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A Novel Approach to Investigate the Influence of UE Students' Product Brand Awareness and Customer Satisfaction on Popularity, Functionality, or Self-Image Match of the Brand of Portable-Word-Processor Gadgets: A Theoretical Study

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Abstract— Measuring satisfaction and performing a satisfaction survey requires at least a basic knowledge of the satisfaction measurement literature, combined with your own customer satisfaction experiences. This brief tutorial provides such an introduction to the theoretical and methodological underpinnings of satisfaction research.

Index Terms— Product, Brand Awareness, Customer Satisfaction, Business Adminisrtation, Management, Marketing, Economics

1 Introduction

Customer satisfaction is the most common of all marketing surveys and is a part of the "big three" research studies in marketing that include market segmentation and concept testing [1-11]. An understanding of UE students about the popularity and functionality of portable-word-processor gadgets will lead to successful sales of portable-word-processors and help to realize the importance and influence of these parameters on sale [12-15].

Those who buy the goods or services provided by companies are customers [16, 17]. In other words, a customer is a stakeholder of an organization who pays in exchange for the offer provided to him/her by the organization with the aim of fulfilling a need and to maximize satisfaction [18]. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer [19-27]. Another author explained this difference as a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product [28-39].

When a consumer/customer is contented with either a product or service, it is termed satisfaction [40]. Satisfaction can also be a person's feelings of pleasure that results from comparing a product's perceived performance or outcome with their expectations [41, 42]. As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; or it can be the state of being happy with a situation [43-49].

Satisfaction varies from one person to another because it is utility. "One man's meal is another man's poison," an old adage stated describing utility which highlighting the fact that it is sometimes very difficult to satisfy everybody or to determine satisfaction among group of individuals [50].

Client happiness, which is a sign of customer satisfaction, is and has always been the most essential thing for any organization [51-55]. Customer satisfaction is defined by an author as "the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption" [56, 57].

2 Brands

Regardless of what type of product a company sells, it usually wants to create a brand identity by using a unique name or design that sets the product apart from those offered by competitors [58]. Tide, Ford, and Bic are brand names while McDonald's golden arches, the Pillsbury doughboy, and the

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Prudential Rock are brand symbols. Brand names may be owned by wholesalers, by retailers, and by producers of a product. Macy's, for example, buys merchandise from many manufacturers, which it sells under some 50 in-house private labels A&P, the supermarket chain, purchases canned fruits, jellies, rice, household cleaning products, and frozen foods, from hundreds of suppliers and offer them under the Jane Parker, A&P, and Ann Page brand names [59-63].

3 Price and demand

When a company's costs establish a floor for prices, demand for the product establishes a ceiling [64]. Theoretically, if the price for an item is too high, demand falls and the producers reduce their prices to stimulate demand [65]. As prices fall, profits decline, thereby discouraging further production [66]. Conversely, if the price for an item is too low, demand increases and the producers are motivated to raise prices [67]. As prices climb and profits improve, producers boost their output until supply and demand are in balance and prices stabilize [68]. Generally speaking, when people go shopping, they have a rough price range in mind [69].

If the item they seek is available within that range, they are likely to buy it [70]. But, if the price is either too low or too high, they hesitate [71]. An unexpectedly low price triggers fear that the item is inferior in quality, whereas an unexpectedly high price makes buyers question whether the product is worth the money [72].

4 After-Purchase-Service

After the sale comes the service aspect. Often the salesperson will be reselling supplies, materials, parts, and so on [73]. This service part of the sale is frequently the opening to new sales [74].

5 Product Quality

Features and price think of business newspapers and you probably think of the *Wall Street Journal;* for traveller's checks, it's probably American Express; for pianos, it might be Steinway [75]. These products achieved their positions through a Careful combination of product qualities, advertising, public relations, and other aspects of the marketing mix [76].

6 Brand awareness

Brand awareness is related to the position the brand holds in the consumer's memory and the ease in which it is recalled when prompted [77]. Brand recognition is a component of brand awareness and is related to the consumer's ability to recognize previous exposure to it [78]. Brand awareness plays an important role in decision-making in two ways: (a) better brand awareness increases the likelihood that it will be part of the consideration set, and (b) the level of brand awareness can affect further decisions about those brands within the consideration set [79]. Both Keller and Aaker cited the elaboration likelihood model as suggesting that choice may be based on brand awareness when the decision has low involvement as a result of little motivation [80].

Rossiter and Percy defined brand awareness as the ability of consumers to identify or recognize the brand, whereas Keller conceptualized brand awareness as consisting of both brand recognition and brand recall [81]. According to Aaker, brand awareness is "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category." That is to say, brand awareness is the capability of recognition and identification of certain brand retrieved under some situations [82]. Aaker further pointed out that awareness is measured by different ways in which consumers remember a brand, ranging from recognition to recall, to "top of mind" and finally, to dominant [83].

As Chernatony and McDonald said, "brand recognition refers to the consumer's ability to recall previous exposure or experience with the brand while brand recall refers to the consumer's ability to retrieve the brand from memory when given the product."

Baker stated that brand awareness refers to the strength of presence of a brand in the mind of consumers and extent to which they are able to recognize or recall a brand name [84]. In other words, brand awareness is measured in terms of how much familiar a consumer is with the brand [85]. Moreover, Hoeffler and Keller argued that brand awareness is more than just a matter of customers knowing the brand name; it may, to some extent, be refer to the customers' knowledge about a certain brand such as name, logo, as well as its association [86, 87]. As Kotler and Keller said, it is the ability of consumers to identify the brand under different conditions, as reflected by their brand recognition or recall performance [88-90].

7 Brand-awareness-effect on consumer Behavior

According to Aaker, brand awareness has significant impact on consumer buying behavior. It is due to that brand awareness plays an important role in the consumer buying process.

Pitta and Katsanis pointed out that in the classic consumer behavior model, consumers engage in routine product choice when they have a relatively high level of brand awareness of that product category. Consumers are always a passive recipient of product information and are reluctant to spend much time and effort for choosing a brand. Therefore, brand awareness will lead them to choose the most familiar brand that they have knowledge of it.

In the consumer decision-making process, consumers always have many alternatives to consider. Because recall determines which alternatives are generated, those not recalled cannot be part of the set of products for consideration and thus, the recalled brand will have the advantage of not being the last choice. Therefore, brand awareness is crucial to getting into this consideration set. As the brand lacks the necessary awareness, it may not have the opportunity to be considered in buying. For example, if a consumer wants to buy a laptop, the first brands that come up to the consumer's mind will have an advantage in being considered for purchase. The same point is also presented by Kotler and Keller concerning a high level of brand awareness affecting consumer choices among brands in the consideration set and the product category, even if there are no other associations linked to those

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brands. That is to say, brand awareness is sufficient to result in more favorable consumer response; for example, consumers are more likely to base their choices merely on familiar brands.

In other words, the consumers will be stimulated by the familiarity of such brand when they want to purchase something. Moreover, brand awareness can lead to brand extension.

It can be said that when a firm develops sub-brand for its products, an awareness of the host-brand will lead to the acceptance of the sub-brand. This will result in sales increases. Diet Coke is a good example, whose sales benefit from the Coke brand. Therefore, the more the consumer is aware of the product, the greater the possibility that the consumer will purchase the sub-brand. Briefly, brand awareness offers an effective competitive difference among the products that have similar features.

8 Brand's role in influencing purchase

Brand "identifies and embodies all that a company is." Simply stated, Kotler provided an intuitive definition of the brand concept that removes complexity and hones in on the benefits: "a brand can be defined as a name, term, sign, symbol or combination of them which is intended to identify goods and services of one seller to differentiate them from those of competitors." It is a value realized as a result of the brand, otherwise known as brand equity that has a direct impact on consumer choice, affecting it in several ways within several different contexts. This section will review two conceptual frameworks that study the power and equity within a brand and the role it plays in influencing the consumer purchase decisions.

Teas and Grapentine offered a framework that examines the role brand plays in affecting consumer choice and the degree to which it provides equity or value to the consumer. During several stages within the buying process, the brand of a company provides a certain sense of value to consumers by simplifying the purchase decision task, reducing their perceived risk, and providing direct value to the consumer, acting as an evaluative attribute.

Looking at the brand-effect issues in more detail will enable the researcher to better understand the role brand might be expected to play throughout the consumer's purchase decision cycle. A search attribute is "a characteristic of a product that can be evaluated by acquiring information during the pre-purchase decision process." For example, consumers typically have a choice set loosely defined as they begin this process. If a consumer were looking into the purchase of a car, he probably has a list of attributes, like the type (SUV versus sedan), number of doors and price. When considering the purchase of a wedding gown, color, fabric, cut and design would be search attributes. The role that brand plays in this scenario as an indicator of search attributes in relation to the information search is around the amount of information the consumer feels compelled to collect.

Teas and Grapentine posited that a brand produces enough utility for the consumer to feel comfortable while simplifying their decision process, limiting their information search and including the brand as an evaluative criterion on which to base the purchase brand in one instance can carry a product to consideration even if it is substandard to the other products within the set. In another instance, it can generate a sense of loyalty that diminishes the likelihood of other alternatives being considered; and hence, establishing a perceived switching cost to the consumer. In other words, a customer believes that the opportunity cost to switch from one brand to another is too high to contemplate. When consumers demonstrate brand loyalty, they typically reduce their information search substantially, often times completely eliminating it and do not evaluate other brands, resulting in a simplification of the decision.

Brand equity affects stock market reactions and it can determine the feasibility of extending a brand name. Brand equity increases the chance of product selection. It also increases the tolerance for price premiums. Within the stock market, highly recognized brands may enjoy more leniencies or endure more scrutiny as a result. IBM, in recent years, experienced little change in their stock price despite underperforming against expectations, while Andersen consulting, known for its auditing expertise, virtually decimated in the market because of its failure to deliver on its core competency and being partially blamed for the Enron scandal. An excellent example demonstrating brand equity as it relates to premium pricing is generic versus brand name pain relievers. When looking at the ingredients of a generic acetaminophen versus a brand name like Tylenol, they are identical. Despite that fact, consumers continue to purchase the Tylenol brand over the drugstore's generic version that is priced lower.

9 CONSUMER CHOICES THROUGH DECESION MAKING

Is the consumer choice process adaptive? Are consumers agile enough to recognize at a moment in time through reflection that a different approach might yield a more acceptable outcome? Bettman, Luce and Payne said yes, and supported it with five summary concepts that will be presented here. Consumers are goal-oriented and develop their process for making a choice to achieve their goal. Driving factors include motivation, like increasing decision-quality, reducing effort-level or decreasing negative emotions. Because consumers are rational in nature, they also recognize that limited cognitive processing capability requires them to selectively process the most relevant information.

Continuing with the theme of information, consumers do differ in the rules and strategies they employ when collecting and analyzing it. Several argue that increased knowledge and expertise better enable the consumer to assess the information and select more effective decision strategies. Even further down the discussion with information, Bettman, Payne and Luce stated that how the information is displayed and pre-

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sented can also affect/influence the consumer's decision. Using Slovic's principle of concreteness as the basis for their argument, they demonstrated that consumers are more likely to use information "that is explicitly displayed and will use it in the form it is displayed, without transforming it."

Consumers will also vary their process when product categories are comparable and non-comparable. Comparable choices are product alternatives in choice sets that have similar attributes, like a BMW versus a Mercedes. Non-comparable categories involve no similar attributes, like comparing cell phone to a Mercedes. In those kinds of situations, consumers tend to "develop more abstract attribute or compare overall evaluations" to process the information.

Time-constraint is the final contributing element to an adaptive decision process. Time dictates availability to process, compare and choose. Consumers will limit each phase as appropriate to accommodate the constraints.

Learning constructs are strongly influenced by the preceding perceptual constructs. Four learning constructs exist, each driving different reactions, although each equally driving a choice: (a) motivation, (b) brand comprehension, (c) confidence, and (d) attitude. Consumers are motivated to satisfy a perceived need, and this internal motivation influences the evaluative criteria used to select the appropriate product to purchase.

Howard and Sheth argued that perceptions can be influenced. Brand comprehension simply defined is a consumer's overall perception of a product. Targeted messaging, previous experience with the brand and external recommendations from trusted sources are three primary factors that influence and drive product choice over another. Brand comprehension, as Howard and Sheth argued, has an equally powerful capability of influencing consumer attitudes toward particular products.

10 RESULTS AND DISCUSSION

Charlton and Ehrenberg conducted an experiment to investigate how people change their buying habits over time. The experiment were conducted during twenty–five consecutive weeks in which housewives were given the opportunity to buy one package of laundry detergent and/or leaf tea, each week. They examined the effects of price differentials, sales promotion, advertising, an out-of-stock condition, the introduction of a new brand, and certain weak forms of brand differentiation. They defined loyal users as those buying a certain brand at least four times in a six-week period that was free of any marketing activity. None of the four marketing stimuli-promotion, advertising, an out-of stock condition, and the introduction of a new brand during the experiment-produced significant aftereffects on brand loyalty.

Youn and Faber found that emotions strongly influence buying behaviors, which result in consumer impulse-buying.

Babin and Babin found that in stores, a consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific to certain things; for example, the features of the items, customer self-interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store.

Some researchers used a stimulus-organism-response (S–O–R) framework to examine the S–R relationship of consumer retail behavior. In particular, the study focused on how consumer perception of the attributes of store image affects their preference for the stores. The stimuli that pertain to store attributes include merchandising, store atmosphere, in-store service, accessibility, reputation, promotion, facilities and post-transaction service. Consumers' preference is based on their post-visit ranking of the stores. Eight hypotheses were developed and tested with data collected from a survey using a random sampling approach. Results from apolychotomous regression analysis identified the attributes like merchandising, accessibility, reputation, in-store service and atmosphere of the stores as significantly influencing consumer preference.

Keen Cherie attempted to find out which of the attributes are crucial in determining consumer preference regarding retail-shopping alternatives. Theoretical driven research allowed expanding the power of consumer behavior theories, allowing ever greater clarification of the practical issues. In the light of these issues, her research had two main objectives as: (1) identifying the structure of consumer intention to make product purchase through three retail alternatives and, (2) examining the making of trade-offs consumers when deciding on which retail-store-alternative to choose in making a purchase.

The study of He and Yanqun examined the theoretical framework regarding the association between consumer satisfaction and repurchase intention, which in turn, determines profitability. Specifically, they investigated the role of consumer satisfaction in forming repurchase intention among other important marketing variables such as perceived quality and assessed value.

They further studied the relationship between consumer satisfaction and price tolerance. The study contributed to the research on consumer satisfaction in several ways. First, the results indicated that consumer satisfaction acts as a mediator for both assessed value and perceived quality in forming consumer repurchase intention. Second, the study of consumer satisfaction and price decrease tolerance provided a new perspective in evaluating efforts to achieve consumer satisfaction, i.e., to secure price competitiveness through improving consumer satisfaction in a highly competitive market. Third, the fuzzy analytical tool applied in the dissertation also gived a new perspective while examining the satisfaction profit chain. While applying the fuzzy linear regression (FLR) model, the study further made a methodological contribution by proposing a new FLR model.

A study of Kumar and Gogoi on Consumers' Perceptions and awareness with regard to Purabi Brand of dairy milk in Guwahati has drawn a clear picture regarding consumers' perception and satisfaction. The study reflected that the consumers in Guwahati are well aware of their milk brands among the available alternatives. Out of all the six brands, Purabi is the dominating one and most of the consumers (i.e., 74%) rely on this brand. It also found that perceptions of executives regarding the brand are different from that of consum-

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ers, which also found statistically significant.

Nagar, in his study, examined one of the important factors affecting the consumers' brand loyalty, namely, advertising out of a number of factors. The study further stated that advertisements of a competing brand, at the most , may act as additional information for the consumer, who might think of switching brands in times when the current brand is either not available anymore or is not giving the benefits due to which the consumer became loyal to the brand in the first place. Consumers are too conscious of the products that they use on themselves and are not easily convinced to switch unless they are dissatisfied with the brands they are currently using. The study also found that age and incomes are not the reasons for the difference among consumers' brand loyalty.

Some researchers offered an introduction to marketing plan development.

The outline below shows the structure of the marketing plan that will be developed in this chapter. We discuss each outline topic in the same order as shown here:

- Bank Mission Statement and Business Definition
- Situation Analysis
- Goals and Objectives
- Strategies
- Action Plans with Budgets
- Measurement and Evaluation

Bank's Mission Statement and Business Definition:
Most marketing plans contain a brief description of the bank's background as a part of the plan's introductory material. This is optional, of course, but you will likely want to include it in your plan.

The first section of the marketing plan should be the bank's mission statement with a business definition. The bank's mission statement should be an integral part of the marketing plan; this statement contains important guidance for the marketing plan and the marketing officer. It clearly spells out the fundamental business and direction of the bank, and it explains the philosophies of the owners, the directors, and the chief executive officer (CEO). Everything the marketing department does must be aimed at helping the bank achieve its mission. The bank's mission statement is the marketing department's mission statement. If a mission statement has already been written for the bank, it should be placed in the marketing plan without modification. If a mission statement doesn't exist, an appropriate mission statement might include words similar to those contained in the model in the next chapter. When writing this statement, keep in mind that the more specific the mission statement, the better.

As part of the statement of business definition, the bank should clearly define in what business it is engaged. This may sound elementary but to say "we are in the banking business" ignores not only significant competition but opportunities for new business. A financial service goes far beyond money transactions and loans. It also goes beyond money management and investments and the local market.

Before you can plan where you want to go, you must know where you are. This is why the situation analysis is the most important part of the planning process. It is a review of the bank's current situation and its strengths, weaknesses, opportunities, and threats (SWOT). It is the SWOT analysis and more. Banks operate in several different environments affecting their ability to perform their business functions. These environments are divided into controllable and uncontrollable segments; more commonly called internal and external environments. Analysis of the current position of these environmental factors is the starting point for the situation analysis. This analysis can be done internally by utilizing a group of specific questions or by conducting a marketing audit. A marketing audit is an independent look at everything the bank does from a marketing perspective and should be done at least once every five years by an outside individual or firm. It can be done internally by bank personnel if they can look at every item critically.

The internal environment includes those areas where a bank can influence or control outcomes for positive or negative results. Included in this environment are facilities, employees, suppliers, stockholders, and customers. We will look at each individually.

The bank's facilities should be up-to-date and attractive. That doesn't mean brand-new, as many beautiful old downtown banks prove, but the facilities should be functional and inviting with adequate free parking. The interior of the facilities should be laid out to handle all volumes of traffic and make it easy for customers to know where they are going. They should also foster a sales atmosphere. In addition, branches, drive-ins, and ATMs should be conveniently located and able to handle the traffic generated. Review of locations and needs for additional locations or movement of current facilities should be done on a regular basis.

Employees should be friendly, courteous, and well-trained in all aspects of the bank and its products and operations. Customers don't like to be bounced from area to area in person or on the phone. All employees should know how to sell the bank. Personality and attitude are a major part of selling. Community banks would do well to imitate Southwest Airlines. Every new hire at Southwest is evaluated on how they fit the corporate personality. If you have not flown southwest, let me assure you that it is the friendliest, most fun airline out there. Their employees have fun and go out of their way serve the customer. Your bank should do the same.

Suppliers should be chosen in a two-fold manner. First, the quality of their products should be evaluated. Second, the quality of their relationship with the bank should be considered. If possible, they should be customers of the bank and (we hope) recommend your services to their other customers.

For community banks, especially for closely held community banks, stockholders should be customers and selling the bank. Enough said.

Community banks need to profile their customers. Who are your customers? Does your customer base profile match the profile of the community? Are there significant segments of the market your bank attracts or doesn't attract? An MCIF (marketing customer information file) is essential for any bank in today's marketplace. If you don't know who your customers are, how can you develop products for them? Customers should be regularly surveyed to see how satisfied they are and why they are your customers. If administered properly, surveys can be used to expand the knowledge and profile of your customers. In addition, they can give you information on what products your customers are using at your competition. This will give you knowledge to use in cross-selling those products to your current customers and may help you identify weaknesses in your current product line. Also, you should continuously survey closed accounts to see why people are leaving your bank.

The external environment is made up of economic, social/cultural, technological, regulatory, and competitive factors. Community banks need to assess how each of these can affect the marketing of their products and services.

How is the economy in your community? Do you lead or follow national economic trends? Are you dependent on a single industry or company? One bank I worked with in rural Missouri had 60 percent of their assets controlled by one family and its company, and that company was the lifeblood of the community. Needless to say, everything revolved around what was good for that company. Is your bank dependent on certain types of assets such as agriculture loans or retirement mortgage loans? Can you diversify and yet still serve the needs of the community?

The last 25 years have shown tremendous change in the United States and its population in all areas of the country. These changes should cause community banks to adapt their services. Most families are now two-earner families and, as such, need extended hours to complete their banking and financial needs. Hispanics and other immigrants need international services not all that necessary before in community banks as well as someone to speak Spanish. The overwhelming presence of computers, together with the higher education level of customers, has brought new competition and services into our markets we could never have imagined. Customers are less loyal and do not tolerate bad service. They have too many options to put up with it.

The Internet has changed everything. Community bankers must keep up with technology. At one time, you could put off having an ATM for several years. Today's and tomorrow's customers, Generation X and the Baby Boomlet, won't let you. They demand technology, or they will leave. Does your bank have a technology committee? You should. Community banks don't need to be on the cutting edge, but you need to keep up much more than in the past.

Are there new state or federal regulations that will affect your bank? Will new accounting rules have an effect on you? How will the proposed increase in deposit insurance affect your marketing? Are there additional products and powers you can take advantage of in your community (real estate, insurance)? Keeping tabs on what the regulators are doing is a marketing problem.

Who are your competitors? Analyze each one according to the areas you compete in — who their customer base is; what products and services they offer and a profile of each; and what marketing moves they are expected to make. Enumerate their strengths and weaknesses, and then, analyze your own strengths and weaknesses. A good competitive analysis will look at target markets for both you and your competition. It will look at what the customers in those markets expect and what you deliver or can deliver. It will include a complete pricing guide to all your services and that of all of your competitors. In addition, you need to look at non-local and non-traditional providers of financial services. For example, only 19 percent of all loans in the United States are made by banks and thrifts. The industry has lost the new car market, mortgage market, and is losing the commercial loan market. You need to know who you are up against when competing for consumer and business customers. The competitive analysis will tell you the markets you can and should be serving and the products needed to serve them.

Once you have looked at the environmental factors, you will find there are needs and wants your bank has in order to successfully compete in your marketplace. Needs are those items you must have, such as ATMs or Internet banking. Wants are those upgrades that would be nice to have if possible. Many times a want, such as a new branch in a potential growth area, becomes a need as that area takes off. You, as the bank marketer, need to distinguish between needs and wants in the annual marketing plan.

Goals and objectives to be set are of two types — quantifiable and non-quantifiable.

Quantifiable goals are those that can be easily measured and quantified. Financial goals such as ROE and ROA or earnings per share are easily measurable each year. Market goals, which support financial goals, are also easy to quantify and measure. Such items as market share, growth rate, and loan/deposit volume are normal marketing goals that are quantifiable.

Non-quantifiable goals are necessary, but much harder to measure. Such items as employee morale, brand awareness, bank reputation, friendliness, and high quality service need to have goals set and measurement tools in place. One of the drawbacks of measuring many of the customer-oriented non-quantifiable goals is that they are customer defined. For example, what it takes for a bank to be the best bank for senior citizens may be in conflict with what it takes to be the best bank for a Baby Boomlet customer. One group wants personal attention while the other group wants high-speed service that needs little personal attention.

Strategies will be one or a combination of the four P's of marketing — product, price, promotion, or place. What is best for your bank? Can you provide leadership in new product development? Do you want to be the pricing leader in the market? Or, are you going to depend on advertising and personal calls through your officer call program to promote your bank? You could go the route of the original Bank of America, which depended on over 1100 branches to give them the edge in the California marketplace. In addition to the marketing strategies, there are four growth strategies that can be utilized. Market penetration depends on cross-selling. It is selling more of the current products to current customers. For most banks, it is the most effective strategy.

If you are a continuously innovative bank, you might subscribe to the product development strategy (i.e., new products for current customers). Wells Fargo has been a leader in this area with package accounts, early entry into the Internet, and cutting-edge ATMs.

Mid-sized community banks will sometimes go with a market development strategy, which consists of expanding current products to new markets. Branch expansion, acquisitions, and new target markets all qualify for this strategy.

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The last growth strategy and least-used is diversification, which develops new products for new markets. Banks have edged into this area with insurance, brokerage and other products but really have not moved as far or as quickly as competition such as insurance companies, stock brokerages, or even some thrift. To be successful, you need to pick a strategy that meets your goals and objectives and fits the bank's corporate culture and personality.

Action plans are the specific implementation programs for the strategies. For example, a strategy of expanding to new markets would include action plans of branch locations, opening promotions, advertising campaigns, etc.

Action plans require descriptions, schedule and timing of activities, statement of responsibility, a budget, and a plan for measuring results.

A system of measurement needs to be set up for each of the goals and objectives enumerated. Every bank needs to have an ongoing program of surveying its customers for satisfaction, advertising awareness, closed accounts, and focus groups for product development. In addition, every bank needs a measurement plan for each action plan to determine its success or failure. This type of input and verification of goals is the starting point for the next year's marketing plan.

11 CONCLUSION

Brand represents some special meaning for some consumers; indeed, it does play an important role during the purchasing of portable-word-processors. In a portable-word-processors' market, since its purchase falls into the category of high involvement of complex buying behavior and involves risks, brand is a key element influencing the consumer decision-making process. A strong brand that has strong brand equity has positive effect on consumer buying behavior based on its four components including brand awareness, perceived quality, brand association and brand loyalty. For other people, however, brand means nothing. It's not in their list of decision-making process when purchasing a portable word processor. An understanding of UE students' product brand awareness and customer satisfaction would help us to realize their attitude toward technology, and to investigate if there is a significant difference in terms of several indicators. On the other hand, a deep understanding of the components of brand equity from a consumer-based perspective will lead to successful brand management and therefore, acquiring the competitive advantages that can retain or attract consumers. In order to address the hypotheses generated by the literature, the next chapter would demonstrate how this research will be conducted to test the UE students' (product brand awareness and customer satisfaction Y) in terms of age, gender, nationality, study program: graduate (master or doctorate) or undergraduate, monthly income, functionality, brand popularity , quality , after-purchase-service and price. The following independent variables have equal influence upon the UE colleges and graduate school students to achieve product brand awareness and customer satisfaction(Y) , base on all following variable: age, gender, nationality, monthly income, study program, brand popularity, functionality, quality, after-purchase-service and price. The following terms are given their operational meaning as used in this study. Customer satisfaction measures how well a company's products or services meet or exceed customer expectations. These expectations often reflect many aspects of the company's business activities including the actual product, service, company, and how the company operates in the global environment. Word processor gadgets are those that used computer application for the production (including composition, editing, formatting and possibly printing) of any sort of printable material. Brand association is anything which is deep seated in customer's mind about the brand that matches say, their lifestyle, self-image or personality. Brand awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. Brand positioning refers to "target consumer's" reason to buy a brand in preference to others. Civil status refers to the four scales of respondents- Single, Widow or Widower, Separated, and Married. Income level refers to the four scales of family income of respondent per month- Low, Medium, High, and Extremely High. Level-of-Awareness refers to the four scales from one to four in ascending order of cognitive consciousness for a specific portable-word-processor. Level-of-Preference refers to the four scales from one to four in ascending order of choice for a portable-word-processor. Product Quality refers to the inherent properties of the portable-word-processor. After-Purchase-Service refers to the availability in terms of shops or centers which would do repair and maintenance for a portable-word-processor. A marketing plan outlines the specific actions you intend to carry out to interest potential customers and clients in your product and/or service and persuade them to buy the product and/or services you offer.

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