

The effects of a brand name on ratings on product quality

Psychology



Effects of Brand s on Ratings of Product Quality Full The brand of a product whether food, clothing, shoes, bags or other materials, greatly affect its purchase. It is then essential for producers to maintain a good name by making sure their products are always made on a certain standard that has been proven to meet the expectations of consumers. It has been proven by studies that more familiar product names get more purchase compared to non-branded products because in the eyes of the buyers, they are assured of the quality offered by famous companies as they do their best to protect their name. For this reason, it is assumed that brand loyalty is one of the best ways of reducing risk when buying a product (Ko & Chiu, p. 82, Rajapol, p. 189) because as more people show satisfaction in a product, companies take it as their way of saying they are satisfied with it, that they want the product the way it is and be improved if possible.

Jeffrey Nevid, in his attempt to study the effects of brand leveling on ratings of product quality, proved that there is indeed a large effect of a product's brand name to its patronage as was shown with his experiment with the beverages Perrier, Old Fashioned and Saratoga where the first product had more liking than the others (1981). Page and Herr (2002) on the other hand, proved with their own study of the impact of brand name and product design on product quality ratings, that an unbranded product could be competitive with a branded product if the unbranded material has better designs. This was shown with the comparison of choosing a branded product over an unbranded one, where as expected, the branded product was chosen over the other. However, when the study group were presented of a choice between a branded and unbranded laptop, with the latter having a more

attractive design, it won an edge over the branded computer. In our study, we will be verifying the aforementioned information if there would be other factors that could affect the effects of brand names on the ratings on product quality and whether the study performed by the authors mentioned earlier would be applicable in City/School Name.

References

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