CHAPTER 5

5.1 Findings and Suggestions:

The Findings of the study are based on the following:

I. PERSONAL FACTORS:
1. Gender
2. Educational Qualification
3. Number of members in the family.
4. Occupation.
5. Monthly family income.
6. Family type.
7. Reading habits.

II. PURCHASE ASSESSMENT FACTORS:
1. Priority of Purchase.
2. Ownership of specified consumer durable brands.
4. Same brand purchased.
5. Influencer in buying the colour television.

III. BRAND EQUITY FACTORS:
1. Brand Loyalty.
2. Brand Awareness.

IV. ADVERTISING EFFECTIVENESS FACTOR:
I. Personal Profile of the respondents:
Simple percentage method is used to study some of the personal and purchase assessment factors in the study.

Gender:
* 56.8% of the respondents are males.
* 43.2% of the respondents are females.

Educational Qualification:
* 37.7% of the respondents are 10th standard qualified.
* 37.5% of the respondents are +2 qualified.
* 20% of the respondents are graduates.
* 4.8% of the respondents are Post graduates.

Number of members in the family:
* 16.8% of the respondents have 2 members in the family.
* 69.5% of the respondents have 3-5 members in the family.
* 13.7% of the respondents have more than 5 members in the family.

Occupation:
* 21.3% of the respondents have stated their occupation as Official.
* 23% of the respondents have stated their occupation as Professional.
* 37.2% of the respondents have stated their occupation as Business.
* 13.7% of the respondents have stated their occupation as Housewife.
* 4.8% of the respondents have stated their occupation as others.

Monthly family income:
* 3.8% of the respondents have income less than Rs.5000/-
* 37% of the respondents have income less than Rs.5001/- - Rs.10000/-
* 49.2% of the respondents have income less than Rs.10001/- - Rs.15000/-
* 10% of the respondents have income less than Rs.15001/- - Rs.20000/-
**Family type:**
* 61.5% of the respondents are staying as nuclear family.
* 38.5% of the respondents are staying as Joint family.

**Reading habits: (Newspaper)**
* 29.5% of the respondents do not read any newspapers.
* 2.5% of the respondents read The Hindu
* 4% of the respondents read the Indian Express
* **33.5%** of the respondents read the Daily Thanthi.
* 27.5% of the respondents read the Dina Malar
* .3% of the respondents read the Maalai malar.
* 2.7% of the respondents said any other.

**Reading Habits: (Magazines)**
* **44%** of the respondents do read any magazine.
* 1% of the respondents read the Sports Star.
* 6.8% of the respondents read India Today.
* 5% of the respondents read Nakeeran.
* 20.2% of the respondents read Anandha Vikatan
* 19.2 % of the respondents read Kumudham.
* 3.8% of the respondents specified any other.

**II. Purchase assessment factors:**

**Ownership of specified consumer durable brands:**
* **100%** of the respondents own colour televisions.
* 45.8% of the respondents own washing machine.
* 43.8% of the respondents own refrigerator.
* 5.5% of the respondents own micro-wave oven.
* 66.8% of the respondents own DVD player.
* 2.8% of the respondents own dish washer.
Ownership of Colour Television brands:
* 16% of the respondents own LG colour television
* 22.7% of the respondents own Samsung colour television
* **30.8%** of the respondents own Onida colour television.
* 19.2% of the respondents own Sansui colour televisions.
* 11.3% of the respondents own Videocon Colour television.

Purchase of other durables of the same brand:
* **57.8%** of the respondents have purchased the same brand.
* 47.2% of the respondents have not purchased the same brand.

Purchase of other type of specified durable of same brand:
* 8.75 of the respondents have purchased same brand of washing machine.
* 33.3% of the respondents have purchased same brand of refrigerator.
* **67.7%** of the respondents have purchased the same brand of DVD.
* 9% of the respondents have purchased the same brand of micro wave oven.

Influencer for the respondent in buying a CTV:
* 17.5% of the respondents are influenced by newspaper advertisements.
* 27.3% of the respondents are influenced by television advertisements.
* **28.2%** of the respondents are influenced by friends.
* 18% of the respondents are influenced by spouse.
* 2.8% of the respondents are influenced by children.
* 3.4% of the respondents are influenced by magazines.
* 2.8% of the respondents are influenced by retailers.

Other findings:
* 43% of the respondents said sound is the factor that influenced them most pre-purchase.
* 91% of the respondents said celebrity advertisements are important for CTV.
Satisfaction of pre-purchase expectations of the respondent:

* Owners of Sansui CTV were the most satisfied (88%) with regard to Aesthetics and the least was Videocon (73%)
* Owners of Samsung CTV were the most satisfied (76%) with regard to Features and the least was Videocon (64%).
* Owners of Sansui CTV (82%) were the most satisfied with regard to warranty and the least was Videocon (71%).
* Owners of Videocon CTV were the most satisfied (88%) with regard to the price and the least was Onida (68%).
* Owners of Videocon CTV were the most satisfied (91%) with regard to the company response and the least satisfied was Sansui (68%).

ANOVA FINDINGS:

The ANOVA technique is important in the context of all those situations where we want to compare more than two populations. It is essentially a procedure for testing the difference among the different groups of data for homogeneity. It can investigate any number of factors which are hypothesized or said to influence the dependent variable. In this study, ANOVA is used to study significant differences in selected personal factors and brand equity factor scores.

III. Difference in Personal Profile and average loyalty factor scores:

1. There is no significant difference between type of education and loyalty factor.
2. There is a significant difference between family size and loyalty factor.
3. There is a significant difference between occupation and loyalty factor.
4. There is no significant difference between monthly family income and loyalty factor.
5. There is no significant difference between CTV owned and loyalty factor.
IV. Difference in Personal Profile and average awareness factor to the company scores:
6. There is no significant difference between type of education and awareness to the company.
7. There is no significant difference between family size and awareness to the company.
8. There is no significant difference between occupation and awareness to the company.
9. There is no significant difference between monthly family income and awareness to the company.
10. There is no significant difference between CTV owned and awareness to the company.

V. Difference in Personal Profile and average knowledge of CTV model scores:
11. There is no significant difference among education and knowledge of CTV’s.
12. There is no significant difference among family size and knowledge of CTV’s.
13. There is significant difference among occupation and knowledge of CTV’s.
14. There is no significant difference among monthly family income and knowledge of CTV’s.
15. There is no significant difference among CTV owned and knowledge of CTV’s.

VI. Difference in Personal Profile and average awareness factor of the brand:
16. There is no significant difference among education and awareness factor of brand.
17. There is significant difference among family size and awareness factor of brand.
18. There is significant difference among occupation and awareness factor of brand.
19. There is no significant difference among monthly family income and awareness factor of brand.
20. There is no significant difference among CTV owned and awareness factor of brand.
VII. Difference in Personal Profile and average association factor of the brand:
21. There is no significant difference among education and average association factor of brand.
22. There is significant difference among family size and average association factor of brand.
23. There is no significant difference among occupation and average association factor of brand.
24. There is no significant difference among monthly family income and average association factor of brand.
25. There is no significant difference among CTV owned and average association factor of brand.

VIII. Difference in the Personal Profile and average reputation factor:
26. There is no significant difference among education and reputation factor of brand.
27. There is significant difference among family size and reputation factor of brand.
28. There is no significant difference among occupation and reputation factor of brand.
29. There is no significant difference among monthly family income and reputation factor of brand.
30. There is no significant difference among CTV owned and reputation factor of brand.

IX. Difference in the Personal Profile and average advertisement effectiveness of brand:
31. There is significant difference among education and advertisement effectiveness.
32. There is no significant difference among family size and advertisement effectiveness.
33. There is no significant difference among occupation and advertisement effectiveness.
34. There is no significant difference among monthly family income and advertisement effectiveness.
35. There is significant difference among CTV owned and advertisement effectiveness.
X. Difference in Personal Profile and overall brand equity:
36. There is no significant difference among education and overall brand equity.
37. There is significant difference among family size and overall brand equity.
38. There is significant difference among occupation and overall brand equity.
39. There is no significant difference among monthly family income and overall brand equity.
40. There is no significant difference among CTV owned and overall brand equity.

XI. Difference among Personal Profile and Point of Purchase display influence:
41. There is no significant difference among the CTV owned and POP display influence.

‘t-test’ FINDINGS:
t-test is based on t-distribution and is considered an appropriate test for judging the significance of a sample mean or for judging the significance of the difference between the mean of the two samples in the case of small samples when the population variance is not known. The relevant test statistic, t, is calculated from the sample data and then compared with its probable value based on t distribution at a specified level of significance for concerning degrees of freedom for accepting or rejecting the null hypothesis. In this study t-test is used to find significant differences in specified personal factors and factors of brand equity.

XII. Difference between Gender/Family type and average loyalty factor/awareness to company/knowledge of CTV models/ awareness factor of brand/association factor of brand/ association factor of brand/reputation factor of brand/ advertisement effectiveness/ and overall brand equity.
1. There is no significant difference between gender and loyalty factor of the brand.
2. There is significant difference between family type and loyalty factor of the brand.
3. There is no significant difference between gender and awareness to the company is important for the brand.
4. There is no significant difference between family type and awareness to the company is important for the brand
5. There is no significant difference between gender and knowledge of CTV models of the brand.
6. There is significant difference between family type and knowledge of CTV models of the brand.
7. There is no significant difference between gender and awareness factor of the brand.
8. There is significant difference between family type and awareness factor of the brand.
9. There is no significant difference between gender and association factor of the brand.
10. There is significant difference between family type and association factor of the brand.
11. There is no significant difference between gender and reputation factor of the brand.
12. There is significant difference between family type and reputation factor of the brand.
13. There is significant difference between family type and advertisement effectiveness of the brand.
14. There is no significant difference between gender and advertisement effectiveness of the brand.
15. There is no significant difference between gender and overall brand equity score of the brand.
16. There is significant difference between family type and overall brand equity score of the brand.

XIII. CHI-SQUARE TEST FINDINGS:
Chi-square test is an important test amongst the several tests of significance. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test it can be used to determine if categorical data shows dependency or two classifications are independent. In this study Chi-Square test is used to test significant relationships between Personal factors and Ownership of brands of CTV.
1. There is no significant relationship between brand of CTV owned and education of the respondents.

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2. There is no significant relationship between brand of CTV owned and family size of the respondents.
3. There is significant relationship between brand of CTV owned and occupation of the respondents.
4. There is no significant relationship between brand of CTV owned and monthly family income of the respondents.
5. There is significant relationship between brand of CTV owned and family type of the respondents.
6. There is no significant relationship between brand of CTV owned and purchase of other durables of the same brand by the respondents.
7. There is no significant relationship between brand of CTV purchased when other brands were available with discounts/offers.
8. There is no significant relationship between brand of CTV owned and intention to purchase the CTV once again.
9. There is no significant relationship between brand of CTV owned and willingness to recommend the same brand to others.
10. There is no significant relationship between factors that impressed the respondent most and the CTV owned by the respondent.
11. There is significant relationship between education and “more models means better quality” response by the respondents.
12. There is no significant relationship between family size and “more models means better quality” by the respondents.
13. There is significant relationship between occupation and “more models means better quality” response by respondents.
14. There is significant relationship between monthly family income and “more models means better quality” by the respondents.
15. There is no significant relationship between family type and “more models means better quality” by the respondents.
16. There is significant relationship between brand of CTV owned and “more models better quality by the respondents”
17. There is no significant relationship between number of times repair problem faced in the CTV and CTV owned.
18. There is no significant relationship between response time of the company and the CTV brand owned.

**CORRELATION FINDINGS:**
Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables. It is a study of the functional relationships existing between two or more variables. In this study correlation is worked out for of brand of CTV owned and brand equity factors.

**XIV. Significance of relationship between Brand Equity factors and Brand of CTV owned:**
1. For the LG CTV brand the most significant correlation exists between awareness and loyalty.
2. For the LG CTV brand the highest correlation score for the brand equity is for awareness factor.
3. For the Samsung CTV brand the most significant correlation exists between association and awareness.
4. For the Samsung CTV brand the highest correlation score for brand equity is for the association factor.
5. For the Onida CTV brand the most significant correlation exists between association and awareness.
6. For the Onida CTV brand the highest correlation score for brand equity is for the awareness factor.
7. For the Sansui CTV brand the most significant correlation exists between reputation and loyalty.
8. For the Sansui CTV brand the highest correlation score for brand equity is for the awareness factor.
9. For the Videocon CTV brand the most significant correlation exists between reputation and awareness factor.

10. For the Videocon CTV brand the highest correlation score for the brand equity is for the reputation factor.

**XV. KENDALL’S CO-EFFICIENT OF CONCORDANCE FINDINGS:**

Kendall’s coefficient of concordance represented by the symbol ‘W’ is an important non-parametric measure of relationship. It is used to determine the degree of association among several (k) sets of ranking of N objects or individuals. The basis of this test is to imagine how the given data would look if there was no agreement among the several sets of rankings, and then to imagine how it would look if there was a perfect agreement among the several sets. In this study Kendall’s coefficient of concordance is used to identify the priorities in the minds of the respondents’ with regard to the specified brands.

1. The top priority in the purchase of domestic electronic and appliances items is given to colour televisions.
2. The top consideration given by the respondents before buying the CTV is quality.
3. Good advertisements and consistent quality were equally on the top of the respondents minds when they associated their CTV’s.
4. In advertisement effectiveness LG stood first, followed by Samsung, Onida, Sansui, and Videocon.
5. The best media for advertisements as mentioned by the respondents is televisions.
6. LG CTV advertisements were given as most effective by LG CTV owners.
7. Samsung Advertisements were given as most effective by Samsung CTV owners.
8. LG CTV advertisements were given as most effective by Onida CTV owners.
9. LG CTV advertisements were given as most effective by Sansui CTV owners.
10. LG CTV advertisements were given as most effective by Videocon CTV owners.
XVI. REGRESSION ANALYSIS FINDINGS:

Regression analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make predictions about the dependent variable based on its covariance with all the concerned independent variables. In this study regression analysis is used to study the effective of CTV brand advertisements on the overall brand equity scores.

1. For Brand LG, advertisement has a positive effect on overall brand equity. Overall 28.1% of variation in overall brand equity has been contributed by advertising effectiveness.

2. For the brand Samsung, advertisement has a positive effect on overall brand equity. Overall 27.2% of variation in overall brand equity has been contributed by advertising effectiveness.

3. For the brand Onida, advertisement has a positive effect on overall brand equity. Overall 9.8% of variation in overall brand equity has been contributed by advertising effectiveness.

4. For the brand Sansui, advertisement has a positive effect on overall brand equity. Overall 17.6% of variation in overall brand equity has been contributed by advertising effectiveness.

5. For the brand Videocon, advertisement has a positive effect on overall brand equity. Overall 30.6% of variation in overall brand equity has been contributed by advertising effectiveness.
SUGGESTIONS:

1. Since it has been ascertained from the study that 61% of the respondents read the Daily Thanthi and Dina Malar the CTV advertisements can be preferred by the companies in these newspapers.

2. Since it has been ascertained from the study that 39.4% of the respondents read the Anandha Vikatan and Kumudham magazines the CTV advertisements can be preferred by the companies in these magazines.

3. Since from the it is ascertained that 42.2% of the respondents have not purchased the same brand of durable product, the companies may have still to build more brand equity for their CTV.

4. Companies may continue the offer of discounts/offers to the customers as this does not have relationship with the brand equity as such.

5. Consistent quality was on top of the respondents’ mind when they purchased the CTV, so the companies need to maintain excellent quality.

6. Since Videocon CTV brand has the lowest percentage in satisfaction of three of the five pre-purchase expectations (aesthetics, features, and warranty) the company should improve on these factors.

7. Since from the study it is ascertained that effective advertising has a positive effect on overall brand equity the companies can focus on increasing their advertising effectiveness.

8. Onida, Sansui and Videocon Companies have to improve their advertising effectiveness for Colour televisions.
9. In the overall brand equity score, the loyalty factor score is the lowest for Videocon brand. Therefore the company may try to improve the brand loyalty.

10. In the overall brand equity score, the awareness factor score is lowest for Sansui. Therefore the company may try to improve their brand awareness.

11. In the overall brand equity score, the association factor is the lowest for Sansui. Therefore the company may try to improve their brand association.

12. In the overall brand equity score, the reputation score is the lowest for Onida. Therefore the company may try to improve their brand reputation.
5.2 CONCLUSION AND SCOPE FOR FURTHER RESEARCH:

Successes of companies in marketing depend to a large extent on the Brand equity as perceived by the customer. Companies need to focus on building this brand equity in order to be competitive. It is a long term strategy meant to build and nurture the brands for long periods of time.

Customers are getting more and more knowledgeable and this is revealed in their pre-purchase behavior. Therefore, the companies have to carefully communicate their brand and advertising activities on giving the customers proper information about their brands. They should ensure that the brand equity factors are cared for so that such equity is top in the minds of the customers.

Customer satisfaction when achieved through Brand Equity factors like Brand Loyalty, Brand Awareness, Brand Association and Brand Reputation will definitely help the companies to gain customer preferences. Many research activities have been carried out in Brand and Brand Equity. However, this study attempts to give a proper perspective of Brand Equity factors and the customer responses for the brands of Colour Television in the study.

This study emphasises that Brand Equity is very essential for Marketing. The statistical tools used like Chi-square test, t-test, ANOVA, Kendall’s coefficient of Concordance, correlation and Regression reveal the facts with regard to relationship between variables. The Brand equity scores will guide the company to concentrate on improving low scoring factors.

This study has been done for Colour Television brands in Coimbatore city. Similar study is possible for other brands in other consumer product categories and also in other regions.