

# Product Brand Awareness and Customer Satisfaction on Word Processor Gadgets: Bases for Market Development Plan

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**Abstract**— Research design constitutes the blueprint for the collection, measurement, and analysis of data. It is important as every research has unique research objectives and problems. Therefore, a suitable research design can be the best plan to use for resolving the research problem. There are three types of research designs including exploratory, descriptive and causal researches.

**Index Terms**— Product, Brand Awareness, Customer Satisfaction, Word Processor Gadgets, Market Development, Business, Management, Economics, Marketing

## 1 INTRODUCTION

Since correlation analytic method invokes those all-other-factors as remain constant and hence show the linear relationships between one of the explanatory variables and the response variable, it lacks the simultaneous treatment for all explanatory variables [1-18]. The interactive influences of the explanatory variables on the response variable will be ignored when they are not treated together, simultaneously, and as a result, the higher effects on the response variable resulted from these hidden interactive influences may be masked [19-20]. The regression analysis will reveals the degree of importance of each explanatory variable on the product brand awareness and customer satisfaction of UE students from Portable Word Processor [21-35].

ANOVA cannot show the explanatory variables' change proportions relative to product brand awareness and customer satisfaction on Portable Word Processor gadgets; ordinal regression analysis is applied in the current study to compensate for such limitation [36-40]. The research locale of the study is the UE classrooms in recto [41].

The study refers to information gathered from existing related books, research papers, articles, newspapers, and websites as its sources of secondary data and qualitatively deduces the research paradigm [42-45]. Based on the subjective information from one-on-one expertise interview which cannot be obtained from objective secondary data, the study revises the

structured questionnaire to make the structured questionnaire worthy for gathering original primary data from the respondents of the study [46, 47].

## 2 INSTRUMENT FOR GATHERING DATA AND VALIDATION

The structured-questionnaire survey: the pilot-survey respondents will provide the information for making the structured questionnaire and then, the structured questionnaire is to be validated by the chairman, critic and adviser of the study [48]. The structured questionnaire (belonging to quantitative research instrument) is suitable for gathering primary data for scientific statistical analysis [49, 50]. For making the structured questionnaire to gather the primary data, the following factors were considered [51-65].

The questionnaires informing respondents regarding the following: (a) the purpose of the survey and the operational definition of terms in the study, (b) the contents of the questions [66-70].

Respondents' categorical answers, without a neutral rating scale, will be a valuable reference to the study for discovering significant variables [71, 72].

Because the research has a wide range of application in the respondents' daily lives, the wording of the marketing notions is simplified for them [73-75].

The researcher put the sub-questions belonging to the same variable together and arranges the variables in the order mentioned in the research paradigm of the study [76-91].

The rating-scales are consistently located at the right side of every page of the questionnaire in order to make the marking of the scale's appropriate figure for researcher as easy as possible [92-100].

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### 3 PROCEDURE FOR GATHERING DATA

Firstly, some related websites, books and other published materials are accessed. Then, the researcher engaged in the perusal of various opinions in the materials before summarizing useful information as secondary data of the study. Next, the questionnaire for gathering the primary data is developed. The followings are going to be the Procedure for Gathering the Data. The structured-questionnaire survey: Due to some sensitive questions on the questionnaire, the researcher, at first, visit the respondents during their class-hour breaks and asks every question in the questionnaire and marks their answer for them so that all the items will be answered.

For generating scientific marketing knowledge, the study will examine the hypothesized relationship between the explanatory variables and product brand awareness and customer satisfaction on Portable Word Processor gadgets, through a computation of ordinal Regression Equation's Standardized Beta Coefficients so as to reveal the prioritized listing of the explanatory variables.

### 4 RESULTS AND DISCUSSION

The reaction of students about their level of brand awareness is completely high by choosing the best for each gadget like Acer and Apple were listed by majority of the respondents, while Toshiba was listed by a little more than half of them. Asus and Samsung, on the other hand, were listed by a little less than half of the respondents as Top 5 Brands of Laptop. For tablet, there are two brands that are well-recognized among tablets – Apple and Samsung. Moreover, less than half of the respondents recognize Coby, Blackberry and LG as tablet brands. For cell phones, Blackberry, Samsung and Apple are the top three most recognizable brands as at least 70% of respondents listed these brands among the top 5. HTC and Nokia are also recognized by more than half of the respondents but they are far from the top three brands. According to the level of satisfaction of brand, respondents are highly satisfied with the brand popularity of the following laptops: Apple, Samsung, Sony, Hp, Acer, Toshiba and Asus. Moreover, they are moderately satisfied with Dell, Lenovo, LG, MSI, Fujitsu and Blackberry. However, among the tablets, the respondents are only highly satisfied with the popularity of two brands – Apple and Samsung. Moreover, they are moderately satisfied with others. Also among cell phones, they are only highly satisfied with the brand popularity of Blackberry, Apple and Samsung. Moreover, they are moderately satisfied with the brand popularity of LG, HTC and Sony. According to the level of satisfaction from functionality viewpoint, respondents are highly satisfied from the following brands of laptop: Apple, Toshiba, Hp, Sony, Acer and Samsung. Moreover, they are moderately satisfied with the functionality of Dell, Asus, Lenovo, MSI, LG, Fujitsu and LG. Among the tablets, however, the respondents are only highly satisfied with the functionality of two brands – Apple and Samsung. Moreover, they are moderately satisfied with Sony, Blackberry, LG and HP. For cell phones, they are only highly satisfied with the brand functionality of Apple, Blackberry and Samsung. Moreover, they are moderately satisfied with the brand popu-

larity of LG, Sony and HTC. The level of satisfaction based on perceived quality and after-purchase service are of critical importance for respondents as they highly valued quality and after-purchase service over popularity and price. However, the price outweighed popularity from respondents' points of view. At the other hand, quality is a very important factor for the respondents in buying word processor gadgets, whether in laptop, tablet or cell phone. This is followed by functionality which is very important for laptops and important for both tablets and cell phones. The third important factor is after-purchase service, followed by price and last is brand popularity. However, it should be noted that though brand popularity ranked last, the respondents still consider it as an important factor.

The following issues can be concluded based on the results of the current study. All of these results are essential because they are basis for market development plan that we found it by analysis of data.

For all 3 portable word processors in the current digital world, respondents give first place to better quality as a priority regardless of popularity of its brand and its price. The second place is for after-purchase-service.

All the factors that we mentioned are so important and have high rank in perception of respondents.

The knowledge about the perception of respondents on the importance of Brand Popularity, Functionality, Quality, After-Purchase Service and Price are very critical as it will be a basis for market development plan when Purchasing Word Processors. All respondent gave the same rank for each word processor gadgets.

The obtained results show that age affects brand popularity and after-purchase service of laptops while gender affects after-purchase service and price of laptop. Males are more particular about after-purchase service and price when buying laptops and educational attainment affects brand popularity of laptops. High school students are more inclined to buy branded laptops. In addition, income group affects the brand popularity and after-purchase service when buying laptops.

The Results show that age affects brand popularity and functionality while gender does not affect the preference of the respondents on brand popularity, functionality, quality, after-purchase service and price. However, educational attainment affects functionality of tablets and income affects the preference for quality and after-purchase service of tablets.

Age affects the preference for functionality and quality when buying cell phones. However, gender does not affect the preference of the respondents on brand popularity, functionality, quality, after-purchase service and price. In addition, educational attainment affects the preference for functionality and quality. Finally, income group affects the preference for brand popularity and functionality.

### 5 CONCLUSION

To formulate a policy for influencing product brand awareness and customer satisfaction in word processors purchase, we should given emphasis on demographic and non demographic factors that affect each other for each gadgets based on the different rank of brands. Based on all the recommenda-

tions, we can more accurately target the appropriate value proposition that it is important to the intended client.

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