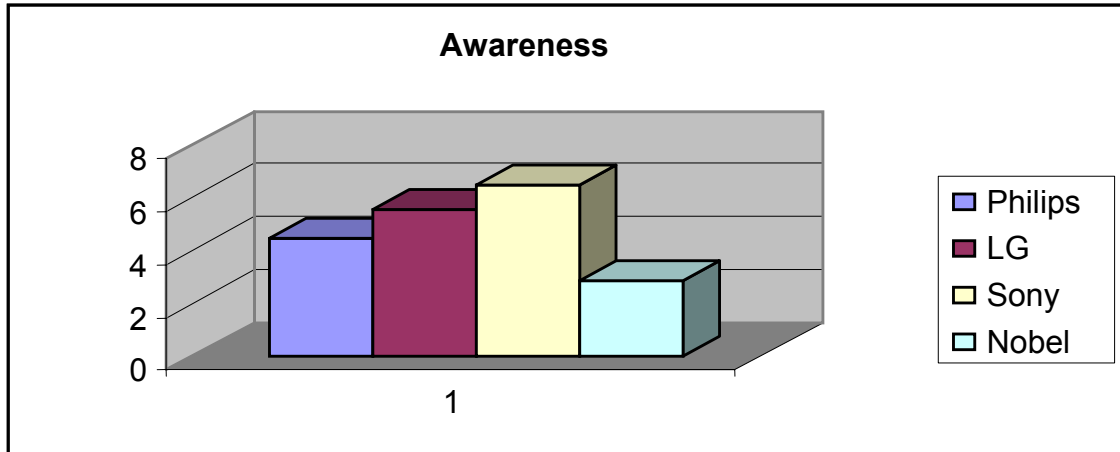
MEASURE OF CENTRAL TENDENCIES ; OVERALL BRAND EQUITY

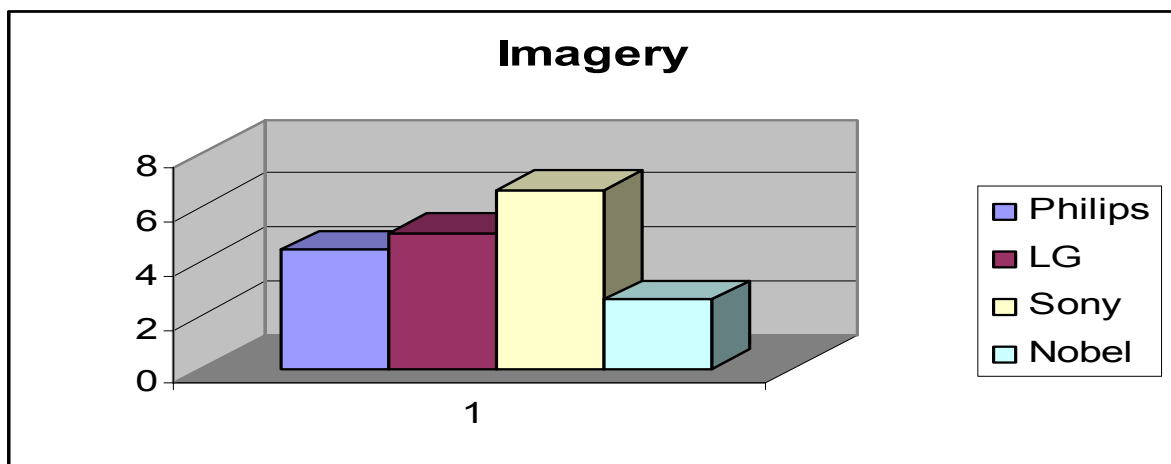
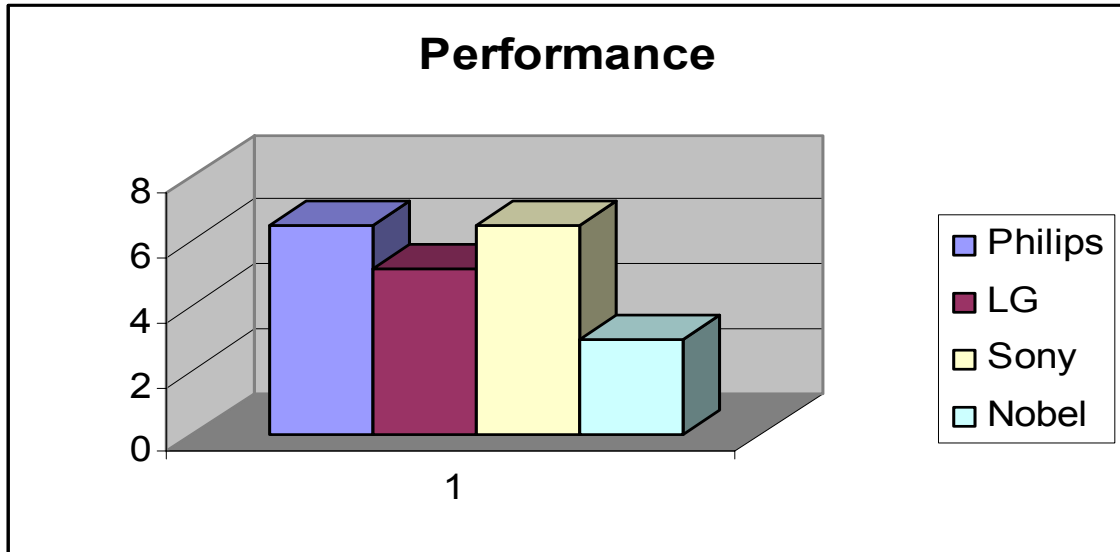
	<i>Sony</i>	<i>LG</i>	<i>Philips</i>	<i>Nobel</i>
Mean	6.36	5.06	4.13	2.67
Standard Error	0.12	0.18	0.19	0.17
Median	6.80	5.20	4.35	2.60
Mode	7.00	5.10	5.10	2.00
Std. Deviation	0.85	1.29	1.35	1.18
Sample Variance	0.71	1.66	1.81	1.40
Kurtosis	0.14	0.98	(0.70)	2.12
Skew ness	(1.20)	(1.04)	(0.35)	1.13

GRAPHICAL REPRESENTATION

The X axis represents the overall rating of the respondents on a scale of (7-1). On the Y axis are various brands of the subject televisions.







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 televisions Sony, LG, Philips, Nobel in terms of your awareness. (7 being high and 1 being low rating)
- Q2. Rate the television you would consider buying among there four brand? (7 being high and 1 being low rating)

Brand Usage

- Q3. Rate the television you are using from among there four brands only (7 being high and 1 being low rating)
- Q4. Rate the television among there from brands you would prefer to use? (7 being high and 1 being low rating)

Brand Judgment

- Q5. How favorable is your attitude towards there four brands? (7 being high and 1 being low rating)
- Q6. How well the following televisions within these four brands? (7 being high and 1 being low rating)

Brand Performance

- Q7. Which television among these four brand has a sharp reception? (7 being high and 1 being low rating)
- Q8. Which television among those four brands set has a good color resolution? (7 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 television among these brands do you like most in your TV lounge? (7 being high and 1 being low rating)