

Brand Trust Effects on Purchase Intentions of Television- A Case Study With Reference To Chennai city

S. Lakshmi

Research scholar,
Research and development centre,
Bharathiar University,
Coimbatore

Dr. V. Kavida

Associate professor,
Pondicherry University,
Puducherry, India.

Abstract

From a child to adult everyone is interested in watching television. Most of our leisure hours are spent on watching TV. Every household whether lower income group or middle-income group of higher income group every one possesses television. Earlier days television was thought as luxury goods but not anymore today it is an absolute necessity. Brand trust is the willingness of the buyer to repetitively purchase a same product again and again. Purchase intention is the idea a customer is having to purchase a particular brand. The present study aims to study the effects of brand trust on purchase intentions of television with reference to Chennai city. Data was collected from 650 respondents through questionnaire and the data were analysed using SPSS tools. The result obtained is that brand trust has an impact on purchase intentions of television.

Keywords: Brand Trust, Purchase Intentions, Television.

Introduction

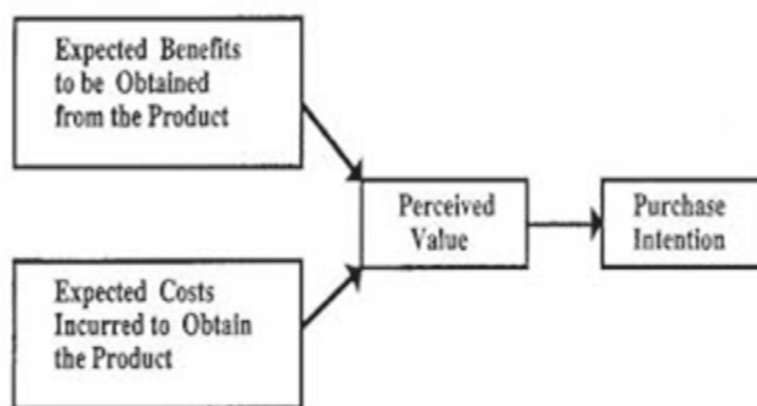
From a child to adult everyone is interested in watching television. Most of our leisure hours are spent on watching TV. Every household whether lower income group or middle-income group of higher income group every one possesses television. Earlier days television was thought as luxury goods but not anymore today it is an absolute necessity. All the current events and news we get it through television. In earlier days, there were only some brands of television. Today we have number of manufacturers who sell television. The brands that are chosen for study are Samsung, LG, Sony, Videocon and others.

Brand Trust:

Chaudhuri and Holbrook (2001) define brand trust as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. ... due to brand trust's ability for creating highly valued relationship (Chaudhuri & Holbrook, 2002). The brand trust is got by getting information of five-point scale like, this brand is worth trusting, this brand delivers the quality as promised, the confidence on this brand is always continuous and consistent, the brand has a good reputation and this is an honest brand.

Purchase Intention:

The willingness of a customer to buy a some product or a certain service is known as purchase intention. Purchase intention is a dependent variable that depends on several external and internal factors.



(source: www.google.co.in)

Purchase intention can be obtained from respondents through questionnaire on five point scale. The information includes i) I would buy the product of this brand rather than any other brands available, ii) I intend to purchase the product of this brand in the future, iii) I actively encourage others to buy the product of this brand iv) I would like to buy the product of this brand for others as a gift and v) I will not switch over the other brands even if an alternative brand offers more promotions on added value.

Objectives of the Study:

The following are the objectives of the study.

1. To study and analyse the impact of brand trust on purchase intention of televisions in Chennai.
2. To examine the impact of various demographic variables on purchase intention of consumers with regard to televisions in Chennai.

Review of Literature:

Stokes (1985) has given in his research that brand awareness can be the beginning step for the association of brand in mind and it denotes to the person's ability to recall and remember the brand and its symbol or logo.

Buzzle and Gale (1987) They have studied the ROI and ROS has been impacted by perceived quality. Over the years of the product the most important factor which may have an impact on business can be the perceived quality.

Fornell (1992) analysed the following in their study that customer loyalty can be found by repeated purchase of the product even though the price of the brand tend to increase considerably.

Garbarino and Johnson (1999) proposed that the company has to constantly build and maintain brand trust because it is the fundamental characteristics for successful long run relationship between the company and the customer.

Jevons & Gabbott (2000) stated in their research paper that when the brand trusting relationships are created, the

influence of brand association on trust will be the outcome expected of it.

Arthur Cheng - Hsui Chen (2001) they have studied and identified the relation between brand association and brand equity and they concluded that there are two varieties of brand association that are product association and the other is organizational association.

Mowen and Minor (2001) they conclude in their research that customer decision follows a pattern beginning from identifying the problem, finding various solutions available, evaluating the various alternatives available for the problem and taking decisions.

Kotler (2003) has given that consumers attitudes and situations also can influence the purchase intention. The customer may change their preference if there is an unpredictable situation like price of the product being hiked, non-availability of brand of their choice etc.

Cathy J. Cobb-Walgren et al (2005) the study has given the consequences of brand equity. They have analyzed the effect of brand equity on consumer preferences and purchase intentions.

Jamil Bojei et al (2012) they have studied the relationship between brand equity of smartphone and its relation to purchase intention. They have given the importance that brand equity is going to play in information technology.

Ashkan Yousefi (2016) has examined the effect of brand image on purchase intention in automotive products. The data was analysed using spss tools and LISREL software. The conclusion was that brand image has positive effect on purchase intention.

Research Methodology:

The data for this case study has been collected from primary data and secondary data. Primary data was collected using a questionnaire and secondary data was collected from journals, articles etc. totally 650 data was collected and analyzed using SPSS tools.

Results and Discussion:

Table 1 -Demographic Profile
(Sample Size =650)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	280	43.10
	Female	370	56.90
Age	18 – 30 Years	Open ended Question (Scale Variable)	72.80
	31 - 50 Years		22.30
	51 - 78 Years		4.90
Qualification	School Level	121	18.60
	Diploma	101	15.50
	UG / PG	311	47.80
	Professional	117	18.00
Occupation	Salaried Job	253	38.90
	Business / Self-employed	112	17.20
	Professional	115	17.70
	Student	36	5.50
	Home Maker	134	20.60
Monthly Family Income (INR)	Less than Rs.50,000	301	46.30
	Rs.50,000 – Rs.1,00,000	169	26.00
	Rs.1,00,001 – Rs.2,00,000	110	16.90
	Above Rs.2,00,000	70	10.80
Marital Status	Married	422	64.90
	Unmarried	228	35.10
Type of Family	Joint Family	222	34.20
	Nuclear Family	428	65.80

Source: Primary Data

- The sample consists of a sizeable preponderance (280, 43.10%) of male respondents over female (370, 56.90%) respondents.
- 72.80% of the respondents belong to the age group of 18 - 30 years, followed by 22.30% of the respondents belong to the age group of 31 - 50 years and remaining 4.90% of the respondents belong to the age group of 51 - 78 years.
- In terms of academic qualifications, it is not surprising that majority (311, 47.80%) of the respondents completed UG/PG degrees followed by School level education with 18.60% (121).
- Majority of the respondents are Salaried employees (253, 38.90%) followed by Business/Self-employed with 17.20% (112), Professional (115, 17.70%), Students (36, 5.50%) and Home Maker (134, 20.60%).
- In terms of Monthly Family Income, majority of the respondents (301, 46.30%) belongs to the income of less than Rs.50,000 followed by Rs.50,000 –

- Rs.1,00,000 (169, 26%), Rs.1,00,001 – Rs.2,00,000 (110, 16.90%) and Above Rs.2,00,000 (70, 10.80%).
- Majority of the respondents are Married (422, 64.90%) and remaining (228, 35.10%) of the respondents are Unmarried.
- In terms of type of family, 65.80% (428) of the respondents are from Nuclear family and rest of them (222, 34.20%) belong to Joint Family.

Table 2 -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 3- BRAND TRUST (BT)
Descriptive Statistics

	N	Mean	SD
This brand is worth trusting	650	3.95	.501
This brand delivers the quality as promised	650	3.82	.666
The confidence on this brand is always continuous and consistent	650	3.58	.793
This brand has a good reputation	650	3.75	.625
This is an honest brand	650	3.72	.452
BRAND TRUST (BT)	650	18.81	2.309

Source: Primary Data

- From the above table, it is found that the mean score (M=3.95) of the variable - “This brand is worth trusting” is more than other variables.
- It is also found that the respondents have more Brand Trust (BT) with respect to the television since the mean score of all the variables are above 3.5 (70%) out of 5.

Table 4 -IMPACT OF BRAND TRUST ON PURCHASE INTENTION
Descriptive Statistics

	N	Mean	SD
I would buy the product of this brand rather than any other brands available	650	3.28	.895
I intend to purchase the product of this brand in the future	650	3.43	.702
I actively encourage others to buy the product of this brand	650	3.75	.807
I would like to buy the product of this brand for others as a gift	650	3.57	.823
I will not switch over to other brands even if an alternative brand offers more promotions or added values	650	3.12	1.039
IMPACT OF BRAND TRUST ON PURCHASE INTENTION	450	17.69	3.518

Source: Primary Data

- From the above table, it is found that the mean score (M = 3.75) of the variable – “I actively encourage others to buy the product of this brand” is more than other variables.
- It is also found that the mean score of all the variables relating to “Impact of Brand trust on Purchase Intention towards the television” are above 3 (60%) out of 5. This indicates that the impact of brand trust on purchase intention towards television is considerably more.

H0-HYPOTHESIS 1

H0: There is no significant difference between the Male and

Female respondents with respect to the impact of brand trust on purchase intention of Television.

TABLE 5 - Gender

VARIABLES	GENDER						t - value	p - value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
I would buy the product of this brand rather than any other brands available	280	3.42	1.217	370	2.98	1.200	3.689	0.000
I intend to purchase the product of this brand in the future	280	3.89	0.943	370	3.65	1.010	2.461	0.014
I actively encourage others to buy the product of this brand	280	3.62	1.004	370	3.41	1.259	1.743	0.043
I would like to buy the product of this brand for others as a gift	280	4.05	0.927	370	3.57	1.146	4.499	0.000
I will not switch over to other brands even if an alternative brand offers more promotions or added values	280	3.70	1.169	370	3.86	1.176	1.419	0.157
IMPACT ON PURCHASE INTENTION	280	18.68	3.425	370	17.47	4.005	3.175	0.002

❖ Source: Primary Data

An independent-samples t-test was conducted to compare the difference between Male and Female respondents with

respect to the impact of brand trust on purchase intention of television.

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	3.689	0.000	0.01	Significant	REJECTED
I intend to purchase the product of this brand in the future	2.461	0.014	0.05	Significant	REJECTED
I actively encourage others to buy the product of this brand	1.743	0.043	0.05	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	4.499	0.000	0.01	Significant	REJECTED
I will not switch over to other brands even if an alternative brand offers more promotions or added values	1.419	0.157	0.05	Insignificant	ACCEPTED
IMPACT ON PURCHASE INTENTION	3.175	0.002	0.01	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.05 and 0.01) in 5 variables, including Impact on purchase intention Score, the Null Hypotheses are rejected. The Null hypothesis is accepted in only one aspect, since the P (0.157) value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference between Male and Female respondents with respect to the impact of brand trust on purchase intention of television.
- Based on the mean scores of Impact on Purchase Intention, we can say that the mean value of the above variable is little more for male respondents (M=18.68) than the female respondents (M=17.47). It indicates that the impact of brand trust on purchase intention of television is more for male respondents than the female respondents.
- Overall, there is a significant difference between the Male and Female respondents with respect to the impact of brand trust on purchase intention of television.

H0: HYPOTHESIS 2

H0: There is no significant difference between the Married

and Unmarried respondents with respect to the impact of brand trust on purchase intention of television.

TABLE 5 – Marital Status

VARIABLES	MARITAL STATUS						t - value	p - value
	MARRIED			UNMARRIED				
	N	Mean	SD	N	Mean	SD		
I would buy the product of this brand rather than any other brands available	422	3.75	0.533	228	4.44	0.498	4.859	0.001
I intend to purchase the product of this brand in the future	422	3.97	0.627	228	4.14	0.347	4.417	0.001
I actively encourage others to buy the product of this brand	422	3.67	0.710	228	2.88	1.442	6.485	0.001
I would like to buy the product of this brand for others as a gift	422	3.63	0.861	228	2.88	1.442	6.095	0.001
I will not switch over to other brands even if an alternative brand offers more promotions or added values	422	3.64	0.987	228	3.66	0.711	0.269	0.788
IMPACT ON PURCHASE INTENTION	422	18.65	2.624	228	18.00	3.906	1.941	0.044

❖ Source: Primary Data

- An independent-samples t-test was conducted to compare the difference between the Married and Unmarried respondents with respect to the impact of brand trust on purchase intention of television.

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	4.859	0.001	0.01	Significant	REJECTED
I intend to purchase the product of this brand in the future	4.417	0.001	0.01	Significant	REJECTED
I actively encourage others to buy the product of this brand	6.485	0.001	0.01	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	6.095	0.001	0.01	Significant	REJECTED
I will not switch over to other brands even if an alternative brand offers more promotions or added values	0.269	0.788	0.05	Insignificant	ACCEPTED
IMPACT ON PURCHASE INTENTION	1.941	0.044	0.05	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.05 and 0.01) in 5 variables including Impact on purchase intention Score, the Null hypotheses are rejected. The Null Hypothesis is accepted in only one aspect, since the P (0.788) value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference between the Married and Unmarried respondents with respect to the impact of brand trust on purchase intention of television.

- Based on the mean scores of Impact on Purchase Intention, we can say that the mean score of the above variable is little more for married respondents (M=18.65) than the unmarried respondents (M=18.00). It indicates that the impact of brand trust on purchase intention of television is more for married respondents than the unmarried respondents.
- Overall, there is a significant difference between the

Married and Unmarried respondents with respect to the impact of brand trust on purchase intention of television.

H0: HYPOTHESIS 3

H0: There is no significant difference between the Joint Family and Nuclear Family with respect to the impact of brand trust on purchase intention of television.

TABLE 6 – Type of Family

VARIABLES	TYPE OF FAMILY						t - value	p - value
	JOINT FAMILY			NUCLEAR FAMILY				
	N	Mean	SD	N	Mean	SD		
I would buy the product of this brand rather than any other brands available	222	3.64	0.612	428	3.25	0.432	8.927	0.001
I intend to purchase the product of this brand in the future	222	3.77	0.868	428	3.56	0.498	3.781	0.001
I actively encourage others to buy the product of this brand	222	3.63	0.972	428	3.14	0.347	9.823	0.001
I would like to buy the product of this brand for others as a gift	222	3.65	0.681	428	3.00	0.000	6.494	0.001
I will not switch over to other brands even if an alternative brand offers more promotions or added values	222	3.81	0.874	428	3.84	0.644	0.502	0.616
IMPACT ON PURCHASE INTENTION (PI)	222	18.50	3.144	428	16.79	1.495	9.457	0.001

❖ Source: Primary Data

An independent-samples t-test was conducted to compare the difference between the Joint family respondents and

Nuclear family respondents with respect to the impact of brand trust on purchase intention of television.

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	8.927	0.001	0.01	Significant	REJECTED
I intend to purchase the product of this brand in the future	3.781	0.001	0.01	Significant	REJECTED
I actively encourage others to buy the product of this brand	9.823	0.001	0.01	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	6.494	0.001	0.01	Significant	REJECTED
I will not switch over to other brands even if an alternative brand offers more promotions or added values	0.502	0.616	0.05	Insignificant	ACCEPTED
IMPACT ON PURCHASE INTENTION (PI)	9.457	0.001	0.01	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.01) in 5 variables including Impact on Purchase Intention Score, the Null Hypotheses are rejected. The Null hypothesis is accepted in only one case, since the P (0.616) value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference between the Joint family and Nuclear family respondents with respect to the impact of brand trust on purchase intention of television.
- Based on the mean scores of Impact on Purchase Intention, we can say that the mean score of the above variable is more for Joint family respondents (M=18.50) than the Nuclear family respondents

(M=16.79). It indicates that the impact of brand trust on purchase intention of television is more for Joint family than the Nuclear family respondents.

- Overall, there is a significant difference between the Joint family respondents and Nuclear family respondents with respect to the impact of brand trust on purchase intention of television.

HYPOTHESIS 4

H0: There is no significant difference among the Qualification of the respondents with respect to the impact of brand trust on purchase intention of television.

TABLE 7 - Qualification

VARIABLE	QUALIFICATION				F - value	p - value
	School Level (121)	Diploma (101)	UG / PG (311)	Professional (117)		
I would buy the product of this brand rather than any other brands available	3.79	4.13	3.86	3.74	1.972	0.043
	1.116	0.875	0.962	1.152		
I intend to purchase the product of this brand in the future	3.91	3.96	3.81	3.91	1.964	0.033
	0.885	0.990	1.016	1.086		
I actively encourage others to buy the product of this brand	4.05	4.25	4.04	3.50	5.332	0.000
	0.932	0.837	0.892	1.129		
I would like to buy the product of this brand for others as a gift	4.03	4.23	3.98	4.02	2.288	0.035
	1.003	1.027	1.037	1.055		
will not switch over to other brands even if an alternative brand offers more promotions or added values	4.05	4.16	4.01	3.80	1.970	0.040
	0.977	0.949	0.948	0.959		
PURCHASE INTENTION	19.84	20.73	19.71	18.96	3.878	0.018
	3.843	3.816	3.972	4.198		

Source: Primary Data

No. of respondents are shown in brackets

- A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Qualification of the respondents with respect to the impact of brand trust on purchase intention of television.

VARIABLE	F - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	1.972	0.043	0.05	Significant	REJECTED
I intend to purchase the product of this brand in the future	1.964	0.033	0.05	Significant	REJECTED
I actively encourage others to buy the product of this brand	5.332	0.000	0.01	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	2.288	0.035	0.05	Significant	REJECTED
will not switch over to other brands even if an alternative brand offers more promotions or added values	1.970	0.040	0.05	Significant	REJECTED
PURCHASE INTENTION	3.878	0.018	0.05	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.01 and 0.05), the Null Hypothesis is rejected. Hence, it is concluded that there is a statistically significant difference among the Qualification of the respondents with respect to the impact of brand trust on purchase intention of television.
- Apart from reaching statistical significance, the actual difference in mean scores among the Qualification of the respondents is also moderate (18.84 to 20.73).
- Thus, there is no significant difference among the Qualification of the respondents with respect to the impact of brand trust on purchase intention of televisions.

HYPOTHESIS 5

H0: There is no significant difference among the Occupation of the respondents with respect to the impact of brand trust on purchase intention of television.

❖ **TABLE 8 – Occupation**

VARIABLE	OCCUPATION					F - value	p - value
	Salaried Job (253)	Business / Self-employed (112)	Professional (115)	Student (36)	Home Maker (134)		
I would buy the product of this brand rather than any other brands available	3.99	3.78	3.88	3.67	3.99	4.100	0.003
	0.913	1.086	0.946	1.074	0.913		
I intend to purchase the product of this brand in the future	3.75	4.09	3.93	4.15	3.75	3.259	0.012
	0.979	0.976	1.050	0.949	0.979		
I actively encourage others to buy the product of this brand	4.08	4.04	3.60	4.11	4.08	3.345	0.010
	0.820	1.108	0.923	0.974	0.820		
I would like to buy the product of this brand for others as a gift	3.97	4.15	4.07	3.93	3.97	1.582	0.178
	1.006	0.992	0.942	1.174	1.006		
will not switch over to other brands even if an alternative brand offers more promotions or added values	4.09	4.01	3.70	4.07	4.09	2.035	0.028
	0.899	1.023	0.981	0.829	0.899		
PURCHASE INTENTION	21.89	20.07	19.18	19.93	18.89	1.993	0.039
	3.572	4.393	3.869	4.113	3.572		

Source: Primary Data

No. of respondents are shown in brackets

- A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Occupation of the respondents with respect to the impact of brand trust on purchase intention of television.

VARIABLE	F - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	4.100	0.003	0.05	Significant	REJECTED
I intend to purchase the product of this brand in the future	3.259	0.012	0.05	Significant	REJECTED
I actively encourage others to buy the product of this brand	3.345	0.010	0.05	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	1.582	0.178	0.05	Insignificant	ACCEPTED

will not switch over to other brands even if an alternative brand offers more promotions or added values	2.035	0.028	0.05	Significant	REJECTED
PURCHASE INTENTION	1.993	0.039	0.05	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.05) in 5 variables including Purchase Intention Score, the Null hypotheses is rejected. The Null hypotheses is accepted in only one case, since the P value is greater than Sig. Value (0.05) the Null Hypothesis is accepted. Hence, it is concluded that there is a statistically significant difference among the Occupation of the respondents with respect to the impact of brand trust on purchase intention of television.
- Apart from reaching statistical significance, the actual difference in mean scores among the Occupation of the respondents with respect to the impact of brand trust on purchase intention of television is also moderate (18.89 to 21.89)
- Hence, there is a significant difference among the Occupation of the respondents with respect to the impact of brand trust on purchase intention of television.

HYPOTHESIS 6

H0: There is no significant difference among the Income levels of the respondents with respect to the impact of brand trust on purchase intention of television.

❖ TABLE 9 - Income

VARIABLE	INCOME				F - value	p - value
	Less Than Rs.50,000 (301)	Rs.50,000 – Rs.1,00,000 (169)	Rs.1,00,001 – Rs.2,00,000 (110)	Above Rs.2,00,000 (70)		
I would buy the product of this brand rather than any other brands available	3.80	3.98	3.81	3.84	1.089	0.353
	0.982	1.143	0.868	0.805		
I intend to purchase the product of this brand in the future	3.85	4.13	3.74	3.93	5.211	0.002
	1.008	0.949	0.909	0.974		
I actively encourage others to buy the product of this brand	3.92	4.21	4.07	4.27	7.151	0.000
	1.009	0.917	0.672	0.624		
I would like to buy the product of this brand for others as a gift	3.89	4.18	4.26	3.73	4.865	0.002
	1.043	1.161	0.690	0.788		
I will not switch over to other brands even if an alternative brand offers more promotions or added values	3.98	4.17	3.86	4.20	3.185	0.024
	1.002	0.890	0.999	0.701		
PURCHASE INTENTION	18.90	20.67	19.74	19.98	4.703	0.003
	4.210	3.791	3.104	3.008		

Source: Primary Data

No. of respondents are shown in brackets

- A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Income levels of the respondents with respect to the impact of brand trust on purchase intention of television.

VARIABLE	F - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
I would buy the product of this brand rather than any other brands available	1.089	0.353	0.05	Insignificant	ACCEPTED

I intend to purchase the product of this brand in the future	5.211	0.002	0.05	Significant	REJECTED
I actively encourage others to buy the product of this brand	7.151	0.000	0.01	Significant	REJECTED
I would like to buy the product of this brand for others as a gift	4.865	0.002	0.05	Significant	REJECTED
will not switch over to other brands even if an alternative brand offers more promotions or added values	3.185	0.024	0.05	Significant	REJECTED
PURCHASE INTENTION	4.703	0.003	0.05	Significant	REJECTED

- As the P value is lesser than Sig. Value (0.01 and 0.05) in 5 cases, including Purchase Intention Score, the Null Hypotheses are rejected. The Null Hypothesis is accepted in only one case, since the P (0.353) value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference among the Income levels of the respondents with respect to the impact of brand trust on purchase intention of television.
- Apart from reaching statistical significance, the actual difference in mean scores among the Income of the respondents is also moderate (18.90 to 20.67).
- Thus, there is a significant difference among the Income levels of the respondents with respect to the impact of brand trust on purchase intention of television.

Findings of the study:

1. The sample consists of a sizeable preponderance (280, 43.10%) of male respondents over female (370, 56.90%) respondents. 72.80% of the respondents belong to the age group of 18 - 30 years, followed by 22.30% of the respondents belong to the age group of 31 - 50 years and remaining 4.90% of the respondents belong to the age group of 51 - 78 years. In terms of academic qualifications, it is not surprising that majority (311, 47.80%) of the respondents completed UG/PG degrees followed by School level education with 18.60% (121). Majority of the respondents are Salaried employees (253, 38.90%) followed by Business/Self-employed with 17.20% (112), Professional (115, 17.70%), Students (36, 5.50%) and Home Maker (134, 20.60%). In terms of Monthly Family Income, majority of the respondents (301, 46.30%) belongs to the income of less than Rs.50,000 followed by Rs. 50,000 – Rs.1,00,000 (169, 26%), Rs.1,00,001 – Rs. 2,00,000 (110, 16.90%) and Above Rs.2,00,000 (70, 10.80%). Majority of the respondents are Married (422, 64.90%) and remaining (228, 35.10%) of the respondents are Unmarried.
2. 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.
3. It is found that the mean score (M=3.95) of the variable - “This brand is worth trusting” is more than other variables. It is also found that the respondents have more Brand Trust (BT) with respect to the television since the mean score of all the variables are above 3.5 (70%) out of 5.
4. It is found that the mean score (M = 3.75) of the variable – “I actively encourage others to buy the product of this brand” is more than other variables. It is also found that the mean score of all the variables relating to “Impact of Brand trust on Purchase Intention towards the television” are above 3 (60%) out of 5. This indicates that the impact of brand trust on purchase intention towards television is considerably more.
5. As the P value is lesser than Sig. Value (0.05 and 0.01) in 5 variables, including Impact on purchase intention Score, the Null Hypotheses are rejected. The Null hypothesis is accepted in only one aspect, since the P (0.157) value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference between Male and Female respondents with respect to the impact of brand trust on purchase intention of television. Based on the mean scores of Impact on Purchase Intention, we can say that the mean value of the above variable is little more for male respondents (M=18.68) than the female respondents (M=17.47). It indicates that the impact of brand trust on purchase intention of television is more for male respondents than the female respondents. Overall, there is a significant difference between the Male and Female respondents with respect to the impact of brand trust on purchase intention of television.

Conclusion

From the above analysis it is clear that brand trust has a strong impact on the purchase intention of television. Competition and innovation are not new to this field i.e

television industry. If the marketer tries to understand these concepts they will be able to sell better and profitably.

Suggestions:

1. Marketers can think of ways to improve brand trust so that the purchase intention for the particular brand will be higher.
2. After sales service is one of the important thing the customer is concerned about. Marketers if they give good after sales service the brand trust can be improved.
3. Regular advertisement will also make the customer remember the brand,
4. Any product improvement or product renovation must be intimated to existing customer so that they prefer to buy the particular brand they trust.

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