MARKET DATA

The Brand Image Assessment of Locally Manufactured Fans: Survey Report

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Brand image creation and its differentiation are major marketing tools for brand building and maintenance. Here we are presenting brand image of different fans sold in the local market of Karachi. The study is based on Yound & Rubicam model. The determinants of Keller's model as illustrated in previous issues were Awareness, Usage, Judgment, Performance and Imagery. Comparatively, the determinants of Young & Rubicam model of brand image are as follows.

. Brand Differentiation
. Brand Relevance
. Brand Esteem
. Brand Knowledge

Methodology

Based on the Y&R model's determinants a close-ended questionnaire on a scale of five to one was developed and was administrated to 120 respondents. Respondents were the electronic dealers/vendors at Abdullah Haroon Road, Rashid Minhas Road and Aisha Manzil (F.B.Area). According to an estimate about 272 major retailers and small vendors are located in these areas . The survey was conducted during the third week of January 2008.

Conceptual definitions of the determinants used for developing the questionnaire is presenting below.

a)   **Brand Differentiation:**

Brand differentiation distinguishes the brand form other brands and the perceived distinctiveness of the brand form the basis for customer choice.

b)   **Relevance:**

This is the personal appropriateness of the brand to consumers and the perceived usefulness of the brand and its ability to meets consumer's needs. It therefore provides an indicator for a brand's market penetration.

c)   **Esteem :**

It is the extant to which the brand commands the respect of customers. Esteem measures the degree to which the target audience feel good about the brand.

d)   **Knowledge :**

This is the depth of a customer's understanding and experience of the brand.

1.   **BRAND IMAGE (OVERALL BASIS)**

	Pak fan	*Royal fan*	*Super Asia fan*	*Millat fan*
Mean	3.48	4.27	2.33	2.92
Standard Error	0.12	0.09	0.10	0.12
Median	3.50	4.50	3.13	3.25
Mode	4.50	4.15	2.84	2.90
Standard Deviation	1.14	0.65	1.14	1.48
Sample Variance	1.29	0.42	1.29	2.20
Kurtosis	-1.51	7.50	-1.39	-1.75
Skew ness	0.02	-2.51	-0.25	-0.06
Count	120.00	120.00	120.00	120.00

BRAND IMAGE (OVERALL) OF LOCALLY ASSEMBLED FANS
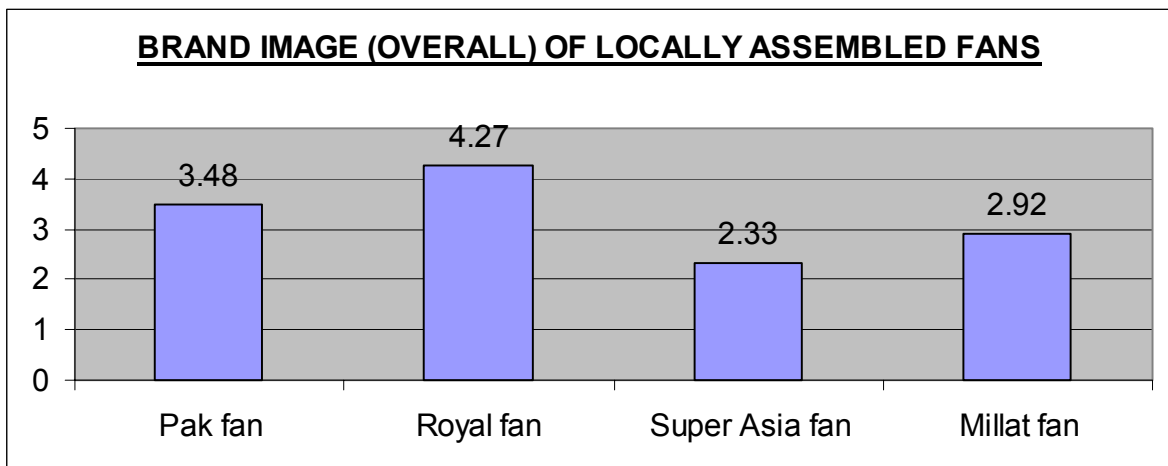
2. INDIVIDUAL DETERMINANTS

2a. BRAND KNOWLEDGE

	Pak fan	Royal fan	Super Asia fan	Millat fan
Mean	3.72	4.37	2.92	3.18
Standard Error	0.18	0.09	0.11	0.13
Median	3.28	4.45	3.02	3.11
Mode	5.00	5.00	5.00	1.00
Standard Deviation	1.47	0.81	1.43	1.43
Sample Variance	2.16	0.66	2.05	2.04
Kurtosis	-1.59	2.85	-1.44	-0.97
Skew ness	-0.49	-1.46	-0.33	0.74
Count	120.00	120.00	120.00	120.00

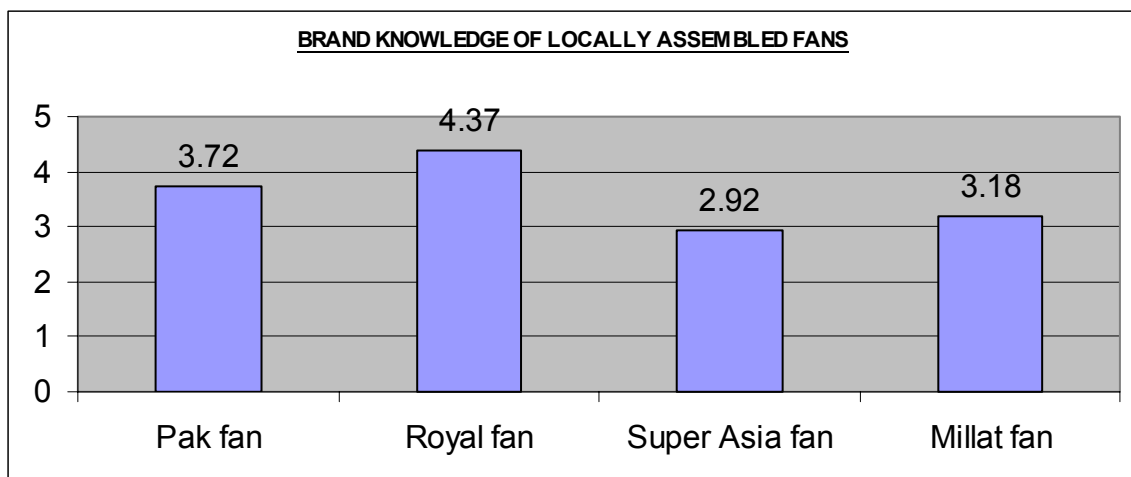**Brand Knowledge**

Q1. Rate the following brands in terms of your awareness.
      Pak fan   5   4   3   2   1
      Royal fan   5   4   3   2   1
      Super Asia fan   5   4   3   2   1
      Millat fan   5   4   3   2   1

Q2. Rate the following brands in terms of your understanding and experience.
      Pak fan   5   4   3   2   1
      Royal fan   5   4   3   2   1
      Super Asia fan   5   4   3   2   1
      Millat fan   5   4   3   2   1

BRAND KNOWLEDGE OF LOCALLY ASSEMBLED FANS

2b. BRAND DIFFERENTIATION

	Pak fan	Royal fan	Super Asia fan	Millat fan
Mean	3.98	4.19	3.15	3.49
Standard Error	0.15	0.09	0.12	0.18
Median	3.00	4.00	3.00	3.00
Mode	5.00	4.00	5.00	5.00
Standard Deviation	1.50	0.90	1.56	1.79
Sample Variance	2.05	0.88	2.35	3.21
Kurtosis	-1.91	2.99	-1.57	-1.80
Skew ness	-0.06	-1.55	-0.22	-0.07
Count	120.00	120.00	120.00	120.00

Brand Differentiation

Q3. Rate the brands that offer significant difference in terms of design & features.

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

Q4. Rate the brands that are significantly unique.

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

BRAND DIFFERENTIATION OF LOCALLY ASEMBLED FANS

	Pak fan	Royal fan	Super Asia fan	Millat fan
	3.98	4.19	3.15	3.49
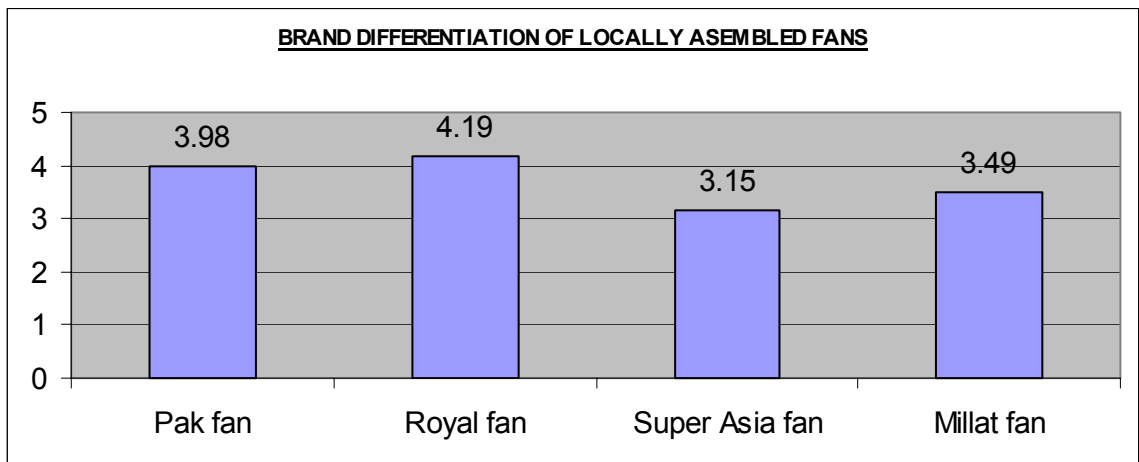
2c.   BRAND RELEVANCE

	Pak fan	*Royal fan*	*Super Asia fan*	*Millat fan*
Mean	3.87	4.34	3.10	3.57
Standard Error	0.16	0.10	0.11	0.18
Median	2.00	5.00	4.00	3.00
Mode	2.00	5.00	4.00	5.00
Standard Deviation	1.44	0.98	1.18	1.77
Sample Variance	1.88	0.96	1.42	3.13
Kurtosis	-1.93	2.40	-1.09	-1.78
Skew ness	0.19	-1.64	-0.38	-0.04
Count	120.00	120.00	12.00	120.00

Brand Relevance

Q5.   Which of the following brands could easily penetrate in the Market?

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

Q6.   Rate the perceived usage of the following brands.

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

BRAND RELEVANCE OF LOCALLY ASSEMBLED FANS
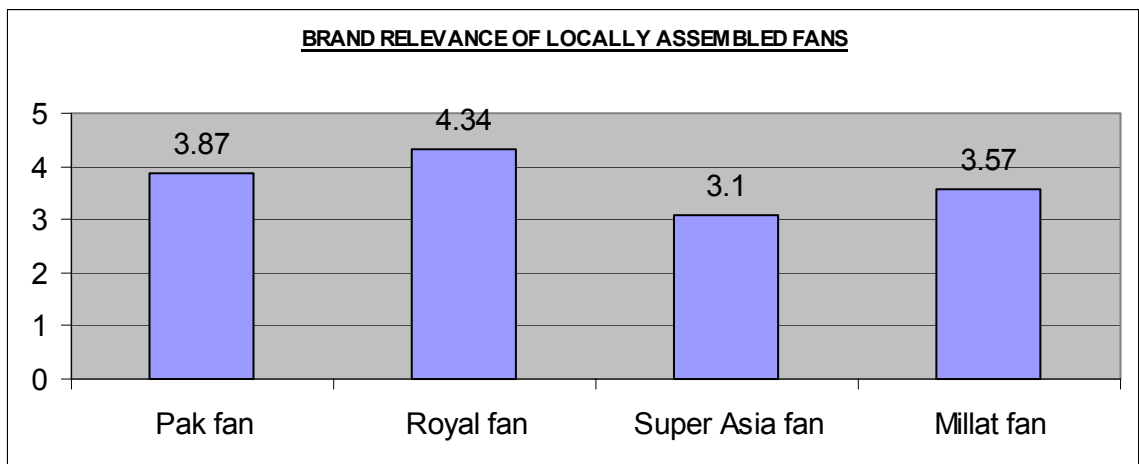
2d. BRAND ESTEEM

	Pak fan	Royal fan	Super Asia fan	Millat fan
Mean	3.91	4.49	3.01	3.66
Standard Error	0.14	0.09	0.13	0.21
Median	3.00	5.00	3.00	3.00
Mode	5.00	5.00	4.00	5.00
Standard Deviation	1.28	0.78	1.20	1.90
Sample Variance	1.42	0.74	1.21	3.20
Kurtosis	-1.71	4.86	-1.21	-1.93
Skew ness	-0.05	-1.93	-0.27	-0.05
Count	120.00	120.00	120.00	120.00

Brand Esteem

Q7.   Which of the following brands have higher level of "Perceived quality"?

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

Q8.   Which of the following brands have higher level of "Popularity"?

Pak fan	5	4	3	2	1
Royal fan	5	4	3	2	1
Super Asia fan	5	4	3	2	1
Millat fan	5	4	3	2	1

BRAND ESTEEM OF LOCALLY ASSEMBLED FANS

Pak fan	Royal fan	Super Asia fan	Millat fan
3.91	4.49	3.01	3.66
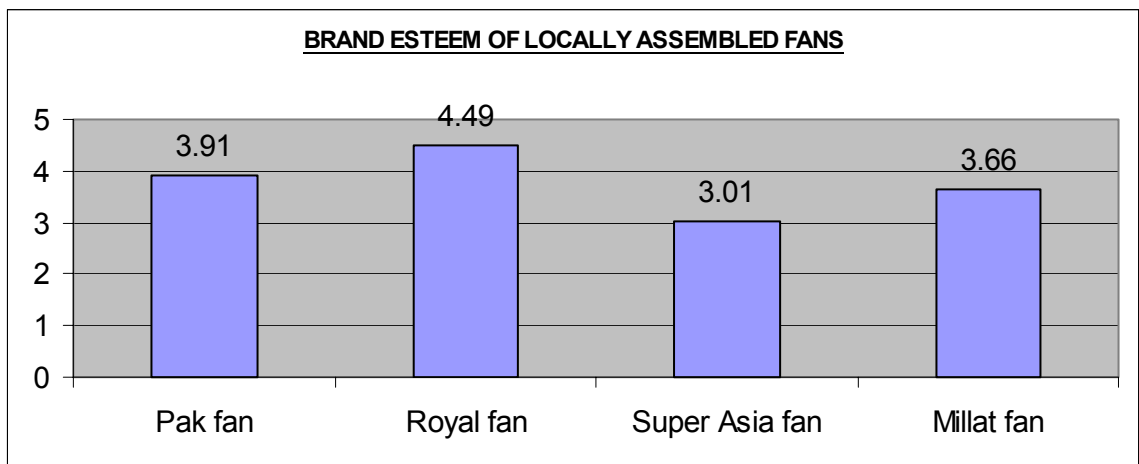
REFERENCE

Young & Rubicam (1994), Brand Asset Valuator, London: Young & Rubicam.

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