A STUDY ON BRAND PERCEPTION IN ELECTRONICS INDUSTRY

Yesha.N[1] and William Robert.P[2]

[1]MBA Student, Saveetha School of Management, India, yeshanarayanan@gmail.com

[2]Asst.Professor, Saveetha School of Management, India, william29robert@gmail.com

ABSTRACT: The study titled, "A Study On Brand Perception In Electronics Industry" focuses on the level of awareness and perception customers have about for a brand. For the purpose of the study, an electronics company 's customers were surveyed for a period of two months. The tools used for analysis are frequencies test, mean analysis, independent sample T – Test and ANOVA. At the end of the study, it was found that factors such as quality, warranty, brand image influenced customer's perception of the brand. Some findings about the customer demographics were also found

Keywords: Brand Perception, Satisfaction, Brand Awareness

1. INTRODUCTION

Brand perception alludes to the degree to which clients can review or perceive a brand. Brand awareness is a key thought in customer conduct, promoting administration, mark administration and methodology advancement. The shopper's capacity to perceive or review a brand is key to obtaining basic leadership. Acquiring can't continue except if a buyer is first mindful of an item class and a brand inside that classification. Perception does not really imply that the purchaser must have the capacity to review a particular brand name, however he or she should have the capacity to review adequate distinctive highlights for acquiring to continue.

Distinctive kinds of brand awareness have been distinguished, in particular brand review and brand acknowledgment. These distinctive kinds of awareness work in on a very basic level diverse ways and this has essential ramifications for the buy choice process and for advertising interchanges. Brand perception is firmly identified with ideas, for example, the evoked set and thought set which portray particular parts of the purchaser's buy choice. Purchasers are accepted to hold somewhere in the range of three and seven brands in their thought set over an expansive scope of item classes. Buyers will ordinarily buy one of the best three brands in their thought set. Brand awareness is a key pointer of a brand's aggressive market execution. Given the significance of brand awareness in customer obtaining choices, advertisers have built up various measurements intended to quantify mark mindfulness and different measures of brand wellbeing. These measurements are on the whole known as Awareness, Attitudes and Usage (AAU) measurements. Product packaging is an important means for communicating product and brand benefits. Research suggests that visual metaphors may be particularly suited in this context, however, the conditions under which metaphors are effective are not yet well understood. . Getting consumer's attention to package design by means of a visual packaging cue can be equally or even more effective for enhancing consumer appreciation and steering brand personality perceptions.

Hoyer, W. D., & Brown, S. P. (1990) conducted a controlled experiment to know the role of brand awareness in the consumer decision making process. It was found that people with no brand awareness tend to see more brands and then select high quality brand in the final stage. Thus, consumers are willing to pay a price when there are differences among various brands.

Percy, L., & Rossiter, J. R. (1992) developed a model to support advertising strategy. Through this model, a distinction was found between recall brand awareness and brand perception. Brand attitude strategy was seen as an interaction between a consumers' purchase decision and his motivation to purchase.

Oh, H. (2000). has formed a customer value framework with the lodging products along with an extended model. This model incorporates the concept of brand awareness compared to price fairness or product class. The traditional customer value process was found useful by the authors. In customer value process, price fairness and brand awareness concepts were found to play important roles. Futher managerial implications were also discussed here.

This study by Huang, R., & Sarigöllü, E. (2014) investigates brand perception from three perspectives through survey data. First, it attempts to find the relation of brand awareness with brand outcome. Secondly, the relation of brand awareness with brand equity was explored. Lastly, the marketing mix elements and its impact on brand awareness was investigated. It was found that experience contributed to brand awareness. Also, a positive relation was found between brand equity and brand awareness. Finally, the study also found the impact of price promotion and distribution in building brand awareness.

Chi, H. K., et al (2009) study was to find the effects of brand loyalty, brand awareness, perceived quality and purchase intention and mediating effects of brand loyalty and perceived quality on purchase intention and brand awareness. The samples used were mobile phone users living in Chiyi. Regression analysis was used. The result indicated the hypothesis was significant and that the perceived quality has a positive impact on brand loyalty. Also, the effects between purchase intention and brand awareness will be mediated by perceived quality and brand loyalty will be helpful in mediating the effects between purchase intention and brand awareness. Mobile phone manufacturers need to build awareness through various promotion activities.

Homburg, C., (2010) investigated the relationship of brand perception with market performance in a business. A sample of about 300 B2B firms was used to prove that brand awareness drives market performance. This was found through the use of market characteristics and organizational buyer characteristics.

A study was to conducted to find the impact of social media on branding activities affect brand perception and consumer decision making by Hutter, K., et al (2013). The study made use of a car manufacturer's facebook page employing the hierarchy of effects theory. A positive effect was found with social media engagement on

consumers' brand awareness and purchase intention. Also, information overload in fan pages leads to negative commitment and decreased word of mouth activities.

Valkenburg, P. M., & Buijzen, M. (2005) conducted a research on brand awareness. The objective of this research was to find the influence of environmental factors (T.V, parents) on brand awareness of young children. A sample of 196 kids in the age group of two to eight years were made to exposed to 12 brands . Brand recall was tested on these kids. It was found that two- to three-year-old kids recalled only 1 out of 12 brands, whereas others recognized 8 out of 12 brands. It was also found that exposure to television had a significant relation in building brand awareness in these children.

Radder, L., & Huang, W. (2008) conducted a research to determine the brand awareness for low involvement and high involvement products between non – Black students and Black students at a South African university. A sample of around 300 students from the Nelson Mandela Metropolitan University of South Africa were used with a self administered survey. The high-involvement product, in this study was sportswear clothing and the low-involvement product selected was coffee. The findings indicated a large awareness of high-involvement product brands (where advertising had an important role) than that of the low-involvement product brands.

To know the brand awareness of products Guest, L. P. (1942) conducted a research where a sample of 813 students from grades 3 to 11 were administered with a multiple choice test . The test consisted of around 80 brand names which can be classified into 16 categories of products. Repeat reliability tests were conducted. The results indicated that: (1) The awareness of brand names increases with age. (2) Awareness of brands reached a maximum at different ages. (3) The lowest economic group was found to be less familiar with brand names than the top three groups. (4) Children with lower IQ's were found to be less familiar with brand names than children with higher IQ's. (5) Brand awareness was not related to the number of siblings.

Wang, X., & Yang, Z. (2010) conducted a research to examine the effect of brand credibility, which is composed of expertise, trustworthiness and attractiveness on consumers' purchase intention in China's automobile industry. Results showed that brand credibility played a positive role in influencing consumers' purchase intention. Also, brand image and brand awareness played a moderating role in this study.

Clark, (2009) et al conducted a study to find the effect of advertising on brand awareness and perceived quality. A panel data set was used that combines annual expenditures on brand advertising from over three hundred brands with a large scale consumer survey. It was found that promotion had a positive impact on brand but no effect on perceived quality.

Kamineni, R. (2005). attempted to link materialism, nationality and gender with the consumer perception of a high-priced apparel brand. It shows the results for a survey of about 104 students from an Australian university.

The work focuses on the differences in perception of a high-priced brand. It proved that young graduates hold different perceptions for a brand depending on their sex and nationality. The study examined the materialistic perception of customers and whether materialism is influenced by nationality and gender, especially from an Australian perspective. Materialism was scaled by using the scales of Dawson and Richins (1992) scale. The results proved the fact that there is a difference in perception of a brand that is high-priced between customers of different nationalites and gender.

With growing international competition among brands along with global recession , cross-border acquisitions (CBAs) were increasing in the luxury industry. The origin has a big role in a luxury brand's image, a CBA that changes the nationality of the company owning the luxury brand and modifies consumer COO knowledge can influence consumer brand perception. Chung, K et al (2014) explored the influence of a luxury brand's CBA on perceived brand value and the moderation effect of brand loyalty. A company which is having an inferior country image, will see the perceptions of high-loyalty consumers being affected negatively by the CBA information. The result of the study provided a deep knowledge of how consumer brand perception is influenced by the changes of brand-country association.

Product packaging is an important means for communicating product and brand benefits. Research suggests that visual metaphors may be particularly suited in this context, however, the conditions under which metaphors are effective are not yet well understood. In the research, information on consumer appreciation and metaphor ambiguity and brand personality perceptions were tested by Van Rompay, T. J., & Veltkamp, M. (2014). The research showed that information explaining the metaphor increases consumer appreciation and positively affects brand perception, but only for ambiguous metaphors . Getting consumer's attention to package design by means of a visual packaging cue can be equally or even more effective for enhancing consumer appreciation and steering brand personality perceptions. Together, the results provide greater insight into the effects of metaphors in product design and provide guidelines to packaging designers.

2. OBJECTIVES OF THE STUDY

- ➢ To Study the Brand Perception of Electronics customers
- ➢ To determine the factors influencing the purchase of Electronics
- ➢ To find the level of satisfaction of the customers using Electronics

3. RESEARCH METHODOLOGY

The research design used for this study is descriptive research. The sources of data used for this study is primary data like surveys and secondary data which includes published articles and internet sources. The study covers a period of 2 months. The sample covers 60 retailers of a city. The tools used for analysis are frequencies test, mean analysis, independent sample T – Test and ANOVA.

4. DATA ANALYSIS & INTERPRETATION:

Table 1: Frequency Analysis

	FREQUENCY		PERCENT
Gender Analysis	Male	41	68.3
	Female	19	31.7
Usage Frequency of customers	I' m a first time user	8	13.3
	About 1-2 years	18	30.0
	3-5 years	19	31.7
	Over 5 years	15	25.0
Source Of Suggestion	Family	3	8.3
	Friends	11	18.3
	Neighbours	12	20
	Online reviews	29	48.3
	Others	5	5
Factors Influencing Purchase	Price	1	1.7
	Wide range of products	1	1.7
	Brand image	40	66.7
	Quality	18	30.0

Table 2: ANOVA TEST

ANALYSIS		F	SIG.VALUE
Analysis of Usage frequency & level of Satisfaction		1.005	.399
Analysis Of Elements Of Purchase & Usage frequency	Quality of product	.708	.552
	Price	1.323	.278
	Brand Image	.646	.590
	Warranty of the product	.100	.959
Analysis of Age group and level of satisfaction		.732	.747

Table 3 : Analysis of Mean for the elements considered for purchase

S.No	Elements	Mean	Rank
1	Quality	4.1800	2
2	Price	3.7400	4
3	Brand image	3.8400	3
4	Warranty	4.8600	1

3. RESULTS AND DISCUSSION

From Table 1 it is found that majority of customers who purchase electronics are male. Most of the customers use electronic products for a period of 3 – 5 years. Customers prefer online reviews before purchasing any product. The factors which influence the purchase decision are mostly brand image followed by quality, price and variety of products From Table 2 it is found that there is no significant difference among Usage frequency with respect to level of Satisfaction, there is no significant difference among elements of purchase with respect to usage frequency of customers   and there is no significant difference among age group with respect to level of satisfaction.

From the table 3, it is found that the order of importance the customers give to the elements for the purchase of TVS electronics are warranty of the product followed by Quality, Brand Image and price.

5. CONCLUSION

Brand perception is owned by consumers, not brands. From the study, it can be concluded that the customers have an overall good perception about the Electronics company. When it comes to purchase, customers most importantly look for quality, warranty , followed by price and wide range of products. When all these factors are good, the customers perceive the brand in a positive way. Good customer satisfaction leads to good brand perception . So, a good brand perception helps to increase customer loyalty and repeat purchase of the brand. Thus, customers perceive the company's brand in a positive way and are ready for any repeat purchase.

REFERENCES

1. Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. Journal of consumer research, 17(2), 141-148.

2. Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. Psychology & Marketing, 9(4), 263-274.

3. Oh, H. (2000). The effect of brand class, brand awareness, and price on customer value and behavioral intentions. Journal of Hospitality & Tourism Research, 24(2), 136-162.

4. Huang, R., & Sarigöllü, E. (2014). How brand awareness relates to market outcome, brand equity, and the marketing mix. In Fashion Branding and Consumer Behaviors (pp. 113-132). Springer, New York, NY.

5. Laurent, G., Kapferer, J. N., & Roussel, F. (1995). The underlying structure of brand awareness scores. Marketing Science, 14(3_supplement), G170-G179

6. Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. The Journal of International Management Studies, 4(1), 135-144

7. Homburg, C., Klarmann, M., & Schmitt, J. (2010). Brand awareness in business markets: When is it related to firm performance?. International Journal of Research in Marketing, 27(3), 201-212.

8. Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. Journal of Product & Brand Management, 22(5/6), 342-351.

9. Anil Lamba, "Uses Of Cluster Computing Techniques To Perform Big Data Analytics For Smart Grid Automation System", International Journal for Technological Research in Engineering, Volume 1 Issue 7, pp.5804-5808, 2014.

10. Anil Lamba, "A Role Of Data Mining Analysis To Identify Suspicious Activity Alert System", International Journal for Technological Research in Engineering, Volume 2 Issue 3, pp.5814-5825, 2014.

11. Anil Lamba, "To Classify Cyber-Security Threats In Automotive Doming Using Different Assessment Methodologies", International Journal for Technological Research in Engineering, Volume 3, Issue 3, pp.5831-5836, 2015.

12. Anil Lamba, "A Study Paper On Security Related Issue Before Adopting Cloud Computing Service Model", International Journal for Technological Research in Engineering, Volume 3, Issue 4, pp.5837-5840, 2015.

13. Anil Lamba, "Mitigating Zero-Day Attacks In IOT Using A Strategic Framework", International Journal for Technological Research in Engineering, Volume 4, Issue 1, pp.5711-5714, 2016.

14. Anil Lamba, "Identifying & Mitigating Cyber Security Threats In Vehicular Technologies", International Journal for Technological Research in Engineering, Volume 3, Issue 7, pp.5703-5706, 2016.

15. Anil Lamba, "S4: A Novel & Secure Method For Enforcing Privacy In Cloud Data Warehouses", International Journal for Technological Research in Engineering, Volume 3, Issue 8, pp.5707-5710, 2016.

16. Valkenburg, P. M., & Buijzen, M. (2005). Identifying determinants of young children's brand awareness: Television, parents, and peers. Journal of Applied Developmental Psychology, 26(4), 456-468

17. Radder, L., & Huang, W. (2008). High-involvement and low-involvement products: A comparison of brand awareness among students at a South African university. Journal of Fashion Marketing and Management: An International Journal, 12(2), 232-243.

18. Kamineni, R. (2005). Influence of materialism, gender and nationality on consumer brand perceptions. Journal of Targeting, Measurement and Analysis for Marketing, 14(1), 25-32.

19. Anil Lamba, "A Detailed Analysis of Data Security in a cloud Environment", SURAJ PUNJ Journal for Multidisciplinary Research, Volume 3, Issue 2, pp.43-51, 2013.

20. Anil Lamba, Satinderjeet Singh, Natasha Dutta, Sivakumar Sai Rela Muni, "Uses of Different Cyber Security Service to Prevent Attack on Smart Home Infrastructure", International Journal for Technological Research In Engineering, Volume 1, Issue 11, pp. 5809-5813, July-2014.

21. Anil Lamba, Satinderjeet Singh, Sachin Bhardwaj, Natasha Dutta, Sivakumar Sai Rela Muni, "Uses of Artificial Intelligent Techniques to Build Accurate Models for Intrusion Detection System", International Journal for Technological Research In Engineering, Volume 2, Issue 12, pp. 5826-5830, August-2015.

22. Anil Lamba, "Protecting "Cybersecurity & Resiliency" of Nation's Critical Infrastructure - Energy, Oil & Gas", International Journal of Current Research Volume 10, Issue, 12, pp.76865-76876, December, 2018.

23. Anil Lamba, "API Design Principles & Security Best Practices – Accelerate your business without compromising security", Cyber Nomics, Volume-1, Issue-3, pp.21-25, Aug 2019.

24. Chung, K., Youn, C., & Lee, Y. (2014). The influence of luxury brands' cross-border acquisition on consumer brand perception. Clothing and Textiles Research Journal, 32(4), 219-234.

25. Van Rompay, T. J., & Veltkamp, M. (2014). Product packaging metaphors: effects of ambiguity and explanatory information on consumer appreciation and brand perception. Psychology & marketing, 31(6), 404-415.

26. Guest, L. P. (1942). The genesis of brand awareness. Journal of Applied Psychology, 26(6), 800.

27. Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. Journal of Global Marketing, 23(3), 177-188.

28. Clark, C. R., Doraszelski, U., & Draganska, M. (2009). The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data. QME, 7(2), 207-236.