

FACTORS DETERMINING BRAND RESONANCE OF SMARTPHONES

A.Jayachandiran

Research Scholar, Department Business Administration, Annamalai University, Annamalai nagar, Chidambaram, Email: ajchandiran1@gmail.com

Dr. R. Senthil Kumar

Assistant Professor, Research Supervisor, Department of Business Administration, Annamalai University. Annamalai nagar, Chidambaram.

ABSTRACT:

The present study is aimed at analysing the factors determining the brand resonance of smart phones. The study was undertaken in two stages; in the first stage a qualitative study was conducted to identify the smart phone brands which offered rich brand experience. Further in the quantitative study, the data were obtained from 500 smart phone customers from Pondicherry region using a structured questionnaire. The data analysis results have indicated that brand experience has significant positive effect on customer experiential value and brand resonance. And also the customer experiential value has been found to have partial mediation effect on the relationship between brand experience and brand resonance.

Keywords: Brand Experience, Customer Experiential Value, Brand Resonance and Smartphones.

INTRODUCTION

Building brand resonance in a competitive market can play an active role in the modern marketing arena. It is now widely acknowledged by companies and business enterprises that strong brand resonance will create a competitive advantage in the marketplace that will enhance their overall reputation and credibility. Brand resonance depends on a systematic understanding of the company's consumers, competitors, and marketing environment. Brand resonance is based on appropriate identity that needs to reflect the marketing strategy and the firm's willingness to invest in the programs needed for the brand to live up to its promise as well as commitment to consumers. Strong brands take pleasure in consumer loyalty, the possibility to charge premium prices, and extensive brand power to hold up new product and service launches. Companies and business enterprises need to have careful as well as systematic understanding of consumer beliefs, behaviors, product or service characteristics as well as attributes and rivals. The continuous technological innovation creates a competitive scenario where brand loyalty is nullified with the uninterrupted inflow of competitive product varieties and models and the brand resonance effect in terms of relationship that a consumer has with the product and the extent to which consumers feel that they are in „sync“ with the brand gets alleviated. Brand resonance refers to the nature of heightened brand-centric relationships and is characterized by intense psychological attachment

with a brand as well as active, volitional behavior directed toward the brand's benefit. Mobile Users are very interested and eager to purchase Smart phone. This research is analysed the customer perception towards Smart phone.

REVIEW OF LITERATURE

Wasip bin latif et al (2014) Building Brand Resonance in a Competitive Environment: A Conceptual Model. *Advances in Environmental Biology*. Based on a comprehensive review of several earlier works, here we propose a plausible framework for building brand resonance in sequential order, namely, awareness of the brand, association of the brand, superiority of the brand, affection of the brand and brand loyalty. We suggest that these activities could play an important role in creating brand resonance among consumers. As a whole, based on the existing literatures, we have tried to provide a comprehensive view on the imperative components of brand resonance for building brand resonance in a competitive market.

Umesh RamchandraRaut (2016) Implication of brand resonance model to construct the relationship in retail: conceptual approach. *IJMRR*. Vol 6. Issue 2. The objectives of development of relationship between customers and retail store, first retailers need to understand the importance of many factors, which influence relationship between customers and stores such as awareness, performance, image, judgment and feelings. With the help present study we can say that, implementation of store loyalty programs is not only the best way to gain a loyalty and not always this loyalty will transform in to strong relationship between customers and stores.

Vishag Badrinarayanan(2016) Brand resonance in franchising relationships: A franchisee-based perspective. The formation of brand-centric relationships between franchisors and franchisees is of utmost importance to the success of franchising endeavors. This study offers a parsimonious framework of the antecedents of brand resonance in franchising relationships and test hypothesized relationships from the franchisee's perspective using data collected from business format franchisees in South Korea. Results demonstrate that franchisor's knowledge specificity, franchisor's trade equity, and franchisee's trust in franchisors are instrumental in the formation of brand resonance. Implications for researchers and practitioners as well as directions for future research are offered

Amit K. Sinha(2017) Impact of Product Innovation in Building Brand Equity on Consumer's Choice with a Focus on Brand Resonance. *International Journal of Innovation, Management and Technology*, Vol. 8, No. 6, December 2017. Customer-Based Brand Equity Pyramid developed by Keller under two major components i.e. emotional and rational route to brand relationship building to make strong connections between the consumer and the brand and which characterizes the brand resonance. The methodology applied for the research was primarily based on scale development of the independent and dependent variables. The probability factor in dependent value was more appropriate for logistic regression to test the hypotheses. The findings of the research contributed to the theory of brand resonance in relation to innovation strategy for the product categories where the deciding factor of the success is to adapt the technology within competitive innovation

framework in a given time period.

Kavitha M, (2017)A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Chennai City.International Journal of Applied Business and Economic Research, Vol.15 (2017). ISSN : 0972-7302. The main purpose of this paper is to study & analyze the brand preference of youth in buying branded apparels in Chennai city and to find the factors which influence the buying behavior of youth for branded apparels. The researcher applied simple random sampling method collect 500 respondents from different customers. This research finds that the customer of youth gets more satisfaction and convenient when they use the branded apparels. The only reason to attract this is branded stores are offering exclusive apparels with good quality and reasonable price.

UmeshRamchandraRaut et al(2019) Analysis of Brand Resonance Measures to Access, Dimensionality, Reliability and Validity. International Management Institute. The aim of the present study is to analyse. brand resonance measures to assess reliability, dimensionality and validity using existing models of brand resonance. This study initiated scale extraction and operationalization processes for 72 observed variables to measure nine latent variables and obtained 34 statistically extracted observed variables. The study provides a reliable and validated means to measure brand resonance. constructs. The study develops a brand resonance scale, which can help brand managers to measure consumers' levels of brand resonance, in order to describe the strength of the bond of their consumer with their brand(s). This study develops empirically extracted measures of brand resonance, making it distinctive in the branding literature. The study also ensures all important aspects of measurement scale, such as validity and reliability.

OBJECTIVES OF THE STUDY

To study the customer perception towards Smart phone users in Pondicherry.

To find the factors determining brand resonance of Smart phone

HYPOTHESES OF THE STUDY

There is no significant difference among the customer perception towards Smart phone

There is no significant influence among the factors determining brand resonance of Smart phone

ANALYSIS AND DISCUSSION

In this research the researcher finds the brand resonance and customer perception towards Smart phones. To find the perception of customers the researcher used frequency analysis. The results are shown below

Table – 1 Gender					
		Frequenc y	Percent	Valid Percent	Cumulative Percent
	Male	316	63.2	63.2	63.2

Valid	Female	184	36.8	36.8	100.0
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Source –Computed data

The above table shows that 63.2% of male customers and 36.8% of female customers are interested to purchase Smart phones. The sample size dominates by male customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	321	64.2	64.2	64.2
	No	179	35.8	35.8	100.0

Source –Computed data

It indicate in the above table 64.2% of customers are getting awareness about the Smart phones and 35.8% of customers are not getting awareness about the Smart phones.

The customer perception consist of six variables and it subsequent influence over brand resonance is measured through linear multiple regression analysis. The results are presented below

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	0.991 ^a	0.983	0.983	0.84729

a. Predictors: (Constant), F1,F2,F3,F4,F5,F6

Source –Computed data

From the above table it is found that R=0.991 R square =0.983 and adjusted R square 0.983. This implies the customer perception variable create 98% variance over the brand resonance. The cumulative influence of six variables of customer perception over brand resonance is ascertained through the following one way analysis of variance.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20117.561	6	3352.927	4670.433	0.001 ^b
	Residual	353.927	493	0.718		
	Total	20471.488	499			

a. Dependent Variable: Brand resonance
b. Predictors: (Constant),F1,F2,F3,F4,F5,F6

Source –Computed data

Table 4 presents that $f=4670.433$ $p=.000$ are statistically significant at 5% level. This indicates all the six variables cumulatively responsible for brand resonance. The individual influence of all this six variables is clearly presented in the following co-efficient table.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.146	0.134	--	1.094	0.275
	Brand Loyalty	1.323	0.111	0.268	11.904	0.001
	Expected Features	1.079	0.121	0.242	8.882	0.001
	High technology	0.284	0.158	0.054	1.803	0.072
	Customer satisfaction	0.575	0.138	0.116	4.181	0.001
	Status	1.551	0.153	0.320	10.169	0.001
	Quality	1.067	0.156	0.013	5.427	0.001
a. Dependent Variable: I Brand resonance						

Source –Computed data

From the above table it shows that Brand Loyalty (Beta=.268, $t=11.904$, $p=0.001$), Expected Features (Beta=.242, $t=8.882$, $p=0.001$), High technology (Beta=.054, $t=1.803$, $p=.072$), Customer satisfaction (Beta=.116, $t=4.181$, $p=.000$), Status (Beta=.320, $t=10.169$, $p=0.001$) and Quality (Beta=.013, $t=5.427$, $p=0.001$) are statistically significant at 5% level. This indicates that the customers are very much interested the Smart phones are brand loyalty and status.

FINDINGS AND CONCLUSIONS

Now a days the Smart phone company is the most valuable company in the history of the world. The company created a lot of revolutionary products like Macintosh, iPod, iPhone, iPad, and Apple

watch. Nowadays Smart phones is the fast moving mobile product. The researcher finds the customer perception and brand resonance of Smart products.

The customers are preferred the Smart phones for various reasons. There are brand loyalty, high technology, good features, quality, and status and customer satisfaction. The most attracted variables are status and brand loyalty. This will create the brand resonance to the concern products. Finally, it concludes that the customers are admired by attractive features and they feel the price is more compared with other branded products. The marketers are produced the products in future with affordable price which will be used by lower income group also.

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