

DOES BRAND AWARENESS HAVE IMPACT ON THE TELEVISION PURCHASE

Dr. S. LAKSHMI

Asst Professor in Commerce
Prince Shri Venkateshwara Arts and Science College
Gowrivakkam,
Chennai

Abstract:

Televisions are the electronic durable goods that has usage in every household. We have a good variety of brands in Television. The price ranges from 6,000/- to lakhs of rupees depending on the quality. The present study tries to find how brand awareness and television is related and the impact of brand awareness on television. The study was conducted in Chennai among 650 respondents who use television. The data collected was analyzed using percentage, mean, std deviation, one-way ANOVA and Correlation using SPSS software. The findings are that brand awareness has a positive impact on the television purchase.

Key words: Television, Brand Awareness

Introduction: The world's first television stations began appearing in the United States in the late 1920s and early 1930s, and they were the first mechanical television stations called W3XK and were created by Charles Francis Jenkins (one of the inventors of mechanical television). That TV station aired its first broadcast on July 2, 1928. Television is an inevitable part of modern culture. ... in this crowded TV environment, the key is to provide young children with a targeted visual experience and model them and teach them the critical thinking skills they need to be active and engaging viewers. Brand Awareness refers to the extent to which customers are able to remember or recognize a brand. Brand awareness is an important consideration in consumer behavior, advertising management, brand management and strategy development. Brand awareness is important as it helps businesses stand out from their competition, build audiences more efficiently, and generate more results.

Advantages of Brand Awareness may include:

- Increased customer loyalty.
- Increased word-of-mouth marketing.
- Keep your brand in mind.
- Build your brand equity.
- Increased sales (although it can be difficult to accurately track and measure ROI of brand awareness efforts)

Review of Literature:

Muhammad et al (2013) - The objective of the study was to identify the effect of brand awareness on the purchase intention. Questionnaires were distributed to collect the responses of employees in the service sectors and the public in general conveniently available, while descriptive statistics and regression analysis were used to analyze the data and draw conclusions. Brand awareness have a strong positive association with the intention to purchase. Managers around the world should strive to promote brand awareness as it contributes to positive buying intentions.

Moisescu (2009) - Brand awareness, as one of the fundamental dimensions of brand value, is often considered a prerequisite for the consumer's purchase decision, as it represents the main factor in including a brand in the consideration set. Brand awareness can also influence the risk assessment perceived by consumers and confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand awareness can be represented in at least two facets: without help (brand recall) and with help (brand recognition), each of them has a more or less effective influence on the decision Purchase and evaluation of perceived risk. The author attempts to reveal, on the one hand, the importance of brand awareness without help when it comes to the consumer's purchase decision and, on the other hand, the importance of brand awareness with help in assessing the associated perceived risk with the purchase. The analysis is carried out in a comparative way, considering the case of durable versus non-durable products, and focusing on Romanian urban consumers.

Huang et al (2012) -This research investigates brand awareness from three perspectives. This study examines the relationship between brand awareness and market outcome and explores the relationship between brand awareness and brand value. The study also investigates the effects of the marketing mix elements on brand awareness. The results reveal that the experiences of consumer brand use contribute to brand awareness, which implies that experience precedes awareness in some contexts. The results also confirm a positive association between brand awareness and brand value.

Maciej Koniewski (2012) - Brand awareness is a dominant factor in purchasing choices. Brand awareness has a stronger influence on subsequent purchase options, if the one-time product has met the expectations of the consumer. Using brand awareness as a guide to shopping is a strategy that consumers apply to save time and effort, and they devote

themselves when dealing with an unknown brand to comparing products in relation to other features, such as quality, packaging, and price.

Homburg et al(2010) - In B2B business environments, many companies focus their brand activities on spreading the brand and logo without developing a more complete brand identity. Therefore, creating brand awareness is an important goal in many B2B brand strategies. However, it is still unclear whether the significant investment needed to generate a high level of brand awareness is paying off in commercial markets. Therefore, based on the theory of information economics, this study examines under what circumstances brand awareness is related to market performance in the context of B2B. The results of a study of more than 300 B2B companies show that brand awareness is significantly boosting market performance. This link is managed according to the characteristics of the market (homogeneity of the product and technological agitation) and the typical characteristics of regulatory buyers (heterogeneity of the purchasing center and time pressure in the purchase process).

Objectives:

- i. To find out the percentage of Respondents using Various Television Brand.
- ii. To find out the percentage of years of usage of Television Brands by the respondents.
- iii. To find the correlation between brand awareness and Television

Methodology:

The objectives listed above have been achieved through the analysis of the data obtained from the respondents using SPSS software. For analyzing the data percentage, mean, standard Deviation, One Way ANOVA and correlation were used.

Results and Discussion:

Table 1. TELEVISION (Entertainment Product)

(Sample Size = 650)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Name of the Brand	Samsung	285	43.80
	LG	221	34.00
	Sony	101	15.50
	Videocon	17	2.60
	Others	26	4.00
Years of Usage	1 – 3 Years	Open ended	15.80
	4 – 6 Years	Question (Scale	49.00
	7 – 11 Years	Variable)	35.20

Source: Primary Data

- ❖ Majority of the respondents used the Television (Home Appliance), Samsung (285, 43.80%) followed by LG with 34% (221), Sony (101, 15.50%), Videocon (2.60%, 17) and other brands (26, 4%).
- ❖ In terms of Years of Usage of Television, 15.80% of the respondents used 1 – 3 Years, 49% of them used 4 – 6 Years and 35.20% of them used 7 – 11 Years.

Table 2 : BRAND AWARENESS (BAW)

Descriptive Statistics

	N	Mean	SD
I am very familiar with this brand	650	4.18	.654
I easily recognize this brand among other competing brands	650	3.88	.811
I have the sufficient knowledge about this brand	650	3.67	.717
I can quickly recall the symbol or logo or jingles of this brand	650	3.65	.811
This is the brand name that first comes to top of my mind when the name of the product is presented	650	4.00	.633
BRAND AWARENESS (BAW)	650	19.39	2.518

Source: Primary Dat

- ❖ From the above table, it is found that the mean score (M=4.18) of the variable - “I am very familiar with this brand” is more than other variables.
- ❖ It is also found that the respondents have more Brand Awareness (BAW) with respect to the Television. since the mean score of all the variables are above 3.5 (70%) out of 5.

Hypotheses:

H₀: Brand Name of the Television has no impact on the Brand awareness

TABLE 3:– one way ANOVA

VARIABLE	BRAND NAME OF TELEVISION					F - value	p - value
	Samsun g (285)	LG (221)	Sony (101)	Videoco n (17)	Others (26)		
BRAND AWARENESS	20.42	19.46	19.31	19.24	17.52	2.132	0.031
	2.676	2.173	2.560	2.818	3.202		

TABLE 4: - Impact Of Brand Awareness On Television

VARIABLE	F - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
BRAND AWARENESS	2.132	0.031	0.05	Significant	Rejected

As the *P* value is lesser than Sig. Value (0.05), the Null Hypotheses is rejected in the variables. It is concluded that there is a statistically significant difference among the various brands of Television. Hence, Brand Name of the Television has an impact on Brand Awareness.

H₀: There is no significant relationship between the Years of Usage and the Television.

TABLE 5:-YEARS OF USAGE OF TELEVISION – VARIOUS DIMENSIONS OF CONSUMER BRAND EQUITY

Variables	N	'r' value	P - value	Relationship	Remarks	
					Significant	Result
Years Of Usage - Brand Awareness	650	0.342**	0.001	Positive	Significant	Rejected

As the *P* value is lesser than Sig. Value (0.01), the Null Hypotheses is rejected. There is moderate positive correlations between the Years of Usage of Television and Brand Awareness.

Conclusion:

From the study it is clear that brand awareness has impact on the buying of television as there is moderate correlation between the two variables.

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