

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**A STUDY ON CUSTOMER PERCEPTION TOWARDS BRAND AND BRAND EXTENSION OF SELECTED CONSUMER DURABLES IN COIMBATORE CITY**

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**ABSTRACT**

*Marketers engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme. The art of creating and maintaining a brand is called brand management. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. This article Aims to explore the major problems of Brand And Brand Extension And Strategy etc.,*

**KEYWORDS**

B2B, Brand, Brand Equity, Brand Extension, Brand Image.

**INTRODUCTION**

Marketers engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme. The art of creating and maintaining a brand is called brand management. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

**PRODUCT**

Product could be define as "everything the purchaser gets in exchange for his money from a strictly technical or manufacturing point of view, a product consists of a number of raw materials put together that the end result serves a useful purpose of consumption. The products for easy identify will have a descriptive name also (brand name). Thus, a consumer is buying what is expressed economically as "want satisfaction".

**BRANDS AND BRAND NAME**

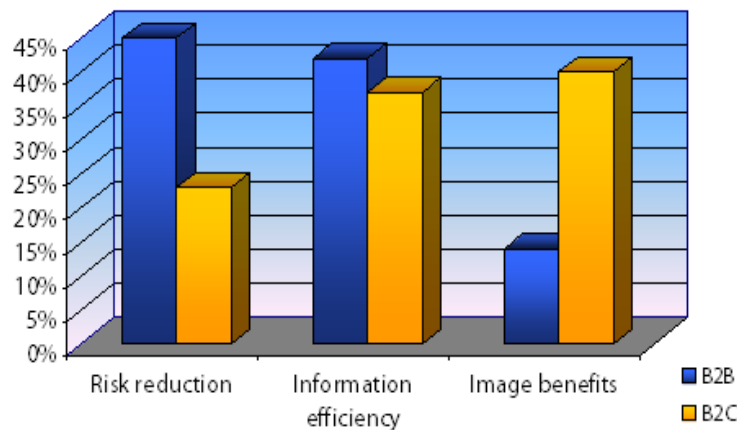
A brand is a name, symbol, or other feature that distinguishes a seller's goods or services in the marketplace. More than 5, 00,000 brands are registered globally with pertinent regulatory bodies in different countries. Brands serve their owners by allowing them to cultivate customer recognition of, and loyalty toward, their offerings. Brands also serve the consumer by supplying information about the quality, origin, and value of goods and services. Without brands to guide buying decisions, the free market would become a confusing, faceless crowd of consumables. An established and respected brand can be the most valuable asset a company possesses.

**BRAND FUNCTIONS**

It is imperative to understand the most important brand functions in B2B environments. McKinsey and MCM have performed an empirical survey of more than 750 deciders in 18 representative German business markets. Despite of the German impact the approach and general implications can be applied on international level. Apparently risk reduction is the most important brand function (45%), closely followed by information efficiency (41%) and image benefit will close the group with a minor 14% (Kotler & Pfoertsch, 2006:46-47).

## IMPORTANCE OF BRAND FUNCTIONS IN B2B VERSUS B2C

FIGURE 1



Source: Kotler & Pfoertsch, 2006:47.

Brands reduce risk involved in the buying process and increase information efficiency for the purchase of (very) complex and capital intensive products. Image benefits become important as soon as the purchase involves publicly visible products and services.

### BRAND AWARENESS

Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, and jingles and so on to certain associations in memory. It helps the customers to understand to which product or service category the particular brand belongs to and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products. (Keller) 'Brand love', or love of a brand, is an emerging term encompassing the perceived value of the brand image. Brand love levels are measured through social media posts about a brand, or tweets of a brand on sites such as Twitter. Becoming a Face book fan of a particular brand is also a measurement of the level of 'brand love'.

### BRAND EXTENSION

Brand extension enjoyed a great deal of popularity during the late 1990s. As product development and advertising costs increased, many companies sought to leverage the equity in their existing brands rather than attempting to launch new brands. In fact, a 1998 Ernst and Young study showed that 78 percent of product launches in that year were line extensions. But businesses must be careful not to go too far with line extensions, at the risk of damaging their brand name or diluting its meaning in the eyes of customers. The Ernst and Young study showed that 47 percent of new brand launches were successful compared with only 28 percent of line extensions. Simms noted that a brand extension is more likely to be successful when the mother brand is strong, the extension supports and adds value to mother brand, and the extension is valuable to consumers. She recommended that companies considering a launch gauge consumer response by developing new ideas in three ways: as a brand extension; as a new brand; and as a halfway measure, using such language as "from the makers of...."

### STEPS IN BRAND EXTENSION STRATEGY

*"Innovation is the creation of the new or the Re-arranging of the old in a new way"*

- Michael Vance

#### 1. DETERMINE BRAND AND CATEGORY ASSOCIATIONS

The first step in determining brand relevance is to begin with a comprehensive assessment of what your brand and those of key competitors in the category currently stand for the minds of customers. Even an outstanding new product concept, satisfying a significant unmet customer need, will not succeed in the market if it is launched under a brand identity for which it is a poor fit. The foundation of this assessment is qualitative customer research (e.g., focus groups and in-depth interviews), which provides the richness and depth of response needed to construct an accurate portrait of your brand and the category. The research should focus on uncovering the key association's customer's link to the brand and competitive brands in the categories (e.g., product or service features, functional, emotional, and self-expressive benefits, and personality).

#### 2. DEVELOP BRAND EXTENDIBILITY PROXIES

Once the six to eight key associations have been identified for the brand and category, proxies should be carefully chosen for each one. To accomplish this, turn each association into a continuous of attributes and benefits that range from "close in" to "far out" relative to where customers perceive the brand to be today. This continuous begins with a proxy that's relatively close in and ends with one that is a significant stretch from how customers perceive the brand today, with several points in between. It's important to remember that these proxies were strategically chosen to represent the distinct points. The proxies chosen may or may not represent good new product opportunities for the brand (i.e., customer unmet needs). What's more important at this point is that they provide the basis for rich conversations with customers as to how the brand can and cannot be extended in the future (i.e., brand relevance).

#### 3. CONDUCT BRAND EXTENDIBILITY RESEARCH

Once brand and category associations have been determined and representative proxies selected, it is imperative to go back to customers to solicit their input. A variety of stimuli can be used for the chosen proxies to facilitate brand extendibility research discussions, including white paper concepts, representative images, and actual products or prototypes. During focus group customers are asked for their opinion as to how well each product, service, feature, or benefit fits with the brand in question. Once again, it's important to remember that we are mostly interested in understanding customer rationales for why something does or does not fit with the brand.

#### 4. CREATE BRAND EXTENDIBILITY GUIDELINES

The final step of this approach is to take the insights obtained in the previous step's customer research and develop guidelines detailing how the brand can and cannot be effectively extended. Customer feedback (i.e., which proxies are in, which are out, and the reasons why) needs to be interpreted and translated into guidelines for extendibility. Once an adequate number of guidelines have been established, it's helpful to prioritize them because they won't all be of equal importance. One way to think about this is to establish several guidelines that are imperatives. What this means is that unless a potential new product or service opportunity satisfies these guidelines, it should not be considered for marketplace introduction. Other guidelines would be deemed important but not mandatory. In other words, if a potential new product or service opportunity satisfies this guideline, it should be considered favorable.



**BRAND EQUITY**

Besides offering ways to enter new markets, product line and brand franchise extension are two ways in which a company can capitalize on a brand's "equity," or its intangible value. Three major uses of brand equity include family branding, individual branding, and combination branding.

- ❖ Family branding entails using a brand for an entire product mix.
- ❖ Individual branding occurs when the name is applied to a single product.
- ❖ Combination branding means that individual brand names are associated with a company name.

Brand equity involves both the component value of a brand and brand value. Brand equity enhances the value of a product and creates a positive environment for the company to increase prices.

Brand Equity is defined as the aggregation of **two** aspects of a product.

- ❖ The **first** being the component value of a Brand.
- ❖ The **second** is brand value.

Branding has been shown to transform the perceived value of a product by making it well known to customers through aggressive promotion and marketing. It has been observed that this transformation infuses a value into the name and consequently increases its price.

The Brand Equity of a branded product can measured in terms as per following:

**Brand Equity** = "Market Price of the branded product - Market price of the comparable unbranded product - Advertisement and sale Promotion expenses"

**MEASUREMENT OF THE BRAND EQUITY**

There are many ways to measure a brand. Some measurements approaches are at the firm level, some at the product level and still others are at the consumer level.

**FIRM LEVEL**

Firm level approaches measure the brand as a financial asset. In short, a calculation is made regarding how much the brand is worth as an intangible asset. For example, if you were to take the value of the firm, as derived by its market capitalization - and then subtract tangible assets and "measurable" intangible assets- the residual would be the brand equity. One high profile firm level approach is by the consulting firm Interbrand. To do its calculation, Interbrand estimates brand value on the basis of projected profits discounted to a present value. The discount rate is a subjective rate determined by Interbrand and Wall Street equity specialists and reflects the risk profile, market leadership, stability and global reach of the brand.

**PRODUCT LEVEL**

The classic product level brand measurement example is to compare the price of a no-name or private label product to an "equivalent" branded product. The difference in price, assuming all things equal, is due to the brand. More recently a revenue premium approach has been advocated.

**CONSUMER LEVEL**

This approach seeks to map the mind of the consumer to find out what associations with the brand the consumer has. This approach seeks to measure the awareness (recall and recognition) and brand image (the overall associations that the brand has). Free association tests and projective techniques are commonly used to uncover the tangible and intangible attributes, attitudes, and intentions about a brand. Brands with high levels of awareness and strong, favorable and unique associations are high equity brands.

All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used.

**PROFILE OF THE DURABLE GOODS**

Durable goods or hard goods are products which are intended to hold up through extended use, rather than being rapidly consumed. These are long term purchases, and some durable goods can be very costly. There are generally long intervals between purchases of durable goods because people don't need to replace them on a regular basis.

Durable consumer goods are manufactured by a number of companies which aim to produce products which deliver utility and service over time. Durable goods data is usually readily available from government agencies which track the sale and movement of goods and services. It is also usually included in economic reports in the news because it can be a valuable indicator.

India in its 62 years of journey seen manifold increase in the income of its denizens(Rs.38,084 as on 2009) and this has led to paradigm shift in the purchasing behavior of the people here. There is a discernible shift in the consumer's preference in favors of higher end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models.

India being the second fastest growing economy with a huge consumer class has resulted in consumer durables as one of the fastest growing industries in India. LG, Samsung, onida, Panasonic and Videocon the Korean companies have been maintaining the lead in the industry with LG being the leader in almost all the categories.

This shift is also because of the increase in manufacture of branded product and narrowing down of price between branded and non-branded goods. Competition has forced the companies to offer efficient after sales service and support and this, in turn, has swayed customer preference for branded products. Post liberalization there has been in nation of goods transcending the borders and the customer has a wider choice, breaking the shackles of the consumers regarding limitations of choices. Indian consumer durables market used to be dominated by a few domestic players like Godrej, kelvinator, Voltas. But post liberalization many foreign companies have entered into India, dethroning the Indian players and dominating the market like LG, Videocon, Samsung, Onida, Panasonic. The major categories of the market are TVs, Refrigerators, Air-conditioners, washing machines and Mobile Phone.

Durable goods categories as two types:

- ✚ The **WHITEGOODS** are categorized as Refrigerators, Washing Machines and Air Conditioner.
- ✚ The **CONSUMER ELECTRONICS** are categorized as TV and mobile phone.

WHITE GOODS	CONSUMER ELECTRONICS
Refrigerators 18-22%	Colour TVs 25-30%
Washing Machines 15-20%	Others (mobile and electronic goods)
Air Conditioners 32-35%	35-40%

Making Consumer Durable one of the fastest growing industries in India. The Industry sales was estimated to be about 5.1 billion in value in 2008-09, a growth of more than 12 per cent over 2007-08. A strong growth is expected across all key segments.

The Indian consumer remains one of the most update globally. The Nielsen global consumer confidence study, conducted by Nielsen a market research company revealed that Indians are "the most optimistic lot globally who think that their country will be out of the economic recession in the next twelve months".

In fact it is widely believed that the Indian market will fuel the growth of multinational companies in the coming years. While most leading companies are cutting costs in the US and Europe, they see India as a strategic market, which can fuel their growth.

The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. The CTV segment is expected to the largest contributing segment to the overall growth of the industry. The rising income levels, double-income families and increasing consumer awareness are the main growth drivers of this industry.

This report highlights the significance of industry has for the Indian economy, throwing light on the pre and post liberalization scenario. It discusses the important segments of this brand and the growth patterns, trends and the demand drivers. The report also profiles the key players of this industry, with a discussion of their business strategies.

## OBJECTIVES OF THE STUDY

The objective of research is to analysis how the brand affects the customer purchasing durable goods and choice of branded or non-branded goods..

1. To study the factors that influenced the customers in the purchase of selected brands of consumer durables.
2. To study the customer satisfaction towards the selected branded consumer durables.
3. To study the level of perception towards brand extension of consumer durables.
4. To offer suggestions on the basis of results of the study.

## STATEMENT OF THE PROBLEM

In an increasingly competitive world market, a key component of a healthy product is the brand that accompanies it. The brand spells out the plight of brand management in today's competitive environment. A Brand name and its associated brand equity is one of the most valuable assets of firm has markets must create competitive advantage by constantly adapting and instigating change. An innovative brand loses its competitive edge and the ability to command price. Brand are in crisis because of the difficulty in competing for the consumers attention among new brands launched each year but because it is difficult for the consumer to perceive the difference between a certain brand and that of the competition. Understanding how consumers relate to brand names has been important for marketing. Existing brands increasingly have been relied on by marketing manager to introduce new products. Eight out of ten new products are introduced as an extension of an existing brand name. This is a growing universal trend for companies to opt for brand extension strategy when introducing new products into the market. Brand extension has become a popular strategy to capitalize on brand equity.

The effectiveness of brand extension depends on at least two factors;

1. The perceived quality of the original brand.
2. The similarity between the extension and the original brand.

The purpose of this research is to investigate the customer response to brand and brand extension.

## METHODOLOGY USED IN THE STUDY

### SOURCE OF DATA

The study is based on both primary and secondary data. Primary data have been collected by interview schedule to brand customer and the secondary data collected from dealers.

### PERIOD OF THE STUDY

The present study aims at measuring the customers towards brand extension product. The primary data were collect from the respondents by interview schedule during the months from May-July 2013. The secondary data relating to the business of brand products extended the customer were collected for a limited period.

### SAMPLING PROCEDURE

The data has been collected from three hundred respondents using branded consumer durable goods in our daily life. Due to the difficulty in determining the number of durable customer. In this study convenient sampling method is used.

### AREA OF THE STUDY

The study area is limited to Coimbatore city. Coimbatore, the second biggest city of the southern state of Tamil Nadu, is identified as one of the fast developing metros of India. There are about 50,000 small, medium and large scale industries. It is well known for its textile, hosiery, motor and pump, foundry, automobile and engineering products. It is poised for a spectacular growth in the near future. It also remains as Education and Health care hub. Coimbatore, being an industrial area, public and private sector insurance companies has established its branches over here.

### STATISTICAL TOOLS USED FOR ANALYSIS

The formats statistical tools are used at 5%level of significance level.

1. Simple Percentage Analysis
2. Chi-square Analysis
3. Garret Ranking Method

## REVIEW OF LITERATURE

Allan Shocker, Rajendra Srivastava and Robert Ruckert (1994) attempted to find out the major environmental forces affecting market behavior of a brand. The study observed that brand manager should have acknowledged the evolving needs of the buyers, global competitors and the opening of territorial markets, technological changes, growing power and independence of the channels of distribution, pressure from the investors to produce more predictable growth in the revenues, profits and cash flows and thus benefit from cost reduction.

Balaji (2007) in his study examined the ways in which consumers evaluate brand extensions based on factors like parent brand reputation, similarity or far between the parent brand extension, consumer innovativeness and perceived risk or uncertainty. More importantly the study explored the differences in the consumer's evaluation of FMCG, services and consumer durables, brand extension and looked at the overall evaluation of the brand extension. The study has established that perceived similarity and it between the parent brand and extension increased the evaluation of FMCG, services and consumer durables brand extension. Perceived similarity or fit between the parent brand and brand extension appeared to be the most important factor for evaluation of the brand extension. The extension evaluations are higher for well established FMCG parent brands but for service and consumer durables, the consumers evaluate extensions more on attributed and benefits of the extension.

Steve Hoeffler and Kevin Lane Keller (2002)<sup>30</sup> made an attempt to study why marketers have shown an increasing interest in the use of corporate social marketing(CSM) and they gave six means by which CSM programs can build brand equity. They are building brand awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community and eliciting brand engagement.

**ANALYSIS AND INTERPRETATION**

**TWO WAY TABULATION BETWEEN OPINIONS ON SOURCE OF BRANDS**

**TABLE – 1: PINION ON CHOICE OF THE PRODUCT TO BRAND EXTENSION**

BRAND \ OPINION		Very High	High	Normal	Low	Very Low	Total
	LG	NO	66	162	42	27	3
%		22	54	14	9	1	100
VIDEOCON	NO	126	78	42	48	6	300
	%	42	26	14	16	2	100
SAMSUNG	NO	90	105	63	12	30	300
	%	30	35	21	4	10	100
ONIDA	NO	117	69	51	36	27	300
	%	39	23	17	12	9	100
PANASONIC	NO	93	63	54	45	45	300
	%	31	21	18	15	15	100

Source: Primary data

From the above table which implies that 54 percent of the respondents' opinions are highly aware in LG brand only 1 percent of the respondents are very low. 42 percent of them are very highly aware in Videocon only 2 percent of them very low. 35 percent of the respondents' opinions are aware Samsung brand only 4 percent of them are low. 39 percent of the respondent opinions are having very high awareness in onida only 9 percent are very low. 31 percent of the respondent opinion are very high in Panasonic brand only 15 percent are low awareness of the product.

**TABLE - 2: IDENTIFICATION OF THE BRAND**

BRAND \ ITEMS		Symbol	Logo	Trade mark	design	Special features	Total
	LG	NO	51	36	27	84	102
%		17	12	9	28	34	100
VIDEOCON	NO	17	33	27	5	18	300
	%	57	11	9	17	6	100
SAMSUNG	NO	72	45	45	81	57	300
	%	24	15	15	27	19	100
ONIDA	NO	132	18	45	39	66	300
	%	44	6	15	13	22	100
PANASONIC	NO	183	24	33	21	39	300
	%	61	8	11	7	13	100

Source: Primary data

From the above table it reveals that 34 percent of the respondent are identify the LG brand with special reference only 9 percent of them are in trade mark. 57 percent of the respondent are highly identify in Videocon brand only 6 percent of them are in special features. 27 percent of the respondent are identify design of brand in Samsung only 15 percent of them are identifying with logo. 44 percent of the respondent is identifying the brand with symbol only 6 percent of the respondent are identify onida brand in logo. 61 percent of the Panasonic respondents are identify with symbol where only 7 percent of them are choosing design in their opinion.

**TWO WAY TABULATION BETWEEN LEVELS OF SATISFACTION OF THE BRANDED PRODUCTS**

**TABLE - 3: LEVEL OF SATISFACTION OF THE BRANDED PRODUCTS**

BRAND \ SATISFACTION		HS	S	M	DS	HDS	Total
	LG	NO	168	54	27	27	24
%		56	18	9	9	8	100
VIDEOCON	NO	171	72	48	6	3	300
	%	57	24	16	2	1	100
SAMSUNG	NO	75	96	75	33	21	300
	%	25	32	25	11	7	100
ONIDA	NO	135	78	51	15	21	300
	%	45	26	17	5	7	100
PANASONIC	NO	183	51	24	33	9	300
	%	61	17	8	11	3	100

Source: Primary data

From the above table reveals that 56 percent of the respondents are highly satisfied in LG brand product only 8 percent of them are highly dissatisfied the brand does not have quality product. 57 percent of the respondent are highly satisfied in Videocon brand where only 2 percent of the respondent are does not satisfied. 32 percent of the respondent are satisfied in Samsung brand product only 7 percent of them are highly dissatisfied. 45 percent of the respondents are highly satisfied in onida quality brand product. Whereas only 5 percent of the respondent are does not satisfied. 61 percent of the respondents are highly satisfied in Panasonic brand product and only 3 percent of them are highly dissatisfied in brand product.

TABLE – 4: LEVEL OF OPINION IN BRAND EXTENSION PRODUCT

OPINION		Very Good	Good	Normal	Poor	Very Poor	Total
BRAND	NO						
	%						
LG	NO	54	132	63	36	15	300
	%	18	44	21	12	5	100
VIDEOCON	NO	174	54	54	12	6	300
	%	58	18	18	4	2	100
SAMSUNG	NO	111	78	63	42	6	300
	%	37	26	21	14	2	100
ONIDA	NO	60	63	123	42	12	300
	%	20	21	41	14	4	100
PANASONIC	NO	42	186	36	18	18	300
	%	14	62	12	6	6	100

Source: Primary data

The above table it is clear that 44 percent of the respondents opinion on LG brand extension product is good,5 percent of the respondents opinion was very poor.58 per cent of the respondents opinion on Videocon brand was very good, only 2 percent of the respondents are very poor in their opinion. 37 percent of the respondents opinion on Samsung the extension of brand product is very good, only 2 percent of them are very poor.41 percent of the respondent opinion on onida brand extension is Normal, 4 percent of them are very poor regarding brand extension. 62 percent of the respondents' opinions on Panasonic brand extension is good, only 6 percent of them are poor regarding brand extension.

**GARRETT'S RANKING METHOD**

Garrett has suggested a technique to convert the rates in to scores in order to find or assign ranks to the items under the study to find out awareness about the following brand, state the source of awareness and to find duration and brand of product customer having at present.

To find the satisfaction of the brand extension product they were asked to give their opinion in rating method. The rates given by them were converted in to percentile scores using.

$P = 100 (R - 0.5) / N$  P: Percentile score R: Rank N: Number of items

From Garrett's table percentile scores (x) were obtained and the following tables was constructed.

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer. A brand's value is merely the sum total of how much extra people will pay, or how often they choose, the expectations, memories, stories and relationships of one brand over the alternatives.A brand used to be something else. It used to be a logo or a design or a wrapper. Today, that's a shadow of the brand, something that might mark the brand's existence.The factors that influenced the customers to select the particular brand. In this study the following features are considered quality, price, and durability brand image and so on. Respondents are asked to rate them. To find out which is the primary factor that influence, Garret's ranking method has been applied.

TABLE NO 5: FACTORS THAT INFLUENCED THE CUSTOMERS TO SELECT THE PARTICULAR BRAND

INFLUENCE	Score	LG	VIDEOCON	SAMSUNG	ONIDA	PANASONIC	Total	Mean score	Rank
		75	60	50	40	24			
Quality	F	81	122	44	51	2	17683	58.94	II
	X1*f1	6075	7320	2200	2040	48			
Price	F	42	60	75	117	6	15324	51.08	IV
	X2*f2	3150	3600	3750	4680	144			
Durability	F	39	81	126	51	3	16197	53.99	III
	X3*f3	2925	4860	6300	2040	72			
Brand image	f	133	45	51	69	2	18033	60.11	I
	X4*f4	9975	2700	2550	2760	48			
Others specify	f	3	3	9	280	5	12175	40.58	V
	X5*f5	225	180	450	11200	120			

Source: Primary data

From the above table, it's understood that the respondent's ranked factors the brand image first, quality as rank two, durability as third, and price as four and so on. So the brand images are mainly acquired by the customers to influence the particular brand.

**REASON FOR BRAND EXTENSION**

From Garrett's table percentile scores (x) were obtained and the following tables was constructed, To find the reason for brand extension. The reason for shifting the brand to another brand or product its state the following reasons. In this study the following reasons are considered the brand is superior to other brands, feel prestigious to use the brand, brand is user friendly, customer don't want to change the old brand, and so on. Respondents are asked to rate them.

TABLE 6: REASON FOR BRAND EXTENSION

Rank		1	2	3	4	5	Total	Mean score	Rank
Reason for brand extension	Score	75	60	50	40	24			
Brand is superior to other brand	F	3	204	60	21	12	16593	55.31	II
	X1*f1	225	12240	3000	840	288			
Feel prestigious to use the brand	F	48	158	78	12	4	17556	58.52	I
	X2*f2	3600	9480	3900	480	96			
Brand is user friendly	F	39	42	122	22	75	14225	47.42	III
	X3*f3	2925	2520	6100	880	1800			
Don't want to change the old brand	F	9	36	51	201	3	13497	44.99	IV
	X4*f4	675	2160	2550	8040	72			
Others specify	F	27	17	6	12	238	9537	31.79	V
	X5*f5	2025	1020	300	480	5712			

Source: Primary data

From the above table, it's understood that the respondent's ranked the brand as feel prestigious to use the brand first, a Brand is superior to other brand as rank two, Brand is user friendly as third and so on. So the brand extension improves the product categories and development in future sales. The customers give a suggestion about the shifting of the brand.

### SUMMARY OF FINDINGS, RECOMMENDATION AND CONCLUSION

- ❖ Majority of the respondents are (54.0%) are female category.
- ❖ Majority of respondents are (47.0%) are belonging to the age group of 25-40 years
- ❖ Majority of respondents (62.0%) are married category.
- ❖ Majority of the respondents (38.0%) are belonging to college level
- ❖ Majority of the respondents (34.0%) are belonging to students
- ❖ Majority of the respondents (62.0%) are belong to 3-5 members in their family
- ❖ Majority of the respondents (41.0%) are belong to family monthly income level of Rs.10,000 - Rs.20,000
- ❖ "Brand image" was ranked **first** by the selected sample respondents with the total score of 18033 and mean score of 60.11
- ❖ "Quality" was ranked **second** by the selected sample respondents with the total score of 17683 and mean score of 58.94
- ❖ "Durability" was ranked **three** by the selected sample respondents with the total score of 16197 and mean score of 53.99
- ❖ "price" was ranked **fourth** by the selected sample respondents with the total score of 15324 and mean score of 51.08
- ❖ "others specify" was ranked **fifth** by the selected sample respondents with the total score of 12175 and mean score of 40.58
- ❖ "Feel prestigious to use the brand" was ranked **first** by the selected sample respondents with the total score of 17556 and mean score of 58.52
- ❖ "Brand is superior to other brand" was ranked **second** by the selected sample respondents with the total score of 16593 and mean score of 55.31
- ❖ "Brand is user friendly" was ranked **third** by the selected sample respondents with the total score of 14225 and mean score of 47.42
- ❖ "Don't want to change the old brand" was ranked **fourth** by the selected sample respondents with the total score of 13497 and mean score of 44.99
- ❖ "Others specify" was ranked **fifth** by the selected sample respondents with the total score of 9537 and mean score of 31.79

### RECOMMENDATIONS

#### BRAND INFLUENCE

Unbranded goods are least considered by the customers, and thus the study revealed that brand has influence on the purchase decision of customers. Branding facilitate the business to market their products by helping the customers to identify the products that might benefit them. Hence, the manufacturer should understand the value and power of brand so that confidence can be created in the minds of the customers.

#### CUSTOMER AWARENESS

The awareness being the first element of purchase process, the manufactures need to focus on the customer awareness in a better way for achieving the results. Among different brands considered in the study, customers have high awareness about the product of Videocon brand than others. The study also revealed that among different media available Tv played a significant role in increasing high awareness about the product Samsung than other media.

#### IDENTIFICATION OF BRAND

The customers showing positive response to a brand might react to its extension more positively than those who do not respond. The study revealed that majority of the customers gave a positive note to identify the product by symbol and special features. A part from quality, price, availability etc., invention of different models in brand extension play an important role in the customer purchase as they have more choice in the selection.

### CONCLUSION

Branding has become so strong that today hardly anything goes unbranded particularly the consumers durables, for the reason that branding helps buying in many ways. Brand names help the consumers to identify products that might benefit them, and for familiarizing brand names advertisements play key role. Brands also tell the buyer something about product quality. Buyers who always buy the some brands know that they will get same features, benefits and quality each time they buy. In this way it is found that a powerful brand has high brand equity. It was also observed in many cases that the brands have higher brand equity to the extent that they have higher brand loyalty, name awareness, perceived quality, strong brand associations and other assets such as patents, trademarks to channel relationship. However, it is important to note that the fundamental asset underlying brand equity is customer equity and hence proper focus of marketing planning is required to extend life value to the loyal customers. All these aspects facilitate the business to go for brand extension where the successful brand name helps the launching of new products. The brand extension not only gives a new product instant recognition and faster acceptance but also saves the high advertising costs usually required to build new brand name. The very important point to be considered is that if a brand extension fails, it may harm customer attitude towards the other products carrying the same brand name. It is worth to note that a brand name may lose its special positioning in the consumer's mind through over use and hence the companies intend to use the old name must research how well the brand associations fit the new products.

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