

Analysis of Brand Reputation and Brand Liking of ZEE TV

Kumar Saurabh*

Maharaja Agrasen, Delhi, India; krsaurabh373@gmail.com

Abstract

In the fast changing environment, people want to know about their surroundings. Many of television channels in India are entertainment and it is continuously growing with a rate of 15-20 percent annually. This paper tries to evaluate the Brand Reputation and explore the Brand liking of the viewers towards ZEE TV. In this paper an online survey is administered through questionnaire with a sample of 60 respondents in Delhi & NCR, to examine the viewers' satisfaction level which leads to the Brand reputation of the channel in the market. It is tested with the help of regression analysis.

Keywords: Brand Liking, Brand Reputation, Zee Tv

(Date of Acceptance: 10-02-2015; Plagiarism Check Date: 18-02-2015; Peer Reviewed by Three editors blindly: 23-02-2015; Reviewer's Comment send to author: 25-02-2015; Comment Incorporated and Revert by Author: 1-03-2015; Send for CRC: 15-03-2015)

1. Introduction

The Indian Entertainment and Media Industry have out-performed the Indian economy and is one of the fastest growing sectors in India. In India, currently 826 private satellite TV channels are telecasting permitted by the Information and Broadcasting Ministry in which 20 channels comes under GEC.

Entertainment channels earn primarily from advertising revenue that is generated on the basis of ratings and perception.

2. Industry Segmentation

Media and Entertainment Industry can be broadly classified into

- Print
- Music
- Movie
- TV
- Gaming
- Social

3. Brand

Brand mainly focus on advertisements i.e., on ground, on air and digital means through Radio, TV and OOH (Out of Home).

Over the past few years, the outdoor advertising industry has evolved into a rejuvenated media force to be reckoned to compete aggressively in the 21st century media fray. Outdoor is roadside, outside and inside, above and below ground and on the move. The wide range of outdoor media advertisements comprises of hoardings, posters, banners, road shows, trade shows and sign boards among others.

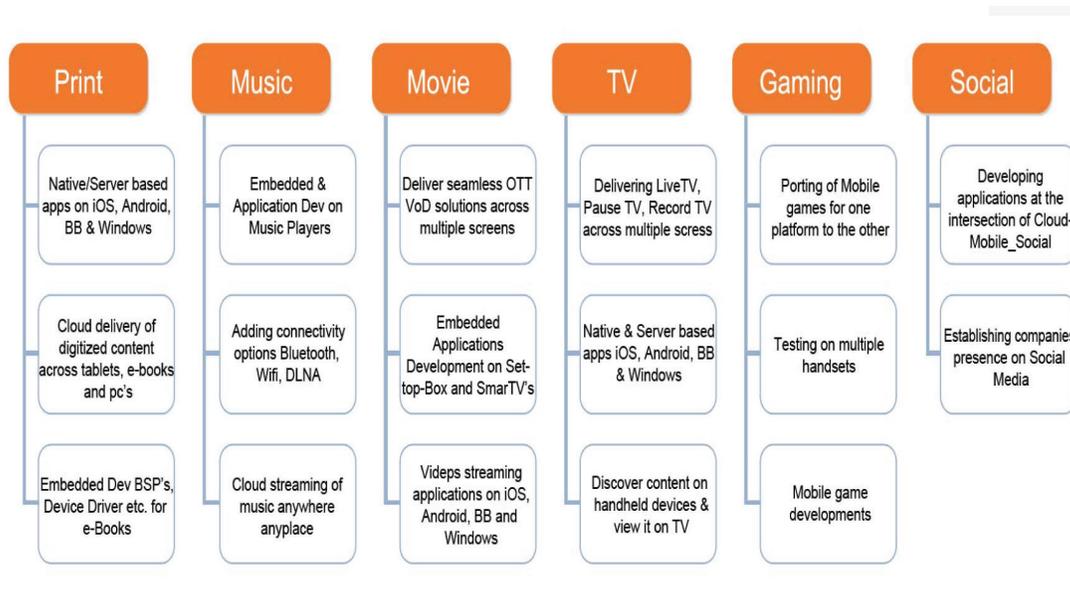
The outdoor medium today constitutes 15 percent of media mix, up from around 10 percent five years ago.

4. Few Uses/Benefits of Outdoor Advertising

- Outdoor Advertising is available 24X7
- Rapid Buildup of Awareness – Quick return on advertising investment
- Media Mix Reinforcement – Fills the gaps left by all other forms of media
- Cost Efficiency – Low cost per thousand
- Specific Market Penetration – Minimizes wastage exposure
- Directional Support – Reaches audience while they are in the marketplace
- Flexibility and Mobility – Customized programs to obtain advertising goals
- Visual excitement and impact – Big, bold and demands audience attention

5. Established Entertainment Brands in India

- STAR PLUS
- ZEE TV
- COLORS TV
- SONY TV
- SAB TV
- LIFE OK



6. Objectives of the Study

The objective of the research done for the company was to know about the reputation, liking and satisfaction level of the viewers towards ZEE TV. Moreover the secondary aim was also to find out the quality of the service provided by the company in terms of Fictional and Non-fictional shows.

However, if looked into the questionnaire the purpose of finding out the relationship between brand liking and brand satisfaction was a quite successful exercise.

7. Research Methodology

The design used for the study is descriptive under conclusive design. It is a quantitative design where the defined hypothesis is tested on the basis of primary data which is collected with the help of a structured tool called questionnaire.

The study was done with a sample size of 60 respondents. The respondents were selected for the study from the different viewers of ZEE TV. A random sampling was taken.

The research instrument or tool used for the preparation of this project is Questionnaire. A questionnaire consists of a list of questions printed in a definite order on a form to be asked from respondent.

7.1 Data Collection

The approach used for the data collection is Survey Method.

There are two sources of data collection:

7.1.1 Primary Data

Data collected for the purpose of this project is through:

- Observations
- Survey through Questionnaire

7.1.2 Secondary Data

Secondary data collected through:

- Websites
- Books

7.2 Hypothesis

7.2.1 Reputation and Liking

It shows that if the reputation of the company is good, it will influence the brand liking among the viewers.

7.2.2 Reputation and Satisfaction

It shows that if the reputation of the company is good, it will influence the satisfactory level of the viewers.

7.3 Analysis

To examine the relationship between company's reputation of ZEE TV and the brand liking, I have run the Regression Analysis. As per Model 1, I have observed that there is a significant relationship between company's reputation and brand satisfaction of ZEE TV as $P < 0.01$. It implies that if the reputation of the company is good, it will influence the satisfaction level of the viewers. Hence, company should maintain their reputation to maintain the satisfactory level of the viewers.

As per Model 2, I have observed that there is a significant relationship between company's reputation and brand liking of ZEE TV as $P < 0.01$. It implies that if the reputation of the company is good, it will influence the brand liking among viewers.

Hence, company should maintain their reputation to gain liking of the viewers. If the customers like the shows airing on the channel, it is helpful for the company to retain the reputation and increase the number of viewers.

Table 1 shows the relationship between the satisfaction and reputation of the company. In both the cases, relationship is significant ($P < 0.01$). When respondents were asked that whether enactment in the company has affected them, 78% of the respondents agreed with it, out of these 31% felt that it had strongly negative impact on the satisfaction of the viewers. Furthermore, 75% of the respondents experienced emotional and relationship stress because of liking and reputation of the company. However, 25% of the respondents never or very rarely felt the stress due to company's reputation and liking.

8. Limitations of the Study

8.1 Time Constraint

I had not the enough time to go deeply, which is not enough to understand a firm deeply and mark my presence.

8.2 No Access to Confidential Data

Since I have conducted survey, I was given no access to confidential data of the organization.

8.3 Response of the Viewers

Errors may occur as the respondents may provide incorrect responses leading to an unclear picture of the analysis.

8.4 Sample Size

The sample size is very small which confined to Delhi NCR.

Table 1. Dependent variable- company reputation

	Model 1(Satisfaction)	Model 2(Liking)
Coefficient	0.000*	0.001*
Standard Error	0.6094	0.6680

* $P < 0.01$

Note: Here * means the value of p is less than 0.05 which represents the significance level.

9. Conclusion

- In the genre of the Hindi entertainment channels, the channel have a good reputation in the market which is affected by the liking of the shows by the customers.
- All the hypothesis are supported.
- Hindi speaking audiences likes entertainment everywhere and it helps to improve the reputation of the channel which influence the liking of the ZEE TV.
- The another perspective of the study is that there is a significant relationship between brand liking and brand satisfaction.
- The practical contribution of the study verifies that consumer with high level of liking leads to their satisfaction level towards ZEE TV.

10. Acknowledgement

I would like to thank Ms. Nitika Sharma, Assistant Professor, for her constant enthusiastic encouragement and valuable suggestions without which this paper would not been successfully completed. I would also like to thank our classmates who were ready with positive comments all the time, whether it was an off-hand comment to encourage us or a constructive piece of criticism and a special thank to the faculty of Maharaja Agrasen Institute of Management Studies who arranged a good environment for us.

11. References

1. Zeithaml VA, Bitner MJ, Pandit A. Services Marketing. 5th ed. 2008.
2. Kumar R. Research Methodology. 2nd ed. Pearson Education; 2009.
3. Kotler P, Keller KL, Koshy A, Jha M. Marketing Management. 2009.
4. Etzel M, Walker B, Stanton W, Pandit A. Marketing Management. TataMcGrawHill; New Delhi: 2008.
5. Available from <http://zeetv.com/shows>
6. Available from <http://www.zeetv.com/news-media/press-releases/>
7. Available from <http://www.zeetv.com/events/dawaat-e-eid/>
8. Available from <http://www.india-forums.com/tv-channel/4/zee-tv/>
9. Available from http://www.tamindia.com/tamviewer_intro.php

Citation:

Kumar Saurabh,

“Analysis of Brand Reputation and Brand Liking of ZEE TV”

Global Journal of Enterprise Information System. Volume-7, Issue-3, April-June, 2015 (www.gjeis.org)

Conflict of Interest:

Author of a Paper had no conflict neither financially nor academically.