

A Study on Brand Perception of Mechanics for TI Diamond Chain Products

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ABSTRACT

The purpose of this study is test the mechanics perception of TIDC Products and the Performance Level of Ti Diamond Chain products. This study Brand perception of mechanics for TIDC products is fully based on descriptive. A sample size of one hundred and fifty mechanics was selected for this study. Multistage area sampling method has been adopted. The study has been conducted among the mechanics in various areas such as Thyagaraya Nagar, Saidapet, Velachery, adyar, Mylapore, rayapettah , thousand lights and chetpet. The findings of the research which was conducted on Brand perception and performance of the product. The diamond product ranks at the second place in the market and most of the mechanics prefer Rolon as the first product and the mechanics preferring the Diamond products due to availability of the product and the usage of TI Diamond products have decreased due to higher price.

1. INTRODUCTION

A Brand is most essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Brand perception is important. It's the sum of our feelings, attitudes, and experiences with a product or service. Brand perception is what moves the needle for companies, taking a common product and giving it elements that evoke emotional feelings.

Every company needs to understand how customers perceive and select brands in specific product categories and market segments. We also need to know what is important to customers when making a brand decision, where customers get information about products and services, and what customers think about our brand .The brand perception are becoming more and more important to companies as they try and reach out to customers. As competition becomes harder for nearly all companies and organizations it is becoming more and more important to have that "little extra," that something to make difference from all competitor.

PERCEPTIONS

Perceptions differ from person to another. Different people realize different things about the same situation. But more than that, we assign different meanings to what we perceive. And the meanings might change for a certain person. One might change one's perspective or simply make things mean something else.

BRAND

Brands are all pervasive. The purpose of any business is to create customers at a profit and the most valuable assets for a company is its customer loyalty. we mean "perception of a product" and when use to use the term 'product' we mean all objects, services, concepts, ideas, ideologies, candidates, nations, institutions, etc., to which an customer can assign a label and which they perceive as having either a positive, negative or even unpredicted value.

2. OBJECTIVE OF THE STUDY

- To Study the mechanics perception on TI Diamond Chain products.
- To suggest suitable measure for better performance and Preferences of the TIDC products
- To assess the Performance Level of Ti Diamond Chain products.
- To know the type of vehicles serviced by the mechanics.
- To identify the causes of this makes the mechanics to buy the product.

BARRIER OF THE STUDY

- The results of this study could not be applied to any other organization of same type.
- The study was conducted towards the mechanics but not concentrated on the direct customers, which may not be similar as like the mechanics perception.
- The mechanics are busy in their work.

3. REVIEW OF LITERATURE

Brand image is defined as “the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer’s memory” (Kotler et al., 2016). More explicitly, brand image is a multidimensional construct formed by a set of brand associations that may refer to beliefs, ideas or feelings that consumers hold (Keller, 2013). Brand associations are informational nodes that are linked to the brand in the consumer's memory and are key elements to create strong brand equity (Keller, 2013). Brand image is therefore regarded as a salient aspect of marketing activities. Companies compete on the ability to create a strong, favourable, and unique image of the brand in consumers' memory through marketing programs (Mabkhot, Shaari & Salleh 2017).

4. RESEARCH METHODOLOGY**RESEARCH DESIGN**

Research design is completely the frame work or plan for a study that guides the analysis of data. It is a blueprint of proving and disproving the study. It is worthwhile to mention, research design is the framework to analyze the study. This study Brand perception of mechanics for TIDC products is fully based on descriptive.

SAMPLE SIZE

A sample size of one hundred and fifty mechanics was selected for this study.

SAMPLING METHOD

Multistage area sampling method has been adopted for the research.

PRIMARY DATA

Primary data collected through well-structured questionnaire. When the data needed for the research does not exist or out dated, inaccurate or unreliable, then primary data have to be collected.

DATA COLLECTION METHOD

The data was collected through a structured questionnaire. The data was collected in personal both oral and written interview method.

STATISTICAL TOOLS

The information gathered and analyzed by using the following appropriate tools.

- Chi-square test
- Weighted average method.

CHI-SQUARE TEST

Chi-square test is used to find out whether there is a relationship among various groups. Chi-square can be calculated using the formula

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

O= Observed frequency

E= Expected frequency= row total x column total/grand total

In the Chi Square Method, if the calculated value of X^2 is lesser than the table value of X^2 , H_0 is accepted. If the calculated value of X^2 is greater than the table value of X^2 , H_0 is rejected.

WEIGHTED AVERAGE METHOD

Weighted average method is a relative importance of the different observations is not the same use to compute weighted average.

The term “weight” stands for the relative importance of the different observations.

Formula for computing weighted average method is as follows:

$$\bar{X} = \sum w_i X_i / \sum w_i$$

\bar{X} = weighted arithmetic mean

X_i = variables

w_i = weighted value.

FIELD OF STUDY

The study has been conducted among the mechanics in various areas such as Thyagaraya Nagar, Saidapet, Velachery, adyar, Mylapore, rayapettah , thousand lights and chetpet.

SAMPLING PROCESS

For sampling process, a non – Probability technique called multistage area Sampling was used. It ensures proper representation of a cross-section of the Universe. It is less costly and less time consuming compared to the other methods. Here, sample members most appropriate to the study can be chosen.

Under this technique, Mechanics were surveyed. The basic criteria was the only those shop owners and mechanics dealing with TIDC was chosen.

Since there are innumerable and uncountable number of mechanics in Thyagaraya Nagar, Saidapet, Velachery, adyar, Mylapore, rayapettah , thousand lights and chetpet, it was possible only to survey a sample of such a Population

POPULATION

Mechanics using TIDC products.

SAMPLE FRAME

From the pilot Study, It was observed that a maximum of 4 mechanics could be covered on an average per day.

No of days taken for Survey: 40 days.

Mechanics' per day: 4

Total Mechanics used for survey: $4 \times 40 = 160$

No. of Mechanics per area: $160 / 8 = 20$ mechanics

SAMPLE SIZE

- Due to refusals and rejections, only 150 mechanics could be surveyed.
- Due to Time and excessive expenses, the Study was conducted to certain areas such as Thyagaraya Nagar, Saidapet, Velachery, adyar, Mylapore, Rayapettah , thousand lights and chetpet.

BRAND PERCEPTION VERSUS PERFORMANCE LEVEL

BRAND PREFERENCE	DIAMOND	ROLON	O.E	TOTAL
PERFORMANCE LEVEL				
Same	9	9	0	18
Better	21	24	6	51
Average	9	33	12	54
Poor	3	15	9	27
Total	42	81	27	150

TABLE NO 1

FORMULA: $\Psi^2 = \sum (O-E)^2 / E$

H_0 = There is no significant relationship between the Brand preference and performance level of the product.

H_1 = There is a significant relationship between the Brand preference and performance level of the product.

EXPECTED VALUE: $RT \times CT / GT$

OBSERVED VALUE	EXPECTED VALUE	Ψ^2
9	5.04	3.11
9	9.72	0.05
0	3.24	3.24
21	10.28	11.18
24	27.54	0.45
6	9.81	1.48
9	15.12	2.48
33	29.16	0.50
12	9.72	0.53
3	7.56	2.75
15	14.58	0.01
9	4.86	3.52
TOTAL		29.3

TABLE NO 2

Degrees of freedom: $(r-1) \times (c-1)$
 $= (4-1) \times (3-1) = 3 \times 2 = 6$

Tabulated Value: = 12.59 at 5% significant level.

LEVEL OF SIGNIFICANCE

The table value at 5% level of significance is 12.59, since calculated value 29.3 is greater than tabulated value, so we reject the null hypothesis.

Therefore, there is a significant relationship between brand perception and performance level of the product.

WEIGHTED AVERAGE METHOD

SATISFACTION LEVEL WITH PREFERENCE LEVEL

LEVEL OF SATISFACTION

The satisfaction levels of mechanics were identified using the following preferences:

- Customer preference.
- Availability of the product.
- Accessibility of the product.
- Incentives provided by the company

PREFERENCE LEVEL	SATIS FIED 2	DISS ATIS FIED 1	ΣWX	$\Sigma WX/\Sigma W$	RANK
Incentives provided by the company	3	15	21	0.14	4
Availability of the product	30	21	81	0.54	2
Accessibility of the product	15	12	42	0.28	3
Customer preference	30	24	84	0.56	1

TABLE NO 3**INTERPRETATION**

From the above table, it is clearly stated that most of the mechanics give importance to the customer preference and availability of the product and only very few of the Mechanics give preference to accessibility of the product and incentives provided by the comp

FINDINGS FROM STATISTICAL ANALYSIS**CHI-SQUARE TEST**

- There is relationship between Brand perception and performance of the product.
- There is a relation between the duration of the shop and evaluating the product.
- There is a relationship between the usage of the product and the preference of the product.

WEIGHTED AVERAGE METHOD

- The satisfactory level of the mechanic is high for the customer preference and availability of the product.

SUGESSTIONS

Based on the data analysis and interpretation of the mechanics feedback, I have listed some suggestions.

- It is suggested that price of the product has to be reduced further to compete with the competitors, especially for Rolon products.
- Majority of the mechanics are willing to purchase the product according to the availability of the product so it is suggested that to supply the products regularly in all the places
- The incentives must be increased so that the mechanics may not over into other products.
- It is also suggested to increase the performance level of the company of Ti Diamond products since the other competitors has improved their products.
- It is also suggested to scatter the indigenes market of TI diamond products equally with export market of TIDC products so as to improve short supply.

5. CONCLUSION

“A study of the brand perception of the mechanics” was conducted to know the mechanics perception of TIDC products, after analyzing the data general and specific conclusions are formulated from the summary of findings. The diamond product ranks at the second place in the market and most of the mechanics prefer Rolon as the first product and the mechanics preferring the Diamond products due to availability of the product and the usage of TI Diamond products have decreased due to higher price and so the price of the product to be reduced and the mechanics are satisfied with TI Diamond products. The brand perception of the mechanics for TIDC products is good and above measures to be taken for improvement.

6. REFERENCES

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