HYPOTHESIS FRAMED IN THE STUDY

For Chi-Square Test:

1. There is no significant relationship between Brand of CTV owned and the education of the respondents.

2. There is no significant relationship between Brand of CTV owned and the family size of the respondents.

3. There is no significant relationship between Brand of CTV owned and the occupation of the respondents.

4. There is no significant relationship between Brand of CTV owned and the monthly family income of the respondents.

5. There is no significant relationship between Brand of CTV owned and the family type of the respondents.

6. There is no significant relationship between Brand of CTV owned and the purchase of any other durable 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 the intention to buy the same brand of CTV once again by the respondents.

9. There is no significant relationship between Brand of CTV owned and the willingness to recommend the same brand to others by the respondents.
10. There is no significant relationship between the factors that impressed the respondent most and the CTV owned by the respondents.

11. There is no significant relationship between education level and the statement “more models means better quality”.

12. There is no significant relationship between family size and the statement “more models means better quality”.

13. There is no significant relationship between occupation and the statement “more models means better quality”.

14. There is no significant relationship between monthly family income and the statement “more models means better quality”.

15. There is no significant relationship between family type and the statement “more models means better quality”.

16. There is no significant relationship between CTV owned and the statement “more models means better quality”.

17. There is no significant relationship between number of times the repair problem is faced and the CTV brand owned.

18. There is no significant relationship between response time of the company and the brand of CTV owned.
For ANOVA test:

19. There is no significant difference among the type of education groups in the average loyalty factor scores.

20. There is significant difference among the type of family size groups in the average loyalty factor scores.

21. There is significant difference among the type of occupation groups in the average loyalty factor scores.

22. There is no significant difference among the type of income groups in the average loyalty factor scores.

23. There is no significant difference among the type of CTV owned in the average loyalty factor scores.

24. There is no significant difference among the type of education groups in the average awareness factor to the company scores.

25. There is no significant difference among the type of family size groups in the average awareness factor to the company scores.

26. There is no significant difference among the type of occupation groups in the average awareness factor to the company scores.

27. There is no significant difference among the type of family income groups in the average awareness factor to the company scores.

28. There is no significant difference among the type of CTV owned groups in the average awareness factor to the company scores.
29. There is no significant difference among the type of education groups in the average knowledge of CTV models factor scores.

30. There is no significant difference among the type of family size groups in the average knowledge of CTV models factor scores.

31. There is no significant difference among the type of occupation groups in the average knowledge of CTV models factor scores.

32. There is no significant difference among the type of monthly family income groups in the average knowledge of CTV models factor scores.

33. There is no significant difference among the type of CTV owned groups in the average knowledge of CTV models factor scores.

34. There is no significant difference among the type of education groups in the average awareness factor of the brand scores.

35. There is no significant difference among the type of family size groups in the average awareness factor of the brand scores.

36. There is no significant difference among the type of occupation groups in the average awareness factor of the brand scores.

37. There is no significant difference among the type of monthly family income groups in the average awareness factor of brand scores.

38. There is no significant difference among the type of CTV owned groups in the average awareness factor of the brand scores.

39. There is no significant difference among the type of CTV owned groups in the average point of purchase display influence factor scores.

40. There is no significant difference among the type of education groups in the average association factor of brand scores.
41. There is no significant difference among the type of family size groups in the average association factor of brand scores.

42. There is no significant difference among the type of occupation groups in the average association factor of brand scores.

43. There is no significant difference among the type of monthly family income groups in the average association factor of brand scores.

44. There is no significant difference among the type CTV owned groups in the average association factor of brand scores.

45. There is no significant difference among the type of education groups in the average reputation factor of brand scores.

46. There is no significant difference among the type of family size groups in the average reputation factor of brand scores.

47. There is no significant difference among the type of occupation groups in the average reputation factor of brand scores.

48. There is no significant difference among the type family income groups in the average reputation factor of brand scores.

49. There is no significant difference among the type of CTV owned groups in the average reputation factor of brand scores.

50. There is no significant difference among the type of education groups in the average advertisement effectiveness factor of brand scores.

51. There is no significant difference among the type family size groups in the average advertisement effectiveness factor of brand scores.

52. There is no significant difference among the type occupation groups in the average advertisement effectiveness factor of brand scores.
53. There is no significant difference among the type of monthly family income groups in the average advertisement effectiveness factor of brand scores.

54. There is no significant difference among the type of CTV owned groups in the average advertisement effectiveness factor of brand scores.

55. There is no significant difference among the type education groups in the average overall brand equity score.

56. There is no significant difference among the type of family size groups in the average overall brand equity score.

57. There is no significant difference among the type of occupation groups in the average overall brand equity score.

58. There is no significant difference among the type of monthly family income groups in the average overall brand equity score.

59. There is no significant difference among the type of CTV groups in the average overall brand equity score.

60. There is no significant difference among the type of CTV groups in the average overall brand equity score.

For t-Test:

61. There is no significant difference between male and female types in the average loyalty factor scores.

62. There is no significant difference between Nuclear and Joint family types in the average loyalty factor scores.

63. There is no significant difference between Male and Female types in the awareness to the company is important for buying a CTV.

64. There is no significant difference between Nuclear and Joint family types in the awareness to the company is important for buying a CTV.
65. There is no significant difference between Male and Female types in the knowledge of all CTV models is important for buying a CTV

66. There is no significant difference between nuclear and joint family types in the knowledge of all CTV models of a brand is important for buying a CTV
67. There is no significant difference between male and female types in the awareness factor of the brand
68. There is no significant difference between nuclear and joint family types in the awareness factor of the brand
69. There is no significant difference between male and female types in the association factor of the brand
70. There is no significant difference between nuclear and joint family types in the association factor of the brand
71. There is no significant difference between gender types in the reputation factor of the brand
72. There is no significant difference between nuclear and joint family types in the reputation factor of the brand
73. There is no significant difference between nuclear and joint family types in the average advertisement effectiveness factor of the brand
74. There is no significant difference between male and female types in the average advertisement effectiveness factor of the brand
75. There is no significant difference between male and female types in the average overall brand equity score of the brand
76. There is no significant difference between nuclear and joint family types in the average overall brand equity score of the brand
CHAPTER 1

1.1 Introduction to the study;

The concept of Brand is always exciting to study. Every product or service gets associated with a brand name that helps the customers to differentiate it when making a purchase. The time companies spend to choose a brand name and the catchy names that come out into the market is really interesting. Brand building does not stop with naming a brand, it is about creating value with regard to the offering of the organisation. Creating and nurturing a brand involves creation of value as perceived by consumers, creation of brand associations to reflect the value created, adapting the value to the changing environment influenced by competition and adapting the brand associations to the changing environment in a contemporary and consistent manner. Branding is a dynamic process, involving several elements of the marketing mix elements to build it.

Although there has been growing recognition of the value of the brands, a number of developments have occurred in the recent years that have significantly complicated marketing practices and posed many challenges to brand managers. To overcome these challenges and to occupy the leadership status it is vital for the companies to build their Brand Equity.

This study of Brand Equity is very much relevant to the Consumer Electronics Industry, specific to Colour Television (hereinafter referred to as CTV) products. It is one of the consumer durable products that have become an absolute necessity at the household and the single most popular form of family entertainment. The growing market size and the entry of many multinational companies in the early 1990’s like LG, Samsung, Sony to name a few, to compete against the already dominant Indian Players like Onida, Videocon, BPL, Sansui, Philips threw the market open for hectic brand competition. The survival of the fittest, the survival of the brand that impressed the customer the most became the order of the day. So, it became necessary for the companies to build their brands and increase their Brand Equity.
Coimbatore has been termed as the Manchester of the South. Being a major city in the State of Tamil Nadu, all the CTV companies have either an office or a depot for their products in this city. The Sales is done from the dealers to the customers. Many multi-brand and exclusive showrooms have fascinating displays and smart salesmen to sell the products. Coimbatore city on average sells about 800 colour television sets every month.* The product range of the companies range from LCD TV, Plasma TV, 29” TV, 21” TV, to 14” TV. Some of the leading colour television brands selling in the city are LG, Samsung, Onida, Videocon, Sansui, Philips and Panasonic in the order of their sales quantity positions (this was ascertained after discussions with top 5 retailers of CTV’s in Coimbatore city viz., Bharat Electronics, Vasanth & Co., Giria’s Electronics, Ramvel Agencies, Vivek & Co.,) these dealers were unanimous about their choice of the top five CTV brands. This was cross-checked with the CTV Company executives. In the market scenario there is a constant effort by the companies to outsell the other and gain in terms of market share.

To do a Research in Coimbatore city to find out the Brand Equity of Colour Televisions and to know the strengths and weaknesses of each brand and suggest remedial measures would certainly help the companies to gain more market shares.

According to Author David Aaker Brand Equity refers to “the marketing effects or outcomes that accrue to a product with its brand name as compared to those that would accrue if the same product did not have a brand name.”

The equity is due to factors like awareness, reputation/perceived quality, loyalty, associations and brand assets or patents. Higher equity brands are preferred by the consumers since they find it easier to interpret what the brand stands for, what benefits it offers, and are confident in dealing with it. They get more satisfaction from a high equity brand.

* source: Coimbatore CTV company executives
Brand Equity has been diagrammatically represented by David Aaker in his book ‘Managing Brand Equity’ as follows.

Probing the effect of Brand Loyalty, Brand Awareness, Brand reputation/Perceived quality and Brand Association among the colour television users will help in identifying the parameters for success and also the brand that commands the best Equity from the customer perspective for the above factors.

The Companies in the study can realign their marketing strategies and aim for better market shares.
1.2 Introduction to Brands:

Over the years globalisation of markets and the growth of companies has led to competition among brands. Many companies have realised the importance of their brands and have started investing on their brands. The concept of “brand” is today relevant in all organisations, whether in a business to consumer or in business to business capacity. The implications are very clear. “Companies in every industry must adapt a more strategic view of their own brand if they are to succeed” (Times News Network 7th Dec.’05). “The strongest and long lasting brands are created by divergence of an existing category”. (Al.Ries and Laura Ries-New Strategies for Brand building”). “To make a brand strong there should be clarity, consistency and leadership” (Rita Clifton ex-CEO Interbrand in USP Age-Aug’06). A brand is a promise to a customer. A successful brand delivers on that promise (Jennifer Aaker in Stanford GSB Research news-Sep.07).

“A brand is a symbol or mark that helps a customer to recall and differentiate it from a competing product”. David Ogilvy says “a brand is a consumer idea of a product or service”. “A product can be imitated, but a brand cannot” (Claude Fessler, former VP, Business development, Harley Davidson Motor company).

Each company wants to identify its products and distinguish them from their competitors in the market. This is thus achieved through branding. A brand is anything which is distinguished from similar products or services. A good brand is a symbol of trust, warmth, value and loyalty and price besides offering intangible benefits like glamour, energy, style etc.,
Functions of Branding:

1. It plays an important role in the demand creation and pushing up sales.
2. It makes the product attractive and popular.
3. It helps in identifying the product and distinguishing it from those of the competitors.
4. It helps in advertising and sales promotion campaigns.
5. It ensures uniformity of quality and satisfaction to buyers.
6. It helps the manufacturers in introducing their new products in the market successfully.
7. It helps the seller or manufacturer to earn goodwill or prestige.
8. It develops brand loyalty and consumer preference.

So, brands are at the very heart of business and advertising. A brand is having a peculiar characteristic i.e., either it grows and adapts to a changing world or it dies. The essence of every brand is its uniqueness. Some special imitable quality which creates and wins, then establishes. The marketers can build up a bright image of his enterprise around the brand. Repeat sales are stimulated and product substitution by competitors becomes difficult. If a firm has one or more lines of branded goods, it can easily add a new item to its list and the new item can enjoy all the advantages of branding immediately.

Scope of Branding:

How do you “brand” a product? Although firms provide the impetus to brand creation through marketing programs and other activities, ultimately a brand resides in the minds of the consumer. It is perceptual entity rooted in reality but reflecting the perceptions and idiosyncrasies of the consumer.

Branding is endowing products and services with power of a brand. It’s all about creating differences between products. Marketers need to teach consumers “who” the product is, giving it a name and other brand elements to identify it, as well as what the product does and why the customer should care. Branding creates mental structures that help consumers organize their knowledge about the products and services in a way that clarifies their decision making and in the process, provides value to the firm.
For branding strategies to be successful and brand value to be created, consumers must be convinced there are meaningful differences among the brands in the products or services category. Brand differences are often related to the attributes or benefits of the product itself.

**Brand Management:**

Brand Management is encompassed through the specification and communication of a brand identity that reflects the local firm’s strategy and its portfolio of resources and capabilities. It involves projection through the definition of brand elements and marketing programmes. It is dynamic in a way of establishing and configuring the consumer brand relationships by encouraging active dialogue, mobilization of consumer-based community, management of customer diversity and co-creating personalised experience (Fournier 1998, Prahlad and Ramaswamy 2000).

The current approach to branding is multi-dimensional and comprises of functional, emotional, relational and strategic dimensions. The brand today provides added value to a product through higher brand equity. Brand equity increases the likelihood that consumers will recognize the firms’ product when they make purchase decisions.

An analysis of company strategies reveals six models in the management of brand-product (or service) relationships. Each model denotes a certain role for the brand, its status as well as its relationship (nominal and/or visual) with the products which the brand encompasses.

- the product brand
- the line brand
- the range brand
- the umbrella brand
- the source brand
- the endorsing brand
Product brand strategy involves the assignment of a particular name to one and only one product.

The line brand strategy responds to the concern of offering one coherent response under a single name by proposing many complementary products. This goes from variations of the offer to the specific effect.

The range brand strategy bestow a single brand name and promote through a single promise a range a products belonging to the same area of competence.

Umbrella brand strategy has a single name covering different products offered by a company. Each one has its own advertising and develops its own communications.

Source brand strategy is identical to umbrella brand strategy except or one key point – the products have their own brand name. They are no longer called by one generic name.

Endorsing brand strategy gives its approval to a wide diversity of products grouped under product brands, line brands or range brands.
1.3 The Brand Equity concept:

One of the most popular and potentially important marketing concepts to arise in the 1980’s was the concept of brand equity. For the marketers this has raised the importance of the brand in the marketing strategy and provided focus for managerial interest and research activity. Fundamentally, branding is about enduring products and services with the power of brand equity. Brand equity relates to the fact that different outcomes result from the marketing of a product or service had it been identified by the brand.

Branding is all about creating differences. Most marketing observers agree with the following basic principles of brand equity.

1. Differences in outcomes arise from the “added value” endowed to a product as a result of past marketing activity for the brand.
2. The value can be created for a brand in many different ways.
3. Brand equity provides a common denominator for interpreting marketing strategies and assessing the value of a brand.
4. There are many different ways in which the value of a brand can be manifested or exploited to benefit the firm.

Fundamentally, the brand equity concept stresses the importance of the role of the brand in marketing strategies. The concept of brand equity clearly builds on many previously identified principles about brand management. By virtue of the fact that it adapts current theories and research advances to address the new challenges in brand management. Created by a changing marketing environment, however, the concept of brand equity can provide potentially useful new insights.

In the Strategic Brand Management Process, Brand equity is given prominence in the steps mentioned below:

1. Identifying and establishing brand positioning and values.
2. Planning and implementing brand marketing programs.
4. Growing and sustaining brand equity.
Through skilful design and implementation of marketing programs that capitalize on a well-conceived brand positioning, strong brand leadership positions can be obtained. Maintaining and expanding on that brand equity, however, can be quite challenging. Brand equity management concerns those activities that take a broader perspective of the brand equity, understanding how branding strategies should reflect corporate concerns and be adjusted, if at all, over time or over geographic boundaries of market segments. Managing brand equity involves managing brands within the context of other brands as well as managing brands over multiple categories, over time, and across multiple market segments.

**Brand Equity definitions:**

1. “A set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. (David Aaker – University of Berkeley)

2. “The set of associations and behaviors on the part of the brands customers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it could be without the brand name and that gives the brand a strong, sustainable, and differential advantage over competitors”. (Marketing Science Institute)

3. ”The sales and profit impact enjoyed as a result of prior years’ marketing efforts versus a comparable new brand” (John Brodsky, NPD Group)

4. ”The measurable financial value in transactions that accrues to a product or service from successful programs and activities” (J.Walker Smith, Yankelovich, Clancy Schulman).

5. ”Brand Equity is the willingness for someone to continue to purchase your brand or not. Thus the measure of brand equity is strongly related to loyalty and measures segments on a continuum from entrenched users of the brand to convertible users” (Market Facts).
6. “Brands with equity provide an own able, trustworthy, relevant, distinctive promise to consumers” (Brand equity board).

7. “The added value to the firm, the trade, or the consumer with which a given brand endows a product” (Peter Farquhar- Clarement Graduate school).

8. “The total accumulated value or worth of a brand” (Upshaw)

9. “The marketing effects or outcomes that accrues to a product with its brand name as compared to those that would accrue if the same product did not have a brand name” (David Aaker).

**Building Brand Equity:**

1. The initial choices for the brand elements or identities making up the brand names, URL’s, logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage.
2. The product and service and all accompanying marketing activities and supporting marketing programs.
3. Other associations indirectly transferred to the brand by linking it to other entity (a person, place or thing)

**Brand Equity as a Bridge:**

From the perspective of brand equity, marketers should think of all the money spent on products and services and each year as investments in consumer brand knowledge. The quality of the investments in brand building is the critical factor, not necessarily the quantity, beyond some minimal threshold amount.

**Measuring Brand Equity:**

Given that the power of a brand resides in the minds of the consumers and the way it
changes their response to marketing, there are two basic approaches to measuring brand equity. The indirect approach assesses potential sources of brand equity by identifying and tracking consumer response to different aspects of marketing. The direct approach which measures the performance of the brand quantitatively.

The two general approaches are complementary and marketers can employ both. In other words, for brand equity to perform a useful strategic function and guide marketing decisions, marketers need to fully understand (1) the sources of brand equity and how they affect outcomes of interest, as well as (2) how these sources and outcomes change if at all over time. Brand audits are important for the former, brand tracking for the latter.

**Branding in the Indian Market:**

Great brands have a distinctive memorable identity – brands therefore give identity. Identity in turn creates trust, which in turn creates loyalty. And ultimately, it is the loyalty that ensures continuous usage of brands. To ensure continuous loyalty, the company is forced to maintain quality, which in turn ensures continuous usage.

So, Brand Equity is important because strong brand equity enables the brand to command a premium. The reason customers are prepared to pay a premium is because of the perceived reliability, trustworthiness as well as positive image of a superior quality that the brand commands. Brand equity can therefore, can be categorized as

1. **Brand awareness:** This refers to the strength of a brand’s presence in the consumers’ mind. Awareness is measured according to the recognition and recall of the brand.

2. **Perceived Quality:** Perceived quality lies at the heart of what customers are buying. And in what sense, it is the ultimate measure of the impact of the brand.

3. **Brand Loyalty:** a brand’s value to the company is largely created by the customer loyalty it commands.
Since a company considers loyalty as a major asset, it encourages and justifies loyalty building programmes, which in turn, help to create and enhance brand equity. In a way, the loyal customer emotionally gets attached to the brand.

**Brand Equity Models:**

**Aaker Model:**

UC-Berkeley marketing Professor David Aaker views brand equity as the brand awareness, brand loyalty, brand reputation and brand associations that combine to add or subtract from the value provided by a product or service. According to Aaker, brand management starts with developing a brand identity – the unique set of brand associations that represent what the brand stands for and promises to customers an inspirational brand image.

**Brandz Model:**

Brandz marketing research consultants Millward Brown and WPP have developed the Brandz model of brand strength, at the heart of which is the Brand Dynamics pyramid. According to this model, brand building follows a sequential series of steps, each contingent upon successfully accomplishing the preceding one. The dynamics are categorized under presence, relevance, performance, advantage and bonding.

**Brand asset Valuator model:**

Brand asset Valuator Advertising agency Young and Rubican (Y&R) developed a model of brand equity called brand asset valuator (BAV). Based on Research with almost 5,00,000 consumers in 44 countries, BAV provides comparative measures of the brand equity of thousands of brands across different categories. There are five components or pillars of brand equity, according to BAV,
- Differentiation measures the degree to which a brand is seen as different from others.
- Energy measures the brands’ sense of momentum.
- Relevance measures the breadth of a brands appeal.
- Esteem measures how well the brand is regarded and respected.
- Knowledge measures how familiar and ultimate consumers are with the brand.

**Brand Resonance Model:**

The Brand Resonance model also views building brands as an ascending series of steps, from bottom to top: (1) ensuring identification of the brand with customers and an association of the brand in customers mind with a specific product class or customer need.

(2) Firmly establishing the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations. (3) Eliciting the proper customer responses in terms of brand related judgment and feelings and (4) converting brand response to create an intense, active loyalty relationship between customers and the brand.

**David Aaker model:**

Brand Awareness, Brand loyalty, Brand associations and Brand Reputation /Perceived Quality:

**Brand Awareness:**

Awareness refers to the strengths of a brands’ presence in the consumers’ minds. Awareness is measured according to the different ways in which consumers remember a brand, ranging from recognition to recall to top of the mind to dominant. Research has shown that recognition alone can result in more positive feelings toward nearly anything. Customers prefer an item they have previously seen or heard off to the one that is new to them.
Thus when decisions are made that involves products or services, the familiar brand will have the edge.

Economists tell that consumer affinity for a familiar brand is not just an instinctive response. When consumers see a brand and remember that they have seen it before, they realize that the company is spending more to support the brand.

Companies create awareness by widening their sales base. This is the reason why companies like LG and Samsung in the Indian markets are consistently informing the customers through advertisements. They also use event promotions, sponsorships publicity and other attention getting approaches. Getting consumers to recognize the brand considerably enhances brand equity.

**Brand Loyalty:**

Brand Loyalty, is also a brand equity measurement. It is a key consideration when placing a value on a brand that is to be brought or sold, because a highly loyal customer base can be expected to generate a very predictable sale and profit stream. In fact, a brand without a loyal consumer base usually is vulnerable or has value only in its potential to create loyal customers. Further, the impact of brand loyalty on marketing costs is often substantial: It is simply much less costly to retain customers than to attract new ones. A common and expensive mistake is to seek growth by enticing new customers to the brand while neglecting existing ones. The loyalty of existing customers also represents a substantial entry barrier to competitors in part because the cost of enticing customers to change loyalties is often prohibitively expensive. A focus on loyalty segmentation provides strategic and tactical insights that will assist in building strong brands. There are passively loyal (those who buy out of habit rather than reason) and committed customers. Two segments in which the firms under invest are the passive loyal and the committed customers. One approach to enhancing loyalty is to develop or strengthen their relationship with the brand. Brand awareness, perceived quality and an effective, clear brand identity can contribute to this goal. Increasingly programs that can build loyalty more directly are becoming important and even critical in many product classes. Included among these are frequent buyer programs and customer clubs.
Brand Associations:

Managing Brand Equity emphasized that brand equity is supported in great part by the associations that consumers make with a brand. These associations might include product attributes; a celebrity spokesman or a particular symbol. Brand associations are driven by the brand identity – what the organisations wants the brand to stand in the customer’s mind. A key to building strong brands then is to develop and implement a brand identity. Brand identity can include brand as a product and the brand as an organization.

Brand Reputation/ Perceived Quality:

Brand Reputation?Perceived quality is a brand asset for the following reasons:
- it drives financial performance.
- perceived quality is often a major strategic thrust for the business.
- it is linked to and often drives other aspects of how a brand is perceived.

Studies using the PIMS database (annual data measuring more than one hundred variables for over 3000 business units) have shown that perceived quality is the single most important contributor to a company’s ROI having more impact than market share, R&D or marketing expenditures. Perceived quality contributes to profitability in part by enhancing prices and market share.

Perceived quality is a key strategic variable for many firms. Total Quality Management (TQM) or one of its relatives has been central to many firms for the past decade, and perceived quality is the end goal of TQM programmes. Many firms explicitly consider quality to be one of their primary values and include it in their mission statements.

Brand reputation is intrinsic to the brand. These are qualities or strengths that the brand has developed over the years and that form the basis of expectations of or even outright promises by a brand.
REASONS TO MEASURE BRAND EQUITY ACROSS PRODUCTS AND MARKETS:

What is a stronger brand name? Why is it strong or weak? How is the brand’s strength level changing over time? How do brand strength’s vary by country and markets and why?

Such questions are fascinating and also practical. Measuring brand equity can have a significant practical value for the reasons below:

1. **Benchmarking against the best:** Too often managers believe that their positioning alternatives are restricted to what has always been done in their category. A consideration of brands in other, some of which may share some common characteristics and challenges, can suggest new identity options. Further when one evaluates identity implementation programs, a useful benchmark might be other brands with similar identity goals.

2. **Insights into brand building:** Brand Equity measurement over product class and markets provides an opportunity to generate insights about and basic principles for effective brand building and brand management. An understanding of how awareness and brand loyalty relates to each other, especially through time, can be suggestive.

3. **Tools to manage a brand portfolio:** Many organisations offer a number of brands across a variety of markets and countries. If these brands are managed separately and independently, or on an ad-hoc basis, then overall resource allocation among the brands may not be made appropriately.

Good management starts with good measurement, and the key to managing a good portfolio is a set of measures. Of course, well developed and accepted measures – such as sales figures, cost analysis, margins, profit and return on assets. These usually are financial measures. Therefore there has to be a set of measures that supplement these financial measures. When brand objectives and programs are guided by both types of
measures, the incentive structure becomes more balanced, and it becomes easier to justify and defend brand building activities.

Four criteria provide guidance in shaping the Brand Equity. First, the measures would reflect the construct being measured, namely brand equity. The conceptualization and structure of brand equity should guide the development of the measure set. One objective should be to tap the full scope of brand equity including awareness, perceived quality, loyalty and associations. Second, the measures should reflect constructs that truly drive the market. Brand equity managers should be convinced that movement on a measure will eventually move the needle on price levels, sales, and profits. Third, measures should be sensitive. When brand equity changes the measures should detect that change. Finally, measures would be developed that can be applied across brands, product categories, and markets.
1.4 Coimbatore - Profile:

**History:**

The city is situated on the banks of the river Noyal. Coimbatore existed even prior to the 2nd Century AD as a small village capital called Kongunad until it was brought under Chola control in the 2nd and 3rd century AD by Karikalan the first of the early Cholas. The other great rulers of this city were the Rashtrakutas, Chalukyas, Pandyas, Hoysalas and the Vijayanagara Kings. The small village was also named as “Covanputhur” after the leader of this group, whose name as “coven”. According to the Chlan Poorva Pattayam in the Madras Oriental Manuscript Library this Covanputhur later changes as Coimbatore. When Kongunad fell to the British along with the rest of the State, its name was changed to Coimbatore and it is this name that is known today, except in Tamil language, in which it is know as Kovai.

The rich black soil of the region has contributed to Coimbatore’s flourishing agriculture industry and, it is in fact, the successful growth of cotton has served as a foundation for the establishment of its famous textile industry. There are more than 25000 small, medium, large-scale industries and textile mills. Coimbatore is also famous for the manufacture of motor pump sets and varied engineering goods, due to which it has earned the title “Manchester of the South”. The development of Hydro electricity from the Pykara falls in the 1930’s led to a cotton boom in Coimbatore. The result has been strong economy and a reputation as one of the greatest industrial city of south India.

**Area Location:**
The total area of Coimbatore district is 7469 sq.kms.* The district is an inland district in the Southern part of the Peninsula. It lies in the extreme west of Tamil Nadu. It is bounded in the north and east by Periyar district. In the west and the south the mountain ranges, viz., Western Ghats and Aanamalai provide its boundary. In the West, there is the mountain pass in the Western Ghats due to the presence of the mountain pass major parts of the district are benefited from the south-west monsoon. The pass which is commonly

*Source: [www.coimbatore.tn.nic.in](http://www.coimbatore.tn.nic.in)
known as Palghat Gap has an enduring influence on the trade and commerce that are centered in and around Coimbatore.

**Geographical features:**

The soil which is mostly found here is black soil which is suitable for cotton crops. A variety of red loam is also found in the Avinashi and Coimbatore taluks. The soil in Coimbatore taluk is enriched with organic matter from the hill ranges. There are rich tracts of red loam in Palladam and Pollachi taluks. The soils in Pollachi taluks are mostly of sandy loam often mixed with gravel. The red soils around the Aanamalais are fertile.

Coimbatore is perhaps one of the very few districts in the State which are covered with thick forest. More than 20 per cent of the total districts’ area is under forest. The forests here are abundant in commercially significant items such as teak, sandalwood, rosewood, bamboo etc., The neighboring Nilgiris district slope viz., the Mettupalayam range is rich in sandalwood trees and bamboo. The other forests in this district are spread over Punchi, Udumalpet and Tunacadavu ranges. They vary from rich tropical evergreen forests of Punachi range to jungles of shrubs in the Udumalpettai and Pollachi ranges. The Cinchona department is raising a cinchona plantation here. Apart from this, there are one or two tea plantations and coffee plantations.

The fauna is also rich in this district. Most of the common species which are found in the plains are available here but important one is wild elephants and a few tigers in high ranges. The famous wild life sanctuary in Aanamalais which covers 95000 hectares includes tigers and elephants.

Located in the rain shadow region of the Western Ghats, Coimbatore enjoys a very pleasant climate all the year round, aided by the fresh breeze that flows through the 25 kms long Palakkad gap. The rich black soil of the region has contributed to Coimbatore’s flourishing agriculture industry and it is fact the cause for the successful growth of cotton that served as a foundation for the establishment of its famous textile industry. The first textile mill came up as far back as 1888 but there are now aver a hundred mills. The result has been a strong economy and a reputation as one of the greatest industrial cities in south India.
* Coimbatore

<table>
<thead>
<tr>
<th></th>
<th>Coimbatore city</th>
<th>Area (sq.kms)</th>
<th>Population (in’lacs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporation</td>
<td>1</td>
<td>105.60</td>
<td>9.30</td>
</tr>
<tr>
<td>Special Grade Municipality</td>
<td>2</td>
<td>57.38</td>
<td>3.22</td>
</tr>
<tr>
<td>Selection Grade</td>
<td>1</td>
<td>8.18</td>
<td>.58</td>
</tr>
<tr>
<td>First Grade</td>
<td>1</td>
<td>7.20</td>
<td>.63</td>
</tr>
</tbody>
</table>

*Source: [www.coimbatore.tn.nic.in](http://www.coimbatore.tn.nic.in)

**Population of Coimbatore district**:

<table>
<thead>
<tr>
<th>Period</th>
<th>Regions</th>
<th>Population</th>
<th>Percentage variations since previous census</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981-1991</td>
<td>Rural</td>
<td>16,63,381</td>
<td>09.72</td>
</tr>
<tr>
<td></td>
<td>Urban</td>
<td>18,44,993</td>
<td>19.48</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>35,08,374</td>
<td>14.65</td>
</tr>
<tr>
<td>1991-2001</td>
<td>Rural</td>
<td>14,51,653</td>
<td>-12.73</td>
</tr>
<tr>
<td></td>
<td>Urban</td>
<td>28,20,203</td>
<td>52.86</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>42,71,856</td>
<td>21.76</td>
</tr>
</tbody>
</table>


Coimbatore also has 19 Panchayat Unions, 59 Town Panchayats and 389 village Panchayats***.

Coimbatore district covers Coimbatore North/South, Mettupalayam, Avinashi, Pollachi, Valparai and Udumalpet.

Covering an extent of 105.6 sq.kms Coimbatore city is the district headquarters of Coimbatore and is well known for its textile industries and has excellent potential for industrial growth. Because of it’s proximity to the hills of the Western Ghats, Coimbatore enjoys salubrious climate throughout the year

Coimbatore city is well connected with other parts of the country by air, railways and an excellent road network. An international airport is serving the city, which is located on Avinashi road at approximately 10kms from the city center. It is also well connected with rail service to various parts of the country. The city is connected by an excellent road network with Kerala and Karnataka. The national highway No.47 passes through the city. The queen of hills stations Ooty is only 90 kms from the city and is well connected by road and mountain rail service throughout the year.

Coimbatore population within the municipal limits was 9,30,882 as per 2001 census. It is now estimated at 15 lacs.

The Coimbatore city is divided into four zones, North, East, West and South. Each zone is divided into 18 wards*

Some of the popular wards in terms of residential population are as under.

<table>
<thead>
<tr>
<th>North</th>
<th>East</th>
<th>West</th>
<th>South</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tata bad</td>
<td>Ondipudur</td>
<td>Sai baba colony</td>
<td>Sukrawarpet</td>
</tr>
<tr>
<td>P.N. Palayam</td>
<td>Krishnaswamy nagar</td>
<td>Barathi Park</td>
<td>Raja street</td>
</tr>
<tr>
<td>Kavundampalayam</td>
<td>Ramanthapuram</td>
<td>Telungupalayam</td>
<td>Katoor</td>
</tr>
<tr>
<td>New Siddhapudur</td>
<td>Meena estate</td>
<td>Vadavalli</td>
<td>Nanjundapuram</td>
</tr>
<tr>
<td>Rathinapuri</td>
<td>Singanallur</td>
<td>R.S. Puram</td>
<td>Ramnagar</td>
</tr>
<tr>
<td>P.N. Palayam</td>
<td>Race course</td>
<td>Ponniarajapuram</td>
<td>Devangapet</td>
</tr>
</tbody>
</table>

*Source: www.coimbatore.tn.nic.in
**Industries in Coimbatore:**
There are a number of textile mills in and around the city run by government and by Private companies. Well established handloom textile manufacturing units, big and small foundries engaged in the manufacturing of deep well motors and pump sets for agricultural domestic purposes, a famous cement manufacturing unit at Madukarai at 10kms from the city and 3 big textile machinery manufacturing units provide employment to thousands of people and contribute to the industrial growth of the region and the state. Coimbatore has also started attracting investment in hi-tech industries in the recent years, especially in the field of solar energy and computer software. There is modern unit manufacturing solar energy equipments near Coimbatore and several major software companies have set up development centers in the city.

**Major and Minor trade in Coimbatore:**

<table>
<thead>
<tr>
<th>Major Trade</th>
<th>Minor Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Motors</td>
<td>Chemicals</td>
</tr>
<tr>
<td>Textile machinery</td>
<td>Areca nut</td>
</tr>
<tr>
<td>Hosiery</td>
<td>Agricultural produce</td>
</tr>
<tr>
<td>Computer Software</td>
<td>Bricks</td>
</tr>
<tr>
<td>Coconut</td>
<td>Marbles</td>
</tr>
<tr>
<td>Agricultural Produce</td>
<td>Building materials</td>
</tr>
<tr>
<td>Yarn</td>
<td>Electrical goods</td>
</tr>
<tr>
<td>Readymade garments</td>
<td>Electronic goods</td>
</tr>
<tr>
<td>Jewels</td>
<td>Handicrafts</td>
</tr>
<tr>
<td>Submersible pumps</td>
<td>Sugar</td>
</tr>
<tr>
<td>Plastics</td>
<td>Fertilizer</td>
</tr>
<tr>
<td>Automobile spare parts</td>
<td>Coir products</td>
</tr>
</tbody>
</table>

1.5 The Consumer electronics Industry in India

In recent years the electronic industry is growing at a brisk pace. It is currently worth $10 billion, but according to the estimates, has the potential to reach $40 billion by 2010. The largest segment is the consumer electronics. The largest export segment is of components.

The categories of electronics include audio, communication, computers, television, video, DVD players, photography, remote controls and home theatre.

The electronics industry in India took off around 1965 with an orientation towards space and defence technologies. This was followed by developments in consumer electronics mainly with transistor radios, Black and White TV, Calculators and other audio products. The colour televisions soon followed. In 1982, a significant year in the history of television in India – the government allowed thousands of colour television sets to be imported into the country to coincide with the broadcast of the Asian games in New Delhi. The year 1985 saw the advent of computers and telephone exchanges, which were succeeded by digital exchanges in 1988. The period between 1984 and 1990 was the golden period during which the industry witnessed continuous and rapid growth.

From 1991 onwards there was first an economic crisis triggered by the Gulf War which was followed by political and economic uncertainties within the country. Pressure on the electronics industry remained, though growth and developments have continued with digitalization in all the sectors, and more recently the trend towards convergence of technologies.

The electronics industry in India constitutes just 0.7% of the global electronic industry. Hence it is miniscule by international comparison. However, the demand in the Indian market is growing rapidly and investments are flowing in to augment manufacturing capacity. The consumer electronics industry in India is poised for a strong growth in the years to come.
According to iSuppli Corp. (management consultants) it is predicted that the Indian audio/video consumer electronics industry will grow to Rs.26,931.13 crores by 2011, rising at a compounded annual growth rate (CAGR) of 10%. The growth will be aided by a lot of factors like,

- Growing consumer confidence due to rising disposable incomes.
- Easy financing schemes that are making purchases possible
- Increased local manufacturing
- Expanding distribution networks
- Sporting events, such as Cricket.

**World Electronic industry contribution value:**

<table>
<thead>
<tr>
<th>Electronic Industry</th>
<th>$ Value (in billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Components</td>
<td>2.3</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>5.6</td>
</tr>
<tr>
<td>Industrial and other</td>
<td>3.0</td>
</tr>
<tr>
<td>Computers</td>
<td>4.0</td>
</tr>
<tr>
<td>Commn. &amp; broadcasting</td>
<td>3.5</td>
</tr>
<tr>
<td>Strategic electronics</td>
<td>1.5</td>
</tr>
</tbody>
</table>

*Source: www.elcina.com

**Indian electronics production data (financial year):**

(Rs. In crore)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Electronics</td>
<td>13800</td>
<td>15200</td>
<td>16800</td>
<td>18000</td>
<td>20000</td>
<td>22500</td>
</tr>
<tr>
<td>Industrial electronics</td>
<td>5550</td>
<td>6100</td>
<td>8300</td>
<td>8800</td>
<td>10400</td>
<td>11950</td>
</tr>
<tr>
<td>Computers</td>
<td>4250</td>
<td>6800</td>
<td>8800</td>
<td>10800</td>
<td>12800</td>
<td>16400</td>
</tr>
<tr>
<td>Commn.&amp;Broadcasting</td>
<td>4800</td>
<td>5350</td>
<td>4800</td>
<td>7000</td>
<td>9500</td>
<td>14350</td>
</tr>
<tr>
<td>Strategic electronics</td>
<td>2500</td>
<td>2750</td>
<td>3000</td>
<td>3200</td>
<td>4500</td>
<td>6100</td>
</tr>
<tr>
<td>Components</td>
<td>6600</td>
<td>7600</td>
<td>8800</td>
<td>8800</td>
<td>8800</td>
<td>9500</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>37500</td>
<td>43800</td>
<td>50500</td>
<td>56600</td>
<td>66000</td>
<td>80800</td>
</tr>
</tbody>
</table>
The Consumer electronics industry registered a healthy growth in 2008 based on a new product and technology introduction as well as better off-take in semi-urban markets. The industry remained under pressure in the first half because of the rising cost of components which necessitated a marginal increase in prices by the manufacturers. The anti-dumping duty imposed by the government on picture tube imports too led to around 5 per cent increase in colour television prices in August 2008. Thus, industry could grow in spite of the price increases, which gives hope for the sector going forward. Overall, the industry is expected to have recorded a growth of 10-12 per cent across categories. All consumer electronics categories by and large recorded healthy growth, with premium categories leading to growth. Thus colour television recorded a growth around 16 per cent, with LCD TV’s growing by a strong 124 per cent. Some of the factors that contributed to higher growths in the premium sector include the introduction of latest technology innovations, growing design consciousness as well as increased affordability. Many manufacturers including Samsung worked on enhancing their reach in smaller B&C class cities as well.

In terms of new technology, Full HD definitely dominated the audio video space, whether it was LCD TV’s or Plasma TV’s, to a greater extent and digital still cameras to a small extent. Given the Indian customers’ acceptance of new technology and the fact that Doordarshan is planning to commence Full HD transmission with the commonwealth games, it is expected full HD LCD TV’s will gain momentum in the coming years.

* Source: [www.indiantvindustry.com](http://www.indiantvindustry.com)
Flat TV’s continued to dominate the colour television market last year (2009). This year also, the contribution of the flat TV’s to the total market is expected to grow by 70 per cent. Slim TV is another category that is growing rapidly and its volumes may double this year. In overall terms, the CTV market especially Flat TV market recorded a healthy growth with penetration levels growing in Tier II and Tier III cities.

**History of the Indian Television Industry:**

The history of the Indian television industry dates back to 1982, the year when India hosted the Asian Games. There was a huge demand for colour televisions all through the 80’s.

In 1984-85, the colour TV industry was growing at an astounding rate of 140.3%. However, 1985-86, it fell to 68.6%, 15% in 1988-89 and finally in the year 1989-90 it touched a rock bottom of 5%.* In 1991-92, the Indian economy was going through a balance of payment crisis. As a result of this, for the first time in the history of Indian colour television, one saw a deceleration in the sales of color television at -14.5%.

During the period, the prices of colour television sky rocketed due to the high import duties imposed on colour television picture tubes. However the period after the liberalisation of the economy marked a new beginning for the colour television industry. The industry witnessed rapid growth during this period. The popularity of cable television, the price of 20 inch colour television falling drastically, the entry of international brands, the increase in the advertising expenditure and various sporting extravaganzas like the World Cup in 1994 helped in increasing the sales of colour televisions.

The Indian colour television market is quite small (less than 6 million units) in size as compared to other countries such as China (9.30 million units) and the US market (22 million units). The demand of colour television is registering double digit growth.

The 14”, 20” and 21” televisions are the most widely sold accounting for about 90% of the market. Flat screen Television is the fastest growing segment. 192 million urban and rural households have access to televisions. But only 42% of these own televisions.

*Source: www.indiantvindustry.com*
Televisions command a 72% share of the average 13 hours spent on traditional media by the Indians. Korean majors have been growing at a fast pace, giving stiff competition to existing domestic as well as global players.

**Penetration of Colour Televisions regionwise.**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>19.4%</td>
</tr>
<tr>
<td>South</td>
<td>18.4%</td>
</tr>
<tr>
<td>North</td>
<td>13.3%</td>
</tr>
<tr>
<td>East</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

The television is a wonderful means of mass communication invented by J.L.Baird in 1926. Now our home has become a cinema hall. A television is an audio-visual medium which enables us to hear and watch a variety of programmes, both live and recorded. Nowadays televisions have become an essential item for mass based usage. They are manufactured in different sizes so as to meet the needs of various groups of people.

The current year may witness the popularity of LED technology. LED represents the next generation of technology in LCD TV’s and it is expected to grow in popularity linked with its slim form factor, performance features and the fact that it is even more energy efficient than LCD TV’s. Thus the flat panel market will be exciting with the Indian consumer certainly not left behind wanting in terms of options.

New technologies and a booming economy will help double revenues in India’s television Industry by 2010, but regulatory barriers could impact growth in the world’s third-largest cable TV market, Reuters has reported quoting a new study “India remains the most significant and accessible cable and satellite opportunity in the Asia Pacific region. There is a lot of leverage for the local and international investors as consolidation takes place.

Source: [www.indiantvindustry.com](http://www.indiantvindustry.com)
1.6 COLOUR TELEVISIONS – MAJOR BRANDS

LG ELECTRONICS LIMITED:

LG Electronics India Pvt. Ltd., is a wholly owned subsidiary of LG electronics, South Korea. LG electronics India was formed in January 1997. the company has its manufacturing units in greater Noida, Delhi and Pune.

LG Electronics has an employee strength of over 72000 across the world. It has 77 subsidiaries worldwide.

LGEIL has registered a turnover of Rs.8250 crores in 2006.

LG’s product profile:

Flat panel Displays, CTV, Air conditioners, Refrigerators, Washing machines, Microwave ovens, Note books, audios, Vacuum cleaners, IT products, Televisions.

Vision:

“the quest to make LG the most exciting and successful enterprise-will be won on the factory floor, in the officers, on the field, face to face with customers, with everyone understanding and focused on the essential mission of a corporation-serving customers. Winning depends not on the big deals, acquisitions etc., but on a thousand smaller victories won by men and women who come to work every day excited about finding a better way of doing things and in doing so, making lives better and our organization THE BEST creating “a pleasant work environment” through trust, respect and coordination of employees and fulfilling their dreams to make it an ideal place to work.

LG Electronics Pvt. Ltd. has jumped from a turnover of 125 crores in 19197 to Rs.8250 crores in 2006. The company plans to invest $250 million in India by 2011. In a survey conducted by Business world in 2006 LG electronics was ranked as No.2 in the consumer durable sector and was given the following scores based on the different parameters. Innovativeness (253.1), Quality (212) Financial performance (209.1), quality of products and services (244), talent management/people (228.9), global competitiveness (269.9).
**Digital Technology leadership:**
The new millennium sees the birth of the digital technology at LGEIL-TL(technology leadership), which offers customers easy to use, affordable and technology ingenious “champion products”

**Globalization:**
70% of its total revenues are from overseas manufacturing, sales and marketing logistics, R&D and the customer services in key areas.

**Creating value for the people:**
LGEIL extends a warm hand to contribute to the world community, to touch the hearts of the customers, friends, shareholders, employees, partners and subsidiaries at home and abroad. They create values and help people realize their dreams of a better life.
ONIDA – MIRC ELECTRONICS LIMITED:

Mirc electronics was established in 1981 by Mirchandani and V. Mansukani. The following year the Company began production of CTV ONIDA. The Company manufactures sells and services consumer durables.

Mirc operates through two divisions, CTV and non-CTV products. The CTV product range includes LCD’s, slim televisions, and ultra slim televisions. Other products include air-conditioners, washing machines, DVD players and recorders, micro-wave ovens and audio-visual presentation products. Mirc sells products under two brands ONIDA for the premium segment and IGO for the mass segment. In Feb.’07, non-CTV product revenues increased by 41% over previous year ’06. Mirc operates a manufacturing facility at WADA Maharashtra with an installed capacity of 3 million CTV’s. During Financial Year ’07 Mirc also set a manufacturing facility at Roorke, Uttarakand with an installed capacity of 3,00,000 CTV’s. CTV sales grew by 7% vis-à-vis ’06. The company has a distribution network of 2700 authorised dealers and 33 branches. During financial Year ’07, the company also merged its operations of its two subsidiaries, Akasaka Electronics and Imericas Technologies with the latter.

The Company incorporated on 1st Jan as Mirc Electronics private Ltd., the word Private was deleted from the name on 13th Sep 1988 and a fresh certificate was issued converting the company into a Public Ltd., Company.

The other listed companies of the group are Onida Saka Ltd., Onida Savak Ltd., and Monica electronics which were engaged in the manufacture of colour televisions, B&W televisions, video cassette recorders, Audios, air-conditioners, washing machines, electronic tuners and other electronic products.
The company has recently launched a new colour television incorporating state-of-art features for superlative performance. The remote control set for this product offers “master command” which have been recently introduced in Japan. The company has Onida arcades, which is an exclusive “ONIDA” showroom situated in prestigious upmarket locations.

Sales of TV sets in Sep 2008 is 15, 09,946 numbers valuing 881.17 crores, contributing 53% to the turnover.
Samsung Electronics Co. Ltd., is a global leader in semi-conductors, telecommunication, digital media and convergence technologies. The Company has six main business units: Corporate Technology Operations, Digital appliances Business, Digital Media Business, LCD business, semiconductor Business and telecommunication Network business. Recognized as one of the fastest growing global brands of South Korea, Samsung electronics is the world’s largest producer of colour monitors, color TV’s, memory chips and TFT-LCD’s. Samsung India Electronics is a subsidiary of Samsung Electronics Company Ltd., (SECL) of South Korea, SIEL started its operations in 1995 and provides high technology consumer electronics, IT, Home appliance and Telecom products. It has over 1400 employees and a turnover of over US $ 824 million. Sales of SIEL have been growing at a CAGR of almost 50 per cent over the past four years. SIEL is the market leader in high end digital television (Plasma, LCD and DLP). In the highly competitive colour market in India. Samsung has a market share of 15.5 per cent. Samsung holds the No.2 position in flat television category, frost free refrigerators as well as microwave oven segment. Samsung is the leader in the IT essentials segment with 63 per cent market share in TFT, LCD monitors, 51 per cent CRT monitors, 43 percent in multi function printers and 47 per cent in hard disc segment. In the telecom space, Samsung is the world leader in colour screen phones with 36 per cent market share. It is also the second largest mobile phone brand across all the categories in India and a very prominent brand in the Indian consumer market. Samsung is recognized as a leading brand of high tech consumer electronics and Home appliance products in the country.
following in India at the same time as the global launch. DLP Televisions, fuzzy Logic based washing machines, silver Nano refrigerators, flat screen TV’s and micro-wave ovens.

Samsung has won over 150 awards in India for its technology and design based products. Through its research done on consumer preferences in India, Samsung has concluded that Indian consumers want more sound-oriented products. Thus, the Samsung televisions of India have a higher sound capacity than their foreign counterparts. Samsung plans to create an inspirational digital lifestyle for the average Indian customer with the introduction of innovative digital products, that represent the absolute high end of technology and design. The company also plans to revolutionise retail in the country by launching a massive retail roll out of its exclusive outlets, Digital World. Digital worlds and Samsung Digital Homes, Indian consumers today can experience the finest in technology in a world class environment. The company also plans to set up 600 technology retail counters to bring technology closer to the consumers, allowing them to touch, feel and experience the same.
SANSUI:

Sansui was founded in 1947 in Tokyo Japan and was a manufacturer of audio and video equipment. It is a part of Grande Holdings, a Chinese Hong Kong based conglomerate, who owns Japanese brands Akai and Nakamichi. It now enjoys presence in over 100 countries.

As the mid 1980’s arrived, sales were lost to competitors (Sony, Pioneers, Matsushita’s technics.) Sansui began to lose visibility in the United States around 1988, and then focused on manufacturing high end components in Japan. The company began to manufacture high-end television sets and other video equipment, but ceased exportation. In the late 1990’s the company brand was used on video equipment manufactured by other companies. The current manufacturer of the re-branded sets in Orion Electric, based in Osaka and Fukui, Japan. Its U.S subsidiary markets products under the Sansui brand, among others. Sansui is thus a mere umbrella brand at present. This radical change in Sansui’s corporate identity has resulted in a notable change in its product quality as consumers now tend to consider Sansui a mass- market brand rather than a maker of high end electronics products.

Being a pioneer in the field of television and entertainment industry, Sansui has many times redefined the industry by introducing cutting edge technology and Innovation in India. Be it Plasma, LCD, slim TV’s or DVD’s innovation is just not a philosophy but Sansui’s way of life. This is apart from being awarded the company of the year 8 times in row by the Japanese government. Sansui has also won the hearts and minds of millions across the globe.
Sansui started its operation in India in 1997. Initially, the strength of the company was only 4 employees. The first sales office was open in Pune in October 1997 in a small room of 10x10 in a business centre. From there it grew to 1600 employees today and from sales of 20000 TV’s in the first year to 1 million CTV’s in 2008 with a turnover of Rs.1000 crores.

In the present scenario where there is a shift in the preference towards LCD TV’s, Sansui has launched the LCD range under the brand name “FONTES”. This range is well appreciated by the consumers across India.

Sansui’s provides value added schemes to the customers like;
1. Good quality and high technology products at economical prices.
2. CTV’s with not only high sound output, but with clear sound also.
3. Good discounts on various products during the festive time.
4. Good after sales service and extended comprehensive warranty by taking an annual Maintenance contract.
VIDEOCON:

The Videocon group emerges as a US$ 2.5 billion global conglomerate continuing to set trends in every sphere of its activities from a conference room sized assembly line in 1979. today the company operates through four key sectors, viz., consumer durables, Thomson CPT, CRT glass and Oil and Gas.

Videocon enjoys a pre-eminent position in terms of sales and customer satisfaction in many of our consumer products like colour televisions, washing machines, air-conditioners, refrigerators, micro-wave ovens and many other home appliances, selling them through a multi-brand strategy with the largest sales and service network in India. Refrigerator manufacturing is further supported by the in house compressor manufacturing technology at Bangalore. With the Thomson acquisition Videocon has emerged as one of the largest colour picture tube manufacturers in the world operating in Italy, Poland and China, continuing to lead through new innovative technologies like slim CPT, extra slim CPT and high definition 16:9 format CPT. Videocon is also one of the largest CPT glass manufacturers in the world with a high level of experience and technical expertise operating through Poland and India. Videocon will leverage on this synergy after Thomson acquisition to internally source glass for its CPT manufacturing increasing efficiencies and lowering costs. An important asset for this group is its Ravva oil field with one of the lowest operating costs in the world producing 50,000 barrels of oil a day. The group has ambitious plans for expansion in this sector globally.

Future Plans:

To strengthen and maintain its leadership status, the Videocon group has clearly charted out its course for the future. Aggressive development is in its full swing at the R&D centers to bring out state-of-art technologies including True flat, slim, extra slim, plasma & LCD’s at the earliest. Cost rationalization processes are in various stages,
including rationalizing factories in Europe, increasing automation and improvement of efficiency in China, accessing glass shells from India for international CPT facilities and a lot more, are in various stages of implementation.

Internationally all existing client relationships are being strengthened. The cost competitiveness and increase in capacity in Poland has opened up big opportunities in the OEM business. The domestic market consolidation with multiple brands paves the way for an unassailable lead in the market.

Videocon’s mission: “to delight and deliver beyond expectation through ingenious strategy, intrepid entrepreneurship, improved technology, innovative products, insightful marketing and inspired thinking about the future.”
1.7 Need and Importance of the Study:

Few topics have captured the attention of academics and practitioners in a discipline the way “brand equity” has in the field of marketing. A dozen managerial and leadership fads have come and gone since David Aaker first proposed brand equity in the 1980s. Yet Aaker’s ideas endure and sometimes it seems that all students, clients, and colleagues want to talk about is how to establish and build their brands. (William B. Locander and David L. Luechauer 2005)

“Brand Equity is an important topic for marketing strategy, economics, finance and accounting because strong brands are associated with more efficient marketing activities” (Smith and Park 1992; Srivatsava and Shocker 1991).

“In recent years a customer lifetime value and its implications have received increasing attention……for example, brand equity, a fundamentally product centered concept, has been challenged by the customer centered concept of customer equity” (Rust, Lemon and Ziethamal 2004, p.11).

“A single, individual level, objective measure of “true” brand equity exists regardless of the owner of the brand, and that brand equity is in the hearts and minds of the customers – not in the brand”. (Rust Lemon and Zeithamal 2004)

This research entitled “A Study on Brand Equity of Colour Television Products with specific reference to Coimbatore city” is of crucial importance to companies.

It is a continuous effort for the companies in the Coimbatore city market to getting customer enquiries at the different dealer showrooms selling these colour televisions (CTV’s). There are nearly about 20 leading showrooms selling colour televisions in Coimbatore city. The pattern of sales in these showrooms in cash and credit sales. The sale is to an extent influenced by retailer presence, brands dealt in and schemes available.
However, it is important to the company that the customer comes enquiring at the showroom for a particular brand. This helps in discouraging the showroom salesman from selling what he wishes. It also helps the company in soliciting dealer co-operation for the various schemes implemented by the company from time to time. And also with regard to the achievement of sales targets fixed and timely payments to the company.

Thus, in order to get the customer enquiries to the showrooms and also to get the dealer co-operation, there is a great need to build the brand equity. A company having good brand equity for colour televisions will achieve high market shares and customer respect.

Therefore, the companies have to identify whether they command brand equity and if so they have to consolidate. In case of weaknesses the company will have to invest in building the brand equity. This investment will go a long way in increasing turnover and sales in a growing market.

Such a study could be extended to other consumer durable products like white goods, passenger cars, two-wheelers etc., all of which have to possess brand equity for higher performance.
1.8 OBJECTIVES:

**Primary:**

1. To determine the impact of socio economic variables on the brand equity factors.
2. To identify relationship between the Personal factors and brand of CTV owned.
3. To ascertain the relationship among Brand Equity factors and Brand of CTV owned.
4. To find out the highest brand equity factor for each brand in the study.
5. To study whether advertisement effectiveness has an influence on brand equity.

**Secondary:**

1. To find out the distribution of the sample respondents based on personal factors like education, income, family size, family type and occupation.
2. To understand the reading habits among the respondents.
3. To find out the purchase priority of the customers for the consumer durable goods specified in the study.
4. To understand the influencer in the purchase of the Colour television.
5. To know the current ownership position of selected consumer electronic and appliances products by the respondents.
6. To assess the respondents’ satisfaction with regard to pre-purchase expectations of each brand.