

Samsung leads list for Consumer Electronics

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TRA Research, India's leading consumer-insights company launched the second edition of 'India's Most Consumer-Focused Brands 2019' (CFB), a study measuring the brands' increase in Buying Propensity, the keenness-to-buy among Indian consumers. Samsung, the South Korean Multinational major leads the TRA's most consumer-focused brands 2019 report this year. It is followed by Tata Motors at 2nd place and Apple secures 3rd position with the latter having climbed two ranks over last year. Hero Motocorp has secured 4th slot while Nike is at 5th rank for consumer-focus. CFB 2019 reports the list of brands that increased their Buying Propensity over last year. This year's report lists 500 brands based on the Buying Propensity comparison of two successive years' data.

Commenting on the launch of CFB Report 2019, Mr. N Chandramouli, CEO, TRA Research said, "TRA's Most Consumer-focused brands 2019 report in its second edition exhibits substantial shift. The biggest find is that of the seven new brands that made it to the list as compared to last year all have made it into the Top 20 Most Consumer-Focused Brands list. Three Tata Brands - Tata Motors (ranked 2nd), Tata Salt (ranked 15th) and Tata Tea (ranked 20th), which were not a part of the list last year, also made it to the Top 20. Some other new entrants to the Top 20 list include Bajaj Pulsar (ranked 9th), Reliance Jio (ranked 18th) and Sony (ranked 19th). A few brands made significant strides over last year to make it to the Top 20 Most Consumer-Focused Brands. These include LIC (ranked 6th, with a jump of 82 ranks), State Bank of India (ranked 12th with a climb of 74 ranks) and Lakme (ranked 17th with a jump of 92 ranks). Of the 11,000 brands studied, only 541 brands showed an increase in Buying Propensity over last year, with 95% brands registering a fall in Buying Propensity in the same period."

"TRA's Buying Propensity Matrix is a scientific brand measurement model that gets to the root of consumer buying behaviour to understand and measure the customer's buying keenness. It attempts to understand this through the overt, covert and contextual buying drivers of consumer influences. By increasing Buying

Propensity a brand creates a natural pull for the consumer towards the brand measured as a consumer's Trust (the transactional drives to buy) and Attractiveness (the psycho-socio-cultural desire drives to buy). These two combine to make the fundamental substrate on which all buying decisions are made", Chandramouli added.

Among India's 500 Most Consumer-Focused Brands, 37 Super-Categories and 236 Categories were listed. The categories with the maximum brands were F&B, FMCG and automobile contributing to 28 per cent of the total brands in the listings. Some of the important category leaders in Consumer-Focused Brands are Panasonic (rank 57) in Consumer Electronics; Liberty (rank 64) in Footwear; Kenstar (rank 163) in Durables, L'Oreal (rank 66) in FMCG; Sun Pharma (rank 76) in Pharmaceuticals; Tata Sky (rank 72) in DTH; DMart (rank 111) in Retail, Fastrack (rank 31) in Branded Fashion, JW Marriott (rank 155) in Premium Hotels, Google (rank 16) in Internet Search, and Kit Kat (rank 135) in Food & Beverage.

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