

Influence of Customers Brand Judgement on the Brand Image in Television Industry



V.Vetrivel., D. Kesavan., V. Pon Indira., K.Malarvizhi

Abstract: Brand image is the most deciding factor of the sales of a product and it is so important because it is the collection of views and beliefs linked to a certain brand. The value and character of that particular brand are portrayed through its image and is eventually that mirror in which the key values of the organization is reflected. The objective of this paper is to analyze the influence of customer brand judgment on brand image in the Television industry. A descriptive research design is used for this study. The sample may be drawn from the top three television brands in India such as Sony, Samsung, and LG. The three brands of television users are considered as respondents to collect the data, the total samples are 517. Descriptive statistics, frequency, regression, and Pearson correlation analysis were used to analyze the data to identify the variance and relationship between independent and dependent variables. It is observed that quality, consideration, and feeling are positively influenced by the brand image. Credibility and superiority are negatively influencing the brand image.

Keywords: Brand Image, Credibility, Consideration, Feelings, Superiority, Television, Quality

I. INTRODUCTION

Every organization spends all its forces to build a strong brand image as it is highly essential in fulfilling the motives and intentions of a business. Besides a strong image of a brand, it converts easier to introduce new products in the same brand name. Additional profits in the form of new customers are attracted to the product or service and it tends to develop a better business-customer relationship. Branding is the marketing strategy used by the business firms to distinguish their products and services from the competitor's offerings. It is exceptionally important for small business entities that lack the promotional support of big competitors.

If a product has a unique brand name, appearance, and good image, it is easier for consumers to find in a product form the competitor's product. A strong brand identity can also create an impact on buyer behaviour by building emotional links and reinforcing buying attitudes. In most buyers of television product classifications, customers must decide among a huge number of products offering similar characteristics and benefits. Especially for low-involvement, low-priced items, few people are prompted to spend time and work studying and analyzing alternatives. Branding makes it easy to shop for these products, letting buyers quickly and efficiently decided what they desired. Conversely, it minimizes the likelihood of being disappointed by or spending money on an unknown product. The brand name is a product and services, then, one that adds other dimensions to separate it in some way from the opposite products designed to satisfy the same requirement (Keller, 1998)[4]. Another view on brand suggested that a brand is a product or service made distinctive by its positioning relative to the competition, and by its personality in the context of the target market (Hankinson, 1983)[3]. According to Aaker (1991) [1], a brand is a name, symbol or logo used to identify the particular goods and services of the company and to differentiate from the competitor's products. Brand equity is influence on mental associations generated by customers for different brands. He provided the model to scale the customer-based brand equity; it has six brand building in that blocks, such as brand performance, brand salience, brand judgment, brand feeling, brand imagery and brand resonance (Keller, 1993)[5]. The key to brand strategy is that consumers do not think about branded product in the same category. Thus, building a high level of brand awareness and the positive brand image in consumer mind, in terms of strong, favourable and unique brand associations creates the knowledge structures that can affect consumer acknowledgment on brand judgement (Vetrivel V, 2015)[9][10][11].

Brand Imagery deals with the psychological and social needs of a customer. It tells the customer what to expect. Brand imagery attempts to mediate associations, intangible aspects of a brand, to consumers and the achievement of a brand rely on how well consumers understand these purposes. The most important brand judgments categorized by quality, credibility, consideration, and superiority. Brand judgments are customers' opinions and perceptions of a certain brand which they form by evaluating the performance of brand and brand image associations. (Keller 2008,) [6]

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Brand judgement emphasizes customer's personal evaluations and views of a particular branded product and services. It includes grouping together brand performance and image. Keller (2011)[7] divided it into four classes: brand quality, the consumer perception of the product value and satisfaction; brand credibility, the extent to which brand is seen credible in terms of perceived expertise, trust, and likability; brand consideration, the extent to which brand is associated to bring purchase and usage; brand superiority, the extent to which a brand is considered unique. Tooraj Sadeghi and Elham Vaziri Rad (2012)[8] investigated that the brand association and image centering on the functions and brand value perceived by customers. Four categories of functions are identified: personal identification, social identification, guarantee and status. George Low and Charles Lamb (2000)[2] examined the brand association conceptual framework that includes three dimensions: brand attitude, brand image, and perceived quality. They proved that the effectiveness of the brand image rules and show that the brand associations differ over brands and product classifications. Vetrivel and Solayappan (2015)[12] investigated that brand equity is also an influential factor for brand extension progress; however, the influence of parent brand equity on brand image success is managed by the perceived fit and purchasing power of a company. These studies indicated that brand image built from various determinants of buyer judgement and its performance. This paper focused the customer brand judgement based on their experience in the television industry and analyse whether it influences the brand imaginary.

II RESEARCH METHODOLOGY

The objective of this paper is to analyze the influence of customer brand judgement on brand image in the Television industry. The researcher identified various factors that affect brand image, previous research studies have been gone through by the researcher and identified the suitable variables that contribute to the study are Quality, credibility, consideration, superiority, and feelings. Descriptive research design has been used for this study. The sample has be taken from the top three television brands in India such as Sony, Samsung, and LG. In these all the three branded television users are considered for a respondents to collect the data, the researcher choosing Cuddalore district, Tamilnadu as a sampling area, The target people for this study consisted of the consumers those who are owning television belongs to Cuddalore district and experience of using a particular branded television for more than a year is considered as a respondent. The sample of the population would include 517. The collected data have been coded and entered into the software package SPSS 20. Based on the nature of framework and, questionnaire the descriptive statistics, frequency, regression and Pearson correlation analysis were used to analyse the data to identify the variance and relationship between independent and dependent variables.

III RESULT AND ANALYSIS

Table-1: Respondents opinion towards judgment of branded television

Judgment		Mean	SD
Quality	Good opinion	3.95	1.02
	Quality is good	4.12	1.07
	Fully satisfied	3.75	1.00
	Value is good	3.76	0.99
Credibility	Well knowledge about the makers	3.38	1.22
	Innovation of the makers is excellent	3.74	1.03
	Trust the makers	3.95	1.02
	Makers understand our needs	3.51	0.99
	Makers care about our opinion	3.60	1.13
	Interests in our mind	3.27	0.92
	I like this brand very much	3.82	1.02
Consideration	I recommended to others	3.86	1.23
	My favourite brand	3.59	1.02
	Personally relevant to me	3.31	1.00
Superiority	Unique brand	3.86	1.11
	Offer advantages	2.87	0.98
	Superior brand	2.93	1.03
Feelings	Feeling of warmth	3.76	1.03
	Feeling of fun	3.57	1.09
	Feeling of excitement	3.80	1.24
	Feeling of security	3.69	1.19
	Feeling of social approval	3.46	1.22
	Feeling of self-respect	3.59	1.22

Source: Primary data computed.

Table-1 shows that respondent's opinion about judgment of branded television. It is categorized as quality, credibility, consideration, superiority and feelings. Mean and standard deviation values are calculated for each statement. The calculated mean values are ranged between 4.12 and 3.27. The standard deviation values lie between 1.24 and 0.92. From the mean value it is indicates that good quality (4.12) has secured highest mean value and other statements have secured as follows, good opinion about brand (3.95), trust the makers (3.95), recommend to others (3.86), unique brand (3.86), like very much (3.82), feeling of excitement (3.80), feeling of warmth (3.76), good value (3.76), fully satisfied product needs (3.75), innovation of the maker (3.74), feeling of security (3.69), makers care about customer opinion (3.60), favorite brand (3.59), feeling of self respect (3.59), feeling of fun (3.57), makers understand customer needs (3.51), feeling social approval (3.46), well knowledge about makers (3.38), personally relevant (3.31), interest in mind (3.27), superior brand (2.93) and offer advantages (2.87). The corresponding standard deviation value is noted that no much deviation within the group of respondents. Among the several of judgment statements good quality secured higher mean value than other judgment statements. It is found that customers have judged branded television through its good quality.



Table-2: Respondents opinion about brand image of television brand

Imagery	Mean	SD
Admire to use	3.84	1.02
Respect to use	3.60	1.07
Like people who use	3.47	1.10
Brings pleasant memories	2.90	0.90
Feel grow up	2.80	0.81

Source: Primary data computed.

Imagery is one of the feelings of human beings which gives them respect and admiring in the society. Table-2 reveals that the respondent’s opinion about the imagery statements of branded television such as admire to use, respect to use, like people who use, brings pleasant memories and feel grow up. Respondent’s opinions are collected in five point scale then mean and standard deviation values are calculated for each questions.

From the mean score it is noted that admire to use secured higher mean value (3.84) followed by respect to use (3.60), like people who use (3.47), brings pleasant memories (2.90) and feel grow up (2.80). The corresponding standard deviation values are noted and there is no deviation within the group of respondents. Among these imagery statements admire to use obtained higher mean value than other imagery statements. So, the customers have given importance to admire to use of branded television.

Table-3: Relationship between brand judgement variables and brand image

Brand Judgement variables	Brand Image	
	r-value	P-value
Quality	0.796	0.001*
Credibility	0.712	0.001*
Consideration	0.688	0.001*
Superiority	0.742	0.001*
Feelings	0.712	0.001*

Source: Primary data computed; * Significant @ 1% level.

Table-3 shows the relationship between the brand judgement variables and brand image.

H₀: There is no relationship between brand judgement variables and brand image In order to examine the above hypotheses, Pearson correlation is employed. Table-3 explains the relationship among the brand judgement variables with brand image. From the r values, it is inferred that the study variables have relationship with itself, because r values are significant and also positive. Hence the stated hypothesis is rejected. The respondents have expressed that their experienced brand have high level of relationship on quality, credibility, consideration, superiority and feelings with brand image.

It is observed that the brand judgement variables, quality has secured the highest r-value of 0.796 with brand image followed by superiority (0.742), feelings (0.712) and also credibility (0.712) and consideration (0.688). It is observed that quality and superiority highly influence the brand image among other brand judgement variables. It is inferred that quality, feelings, superiority, consideration and credibility are positively related with brand image. The brand image has relationship with all brand judgement variables based on

cumulative customer opinion from their brand experience. Quality, superiority, credibility and feelings are having the higher level of relationship with brand image. But, consideration is having least level of relationship with brand image. Customers felt that the brand image of television is mostly build by its performance and customer judgement.

Table-4: Effect of customer brands judgement determinants on brand image

Factors	B-value	Std error	Beta	t-value	p-value
(Constant)	0.266	0.088	-	3.027	0.001*
Quality	0.246	0.036	0.274	6.785	0.001*
Credibility	-0.629	0.068	-0.791	-9.242	0.001*
Consideration	0.292	0.077	0.31	3.79	0.001*
Superiority	-0.192	0.082	-0.218	-2.33	0.001*
Feelings	1.213	0.087	1.236	13.933	0.001*

Table-4 brings the effect of customer brands judgement determinants on brand image. Here the customer brand judgement determinants are considered as independent variable and brand image is treated as dependent variable.

H₀: Customer brand judgement determinants do not have influence on brand image.

To verify the above stated hypothesis multiple regressions is carried out. The purpose of regression analysis is to find the most predictors variables on brand image. The result is displayed in table-4. The measure of strength of association in the regression analysis is given by the co-efficient of regression determination denoted by R-square as 0.725 and R-value as 0.852.

The F-value is 270.061 which is significant at one percent level and ascertain that there is significant relationship between dependent and independent variable. So, the hypothesis is rejected. Further, R-square value indicates that the independent variables influence at 72.5% on the dependent variable. The standardized co-efficient beta value indicates the relative importance of the predictors on brand image. It is inferred that brand determinants are significantly and positively as well as negatively influenced the brand image. Quality, consideration and feeling are positively predicting variables whereas credibility and superiority are negatively predicting variables on brand image. The corresponding p-value of these variables is significant at one percent. So, these variables significantly influenced on brand image. Brand image is expressed by the following equation.

R-value	R-square value	Adjusted R square value	Std error	F-value	P-value
0.852	0.725	0.723	0.417	270.06	0.001*

Source: Primary data computed; * Significant @ 1% level.

$$\text{Brand image} = 0.266(\text{Constant}) + 0.246(\text{Quality}) - 0.629(\text{Credibility}) + 0.292(\text{Consideration}) - 0.192(\text{Superiority}) + 1.213(\text{Feeling})$$

The equation is explained that the quality, consideration and feeling have the positive impact on brand image.

Whereas credibility and superiority have negative impact on brand image. To increase one unit in brand image, the quality is increased by 0.246, while other factors remain constant. Similarly, consideration increased by 0.292 and feeling increased by 1.213, where other factors remain constant.

It is found that the quality, consideration and feeling are positively influenced the brand image. Credibility and superiority are negatively influencing the brand image.

IV. CONCLUSION

Television brands should understand customer needs and focus on providing high-end products and services. This paper concluded that the quality, consideration, and feeling are positively influenced the brand image. In terms of credibility, the customers trust the makers of particular television brand, they like the brand very much, they said that the manufacturers produce the brand in an excellent innovative manner, the makers of the television brand take care about customers opinion and the company clearly understands the customer need.

However, customers do not have full knowledge of the makers of television brands. The brand image of television is excellent. It plays a vital role in all aspects of the brand judgement in this study. It is noted that television brands are taking some advantages in customer interest and develop a strategy to guarantee Trust worthiness. It will make sure customers appreciate the brand for a long time. Also, it helps in increasing the confidence level of existing customers and is helpful in customer retention.

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