

MARKET SNAP SHOT: A SURVEY FOR MEASURING BRAND IMAGE (LOCALLY ASSEMBLED MOTOR CYCLE)

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Previous issues contained the brand equity based on Keller's model of brand equity. From this and subsequent issues, we will present brand image 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 different. They are

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

Brand image is defined as the consumer perception of a brand and is measured as the brand associations held in the consumer memory. Determining or evaluating the brand's image needs to take into consideration the customer's levels of involvement with the category.

Methodology

- Based on the Y&R model's determinants a close-ended questionnaire on a scale of five to one was developed and given to 80 respondents drawn non-randomly.
- Respondents were the motorcycle vendors at Akber Road, which is one of the largest motorcycle markets in Karachi consisting of approximately 285 major retailers and 520 small vendors. Date of survey was July 10th 2007.
- Before discussing the results of the survey it would be appropriate to provide the reader with a brief explanation of all determinants which measure brand image and are known collectively as the pillars of brand health. These are:

a) Brand Differentiation

Brand differentiation is not only the defining aspect of the brand which distinguishes from all others, but also the perceived distinctiveness of the brand and thus the basis for customer choice. Differentiation is a brand's ability to stand apart from others; it is the first and most essential pillar. It is the degree to which the public finds a brand unique, different and distinctive.

b) Relevance

This is the personal appropriateness of the brand to consumers and the perceived usefulness of the brand and its ability to meet consumers' needs. It therefore provides an indicator for a brand's market penetration. Relevance is appropriateness: "Is this brand meaningful to me?" Without brand relevance, a brand cannot achieve high penetration. It can be choice, since a highly differentiated brand with low relevance can still be successful as a rich brand. Those brands that have the foresight to enhance both their relevance and their differentiation contribute in growth of market share and profits.

c) Esteem

It is the extent to which the brand commands the respect of customers. Esteem measures the degree to which your target evidences feel good about your brand. Esteem comprises two sub components; quality and popularity. Esteem endures in bad times and helps a brand survive the ups and downs of public relation crises, bad press and poor choices.

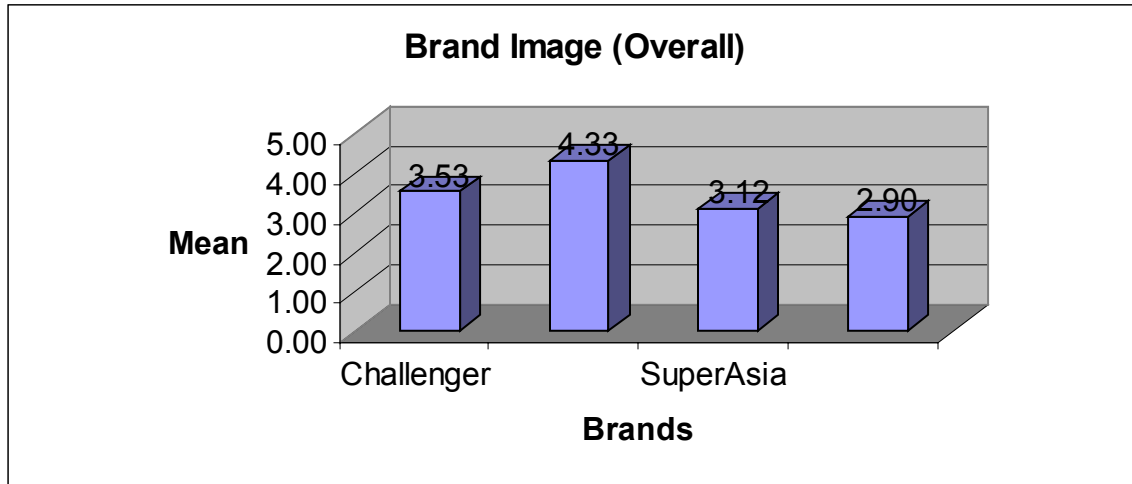
d) Knowledge

This is the depth of a customer's understanding and experience of the brand. Knowledge is not awareness. Awareness is a sub-component of knowledge. Knowledge also measures whether there is a correct understanding of what your brand stands for, what your products and services are, your positioning, your promises and your values. It is the end result of the marketing and communications efforts and experience customers have had with the brand.

1. BRAND IMAGE (OVERALL BASIS)

	Challenger	Star	SuperAsia	Habib
Mean	3.53	4.33	3.12	2.90
Standard Error	0.13	0.07	0.13	0.17
Median	3.50	4.50	3.13	3.25
Mode	5.00	4.50	4.25	1.25
Standard Deviation	1.14	0.65	1.14	1.48
Sample Variance	1.29	0.42	1.29	2.20

Kurtosis	-1.51	9.50	-1.39	-1.75
Skewness	0.02	-2.51	-0.25	-0.06
Count	80.00	80.00	80.00	80.00



2. INDIVIDUAL DETERMINANTS

2a. BRAND KNOWLEDGE

	Challenger	Star	SuperAsia	Habib
Mean	3.76	4.35	3.55	2.30
Standard Error	0.16	0.09	0.16	0.16
Median	5.00	5.00	4.00	2.00
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
Skewness	-0.49	-1.46	-0.33	0.74
Count	80.00	80.00	80.00	80.00

Brand knowledge

Q1. Rate the following brands in terms of your awareness.

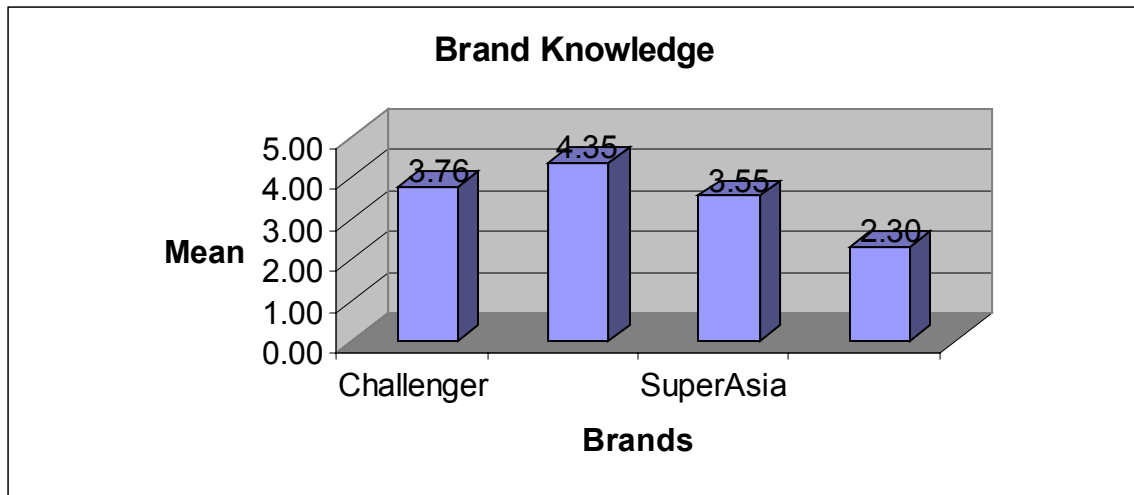
Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1

Q2. Rate the following brands in terms of your understanding and experience.

Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1



2b. BRAND DIFFERENTIATION

	Challenger	Star	SuperAsia	Habib
Mean	3.50	4.09	3.40	3.09
Standard Error	0.17	0.10	0.17	0.20
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	2.25	0.82	2.42	3.19
Kurtosis	-1.91	2.99	-1.57	-1.80
Skewness	-0.06	-1.55	-0.22	-0.07
Count	80.00	80.00	80.00	80.00

Brand Differentiation

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

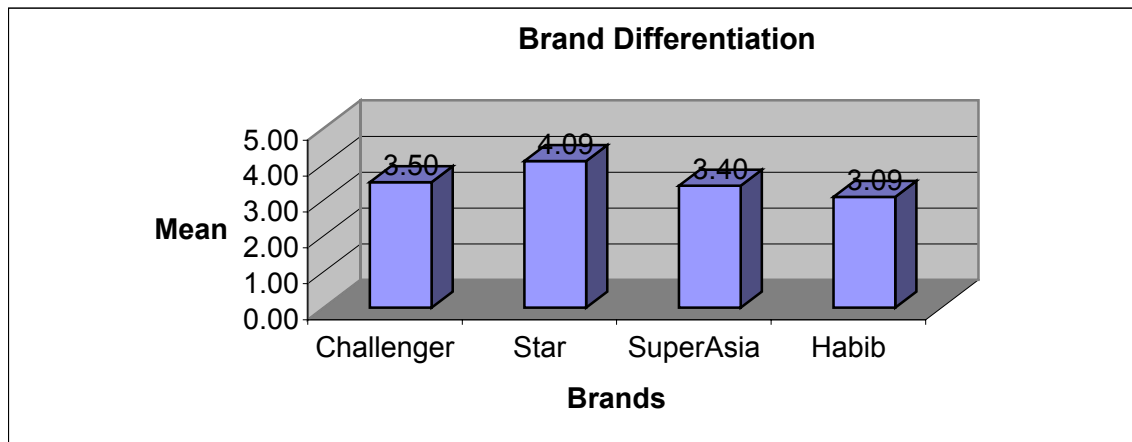
Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1

Q4. Rate the brands that are significantly unique.

Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1



2.c BRAND RELEVANCE

	Challenger	Star	SuperAsia	Habib
Mean	3.35	4.34	3.17	3.10
Standard Error	0.16	0.11	0.13	0.20
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	2.08	0.96	1.39	3.13
Kurtosis	-1.93	2.40	-1.09	-1.78
Skewness	0.19	-1.64	-0.38	-0.04

Count	80.00	80.00	78.00	80.00
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Brand Relevance

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

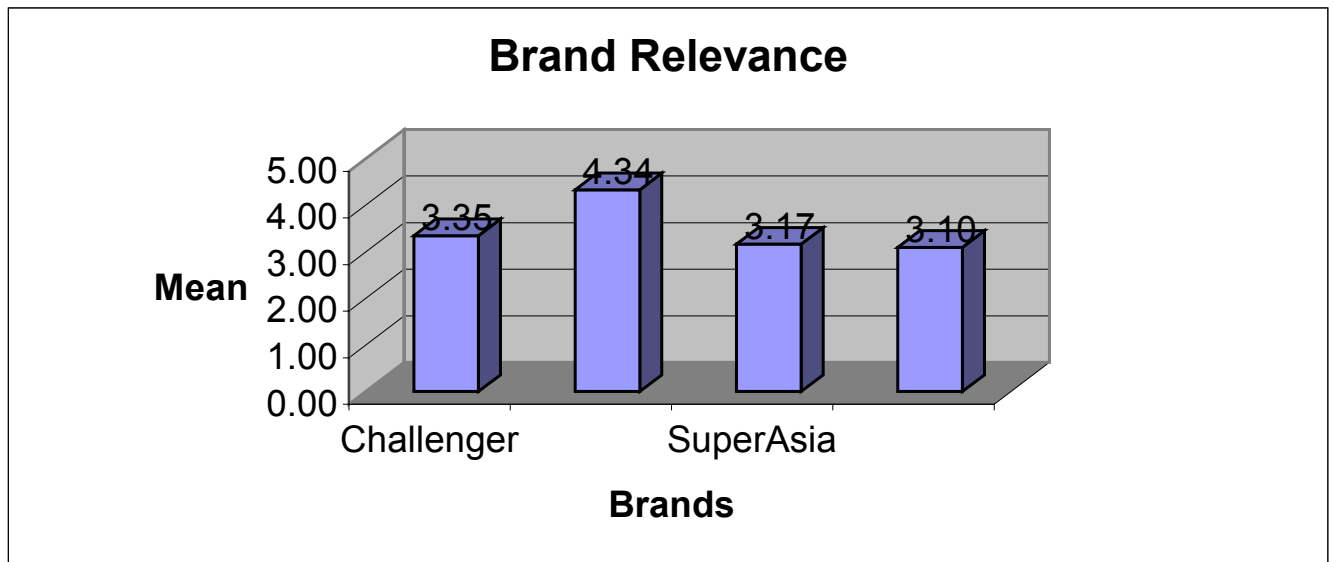
Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1

Q6. Rate the perceived usage of the following brands.

Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1



2.d BRAND ESTEEM

	Challenger	Star	SuperAsia	Habib
Mean	3.61	4.49	2.98	3.06
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	1.63	0.61	1.44	3.60
Kurtosis	-1.71	4.86	-1.21	-1.93
Skewness	-0.05	-1.93	-0.27	-0.05
Count	80.00	80.00	80.00	80.00

Brand Esteem

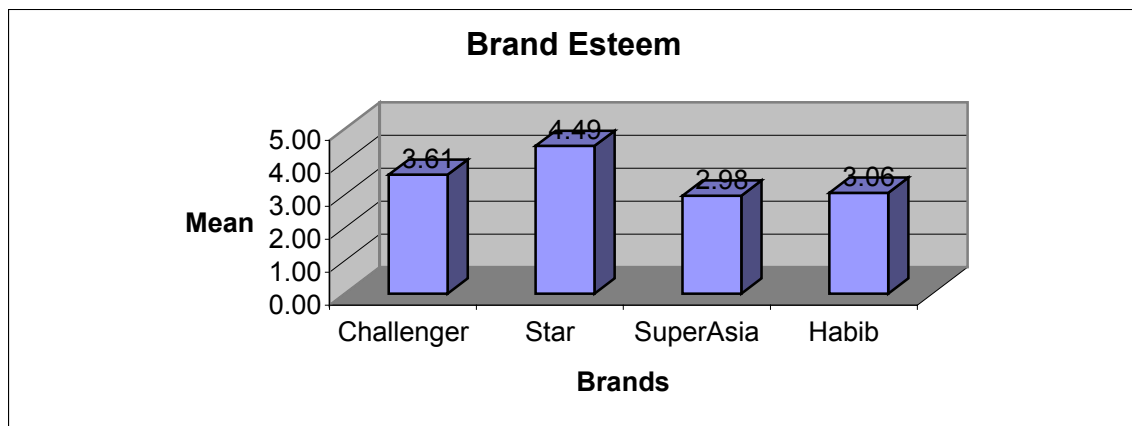
Q7. Which of the following brands have higher level of “Perceived quality”?

Super Asia	5	4	3	2	1
Habib	5	4	3	2	1

Star	5	4	3	2	1
Challenger	5	4	3	2	1

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

Super Asia	5	4	3	2	1
Habib	5	4	3	2	1
Star	5	4	3	2	1
Challenger	5	4	3	2	1



REFERENCE

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