

**00260**

**BBA**

**PROJECT REPORT**  
**ON**  
**REPOSITIONING STRATEGY OF TRANSCEND PEN DRIVE**  
**AN EMPIRICAL STUDY**



REPOSITIONING STRATEGY OF TRANSCEND PEN DRIVE  
AN EMPIRICAL STUDY



**Course: Project (BUS - 498)**

**Submitted To-**

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**Submission Date: August 14, 2011.**



August 12, 2011

M Sayeed Alam

Deputy Director, CCC & Assistant Professor,

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Dhaka -1212, Bangladesh.

Subject: Submission of the project paper on "Repositioning Strategy of Transcend Pen Drive An Empirical Study".

Dear Sir:

Please accept the accompanying my project paper entitled "Repositioning Strategy of Transcend Pen Drive An Empirical Study" which you referred me to conduct this semester for my "BUS – 498" course.

This research paper is a summary of my findings from the research work that I completed during my current semester on which factors celebrity endorsement motivate customers to choose a brand. Though there were many limitations like time, funding, lack of help from etc. I am very much glad that I completed the research paper on schedule and met all my proposed objectives.

If you have any questions, inquiry or comments regarding the interpretation of this project report, please feel free to contact with me at [robhel.ewu@gmail.com](mailto:robhel.ewu@gmail.com).

Sincerely yours,



.....  
(Md. Saiful Hasan Robel)

Id: 2007-1-10-084

Department of Business Administration

## ACKNOWLEDGEMENT

At first I would like to thank my honorable instructor M Sayeed Alam who gave me an idea to prepare a project for BUS- 498. Making this report, I got to know many things, related with my project. My advisor showed great patience in dealing with my confusions and queries while preparing this report.

Though my numbers of respondents were limited, however, due to using convenience sampling method, the students of East West University should also be thanked for their contribution in filling up the survey questionnaire and giving their thoughts on our subject matter.

I acknowledge and appreciate everyone for their friendly attitude and cooperation in completing my project.

## Abstract

Now days a pen drive has become one of the most necessary item to have whether to a student or an executive. Transcend, a global company with offices around the world, has launched their pen drive in Bangladesh in 2000. In Bangladesh Transcend is the most popular brand since the beginning of IT market. But along with competition Transcend has faced decline in their sales volume over the years. The purpose of the study was to identify and describe the most significant factors Transcend used for its market positioning to see the reason why the sale is falling. A set of hypothesis were developed and tested in a study amongst forty respondents from East West University. The roles of four important factors that are product, place, price and promotion are validated in this study. This study used empirical data from an exploratory study designed to investigate the strategy Transcend used to position in their pen drive in the market. And i tried to find out whether the positioning strategy was successful or not, and to understand what measures should be taken to reposition the product.

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## 1.8 Introduction

The pen drive is a portable flash memory solution, designed to transport data files from one computer to another. The product can carry audio, video and data files, and is brilliantly simple; all the user has to do is plug the pen drive into a computer's USB port, drag and drop the necessary files from the hard drive, remove it and plug it into another machine.

At the dawn of the new Millennium, it became clear that traditional storage solutions were no longer up to the job. People now needed to move large files between computers in the blink of eye, using intermediary technology which was quick to set up, easy to carry and hard to damage. A clutch of software companies, including SanDisk (then known as M-Systems), Lexar, Trek and IBM began working on a solution that would meet these needs.

Their solution was the revolutionary USB flash drive, which was gradually developed in the last years of the 20th century. In 2000 Trek rolled out the first-ever flash drive, named Thumb Drive, in Singapore, with IBM introducing a similar model to the North American market. Just a few months later Lexar introduced a Compact Flash (CF) card with a USB connection, and a companion card reader/writer and USB cable; this eliminated the need for a USB hub, and allowed the pen/flash drive to enjoy meteoric growth over the next decade.

Transcend Information. Inc. was founded in 1988 by Mr. Peter Shu and has its headquarters in Taipei, Taiwan. Transcend's extensive product portfolio has grown to include over 2,000 memory modules of every type, flash memory cards, USB flash drives, MP3 players, digital photo frames, portable hard drives, multimedia products and accessories. Transcend products are available for proprietary equipment, as well as for mass marketed PCs.

Transcend is a global company with offices around the world, thus they are able to serve all the major markets and provide superior quality of service to their customers. Their overseas offices were opened in California, USA (1990), Germany (1992), The Netherlands (1996), Japan (1997), Hong Kong (2000), China (2000), UK (2005), Maryland USA (2005), Osaka Japan (2007) and Seoul Korea (2008). In Bangladesh Transcend is the most popular brand since the beginning of IT market. Transcend is a strategically integrated Hi-Tech company, not only they design, develop and manufacture their branded products, but they also market and sell their own devices.



Transcend has a very successful retail store chain in Taiwan and after they launched their initial foray into e-commerce in May 2000, their on-line sales have grown exponentially. But in 2009 Transcend faced sales decline in Bangladesh. Now, my prime concern in this study is to find positioning strategy taken by Transcend to capture the market share.

## **2.0 Related Constructs and Research Framework**

### **2.1 Product**

For Transcend pen drive brands product quality is a prime concern as because customers mainly concentrate on the feature of the pen drive, performance of the pen drive, pen drive security and outlook of the pen drive. When purchase pen drive. Different kinds of people like different kinds of kind of pen drive. Some customer prefers classic design some like trendy and secure. Also have the preference difference in color. . Customer also considers the feature when he purchase the pen drive mainly focuses on durability, speed, transferability etc. Again some people see the performance of the pen drive they try to recognize which pen drive performance is more batter and they buy it. Some people see the security of the pen drive; people concern the data security, antivirus security and data. So i tried to find out what attribute of the product customers are mainly consider as it is a important factor for choosing pen drive.

### **2.2 Place**

Place plays an important factor when buying pen drive. Usually people like to visit IT shop for purchasing technological product. But now-a-days, customer also purchases pen drive from local shop. So every pen drive company should emphasize more on distribution channel. If the distribution channel is strong then customers will not face any difficulties to find their favorite pen drive and in any time. So in my study I tried to find whether Transcend has a strong distribution channel or not to find out the repositioning strategy Transcend used.

### **2.3Price**

The price is the amount a customer pays for the product. Consumers want to get highest utility from a product they purchase by sacrificing money and benefit from other brands. Price

perception is the process by which consumers translate price into meaningful cognitions. So effects of price are more associated with quality perception of a product or brand. There are four major pen drive brand in Bangladeshi market. They are Twinmos, Kingstone, Apacer, and Transcend. There are some price differences among the different variety of pen drives. As customers spend money for the best possible product so I can conclude that price influence customers to buy pen drive.

## **2.4 Promotion**

Promotion means the way of promoting something in order to make known about the product to customers. Without promotion it is very hard for a product to make it recognize in the market. Several companies use different types of promotional strategy according to their target market and type of their product.

## **3.0 Problem Definition**

Transcend pen drive started their business in Bangladesh just after 2003. In 2009 Transcend company sells decrease in significantly. Now they have followed some marketing strategies to re-establish the brand image again. Basically here I tried to identify the effectiveness of the strategies on repositioning they have taken.

I had identified some problems behind our research process and that are-

### **Broad Statement:**

The broad statement is-

“Why the market share of Transcend pen drive in Bangladesh is falling?”

## 4.0 Approach to the Problem:

### 4.1 Theory Development

Repositioning Communications activities to give an existing product a new position in customers' minds and so expanding or otherwise altering its potential market. Many potentially valuable products lead an obscure existence because they were launched or positioned in an inadequate manner. It is almost always possible to enhance the value of such products by repositioning them.

The implication with the term "repositioning" is that a company modifies something that is already present in the market and in the consumer's mind. The definition of repositioning changes different individuals and professions. To view the different definitions and perceive a greater understanding about this concept, three examples of repositioning given by individuals in different professions is stated below:

*"Repositioning is how you adjust perceptions, whether those perceptions are about you or about your competition"* (Jack Trout and Steve Rivkin, *Repositioning* October 2009)

*"Re-positioning involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market"* (wikipedia)

From these definitions, it is obvious that reposition is about moving something to a newer and hopefully to a more attractive and relevant position. The purpose of the movement differs with regards to what the company wants to achieve. A company might want to reach out to a larger target group, or be involved in several different positions at the market.

Steve Rivkin and Jack Trout provide a powerful framework for establishing a repositioning strategy that not only shows the weaknesses of the competition, but also the strengths and advantages of one's own company. To build that successful repositioning strategy, the authors provide a five step process,

\*Rethink your current marketing

\*Refocus your consumer branding

- \*Reassess your company's strengths
- \*Reposition your corporate identity
- \*Reclaim your competitive edge

Among those one is "Rethink your current marketing" which means restructuring the current market mix i.e. price, product, promotion and Place. With this important step, a company can meet the challenge of the competition which may not be considering a repositioning strategy

## 4.2 Model Development

For my marketing research process, I followed and used the mathematical models. I have some regression equations to identify some components known as dependent and independent variables and their impacts on the research. The equation:

$$Y = \beta_0 + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 + \beta_4 \cdot X_4$$

Y = Dependent Variable (overall attitude towards Transcend pen drive)

Beta = Constant

X = Independent Variable

(X<sub>1</sub>=Product, X<sub>2</sub>=Price, X<sub>3</sub>=Place, X<sub>4</sub>=Promotion)

## 4.3 Research questions:

And the research questions regarding specific components like 4P's (Product, Price, Place Promotion) are:

1. Is the price of Transcend pen drive expensive?
2. Is there any change required in the product attribute?

i. Outlook

- ii. Features,
- iii. Performance
- iv. Security

3. Does transcend need to go for promotional activity?

4. Does transcend need to improve their distribution channel?

#### **4.4 Hypotheses Development**

Four sets of hypotheses can be developed from the above framework:

**Hypothesis 1:** The Product Attributes of Transcend pen drive requires to be changed:

- i. There is change required in product outlook.
- ii. There is change required in product features.
- iii. There is change required in product performance.
- iv. There is change required in product security.

**Hypothesis 2:** The price of Transcend pen drive is expensive.

**Hypothesis 3:** Transcend need to improve their distribution channel.

**Hypothesis 4:** Transcend need to go for Promotional activities.

## **5.0 Research Design**

### **5.1 Type of Research**

This is a causal research using survey method. I have conducted survey to find out what customers are thinking about Transcend compare to other brands. I surveyed the respondents of East West University to know their perception. The respondents were friendly to fill up the survey questionnaires which was helpful for us to identify the proper scenario about the repositioning strategy of Transcend.

### **5.2 Questionnaire Design**

The questionnaire has two parts. In The first parts the subjects were asked to respond to all items on a number of 5-point Likert scales in a structured format. Each item was anchored at the numeral 1 with the verbal statement 'Strongly Disagree' and at the numeral 5 with the verbal statement 'Strongly Agree'. Multiple items were used to establish appropriate measurement properties (reliability) of the selected constructs.

In the second part of the questionnaire, contain the some demographic data.

### **5.3 Survey Method**

For my study, I followed the personal survey methods. I have made my questionnaire and surveyed among the 40 respondent from the East West University to know their perception about Transcend

### **5.4 Sampling Plan**

Convenient sampling has been used, where the respondent number was 40. All of the respondents were from East West University.

### **5.5 Secondary research**

The researcher also reviewed several foreign and local research works in this field. The secondary data have been collected by consulting existing literature, textbooks, annual reports, program bulletins, government publication and relevant websites.

## 5.6 Field-Work

I surveyed in the campus.

## 6.0 Data Analysis

### 6.1 Reliability of the Measures

Multi-item measures were used to get the data on the constructs considered. A total of 30 items were constructed for the questionnaire to measure, regarding choice factors and how they influence the customer's choice towards Transcend pen drive. Reliability/ Internal Consistency of multi-item scales for each of the constructs were measured using Cronbach Coefficient Alpha. The minimally acceptable reliability for primary research should be in the range of point five to point six. Based on the assessment a total of 28 items measuring the constructs were finally retained for final use.

Coefficient alpha values were computed for each construct separately which ranged from point 0.539 to 0.751. Results of the reliability test show that the data collected from the survey are reliable and suitable for further analysis.

### 6.2 Reliability of Data

Constructs	No. of Items	$\alpha$ -values
Product	19	0.671
Price	3	0.572
Place	2	0.539
Promotion	3	0.751



### 6.3 Regression Analysis:

Once the reliability analysis was done, then, we calculated the mean value of dependent variables (overall attitude towards transcend pen drive) and independent variables (Product, Price, Place and Promotion). Finally, we completed the analysis part through regression analysis.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740(a)	.548	.496	.77421

Predictors: (Constant), Promotion, Place, Product Features, Price

From the regression analysis, we have found that the Value of R Square is 0.548. That means, independent variable (Product (x1), Price(x2), Place(x3) and Promotion(x4)) has 54.8% explanatory power over the dependent variable (overall attitude towards transcend pen drive). In other words, the dependent variable (overall attitude towards transcend pen drive) can be influenced 54.8% by the independent variable (Product, Price, Place and Promotion). On the other hand 45.2% is the extraneous variables which can influence the dependent variables.



**Coefficients (a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.797	1.435		-.555	.582
	Product	.190	.399	.060	.475	.638
	Price	.739	.199	.489	3.718	.001
	Place	.035	.187	.022	.190	.851
	Promotion	.386	.143	.347	2.710	.010

a Dependent Variable: Attitude towards Transcend Pen Drive

**Product:**

From the analysis of the beta value of product represent that 6.0% of dependent variable (overall attitude towards transcend pen drive) is influenced by the independent variable (product) and we are 36.2% confident about it. In other ways we can say that there is 63.8% chance of error that the product can influence the overall attitude towards the Transcend pen drive.

So, H1 is rejected.

The product attributes of Transcend pen drive does not require change

**Price:**

From the analysis of the beta value of price represent that 48.9% of dependent variable (overall attitude towards transcend pen drive) is influenced by the independent variable (price) and we are 99.9% confident about it. In other ways we can say that there is 0.1% chance of error that the price can influence the overall attitude towards the Transcend pen drive.

So, H2 is accepted.

The price of Transcend pen drive is expensive.

**Place:**

From the analysis of the beta value of place represent that 2.2% of dependent variable (overall attitude towards transcend pen drive) is influenced by the independent variable (place) and we are 14.9% confident about it. In other ways we can say that there is 85.1% chance of error that the place can influence the overall attitude towards the Transcend pen drive.

So, H3 is rejected.

Transcend does not need to improve their distribution channel.

**Promotion:**

From the analysis of the beta value of promotion represent that 34.7% of dependent variable (overall attitude towards transcend pen drive) is influenced by the independent variable (promotion) and we are 99% confident about it. In other ways we can say that there is 1% chance of error that the promotion can influence the overall attitude towards the Transcend pen drive.

So, H4 is accepted.

Transcend need to go for Promotional activities.

**6.4 Discussion:**

In this study I tried to find which strategies should be taken by Transcend to reposition their brand image again. The 4 factors (product, price, place and promotion) are tested by conducting a Regression analysis. The result indicates that two out of four factors (price and promotion) have significant influence on repositioning. Product and place did not show any significant influence on the repositioning strategy.

## 7.0 Limitation and Future Research:

There are some limitations in this study and thus future research should continue to test and to refine relationships investigated in the present study and variables that moderate them. More specifically, the study used convenient sample- more specifically the students and faculties of East West University. There exist many arguments in features and against the convenience sampling method. Some respondents were not familiar with five point scale that we used to collect the data. But since I had very limited time, students sample was used for convenience. Therefore, these findings cannot be generalized to other populations. When I will conduct another marketing research next time I will try to minimize those mistakes.

## 9.0 Conclusion:

Generally repositioning strategies are combination of all the product, price, promotion and place strategies. But in this study I found that product and place is not influencing factor in Transcends repositioning strategy. Rest of the factors (price and promotion) is showing the importance to make a successful repositioning strategy in the market.

Result of this research helps to identify the factor for choosing a market strategy. Well, the product mix is important but all the factors may not be important for every kind of products. There may be effects of extraneous variables like economy, environment, political influence etc. In this research product and place strategy of transcend pen drive is running perfectly, here no need to change the existing strategy. But price and promotion factors are having significance influence for successful strategy planning.

## 10.0 Bibliography

- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)

## II.1 Questionnaire

# Questionnaire

Dear respondent, I'm students of **East West University**. This questionnaire has been done as a part of a marketing course. We ensure you that the data collected through this questionnaire will be used only for academic purpose; no information will be disclosed to any third party.

1. Do you use pen drive.( If yes, continue further)

Yes

No

2. What is the name of your pen drive?

\_\_\_\_\_

Please put a tick mark (✓) mark in the appropriate box regarding the respective factor in any range from 1-5 scales

Factor	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
1. While purchasing pen drive, I consider the outlook.					
2. The outlook of transcend pen drive is smarter than other brand pen drive.					
3. Transcend pen drive has varieties of outlook.					
4. I consider about the color while choosing a pen drive.					
5. Transcend pen drive offers varieties of colored pen drives.					
6. Data security is the most important factor in choosing a pen drive.					
7. Transcend pen drive is securer then other pen drives.					

Factor	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
8. I prefer high rate data speed in a pen drive.					
9. Transcend pen drive's data transfer speed is high.					
10. Memory size is important for a pen drive.					
11. Transcend offer different memory size pen drives.					
12. I have a fear of dropping my pen drive.					
13. I am careful that my pen drive never falls.					
14. Transcend pen drive has anti-shock system.					
15. Data in Transcend pen drive is never lost if it drops.					
16. Warranty is important for pen drive.					
17. Transcend pen drive gives warranty.					
18. Transcend pen drive offers after sales service.					
19. I am happy with the after sales service of Transcend pen drive.					
20. Price influences me in purchasing pen drive					
21. Transcend pen drive is affordable.					
22. I am ready to spend more for a transcend pen drive.					

Factor	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
23. I prefer buying pen drive from local shops.					
24. Transcend pen drive is available in local shops.					
25. I want to buy my pen drive from a Transcend exclusive shop.					
26. Transcend pen drive has an exclusive shop.					
27. Advertisement influence me on choosing a brand					
28. I have seen Transcend advertisement on media					
29. I have come to know about transcend pen drive from a advertisement					
Factor	Very Good (5)	Good (4)	Neutral (3)	Bad (2)	Very bad (1)
30. Overall attitude towards Transcend pen drive					

**Demographics question:**



1. Age

- 16-20
- 21-25
- 26-30
- 31-35
- 36-40

2. Gender

- Male
- Female

3. Monthly Family Income

- Below 30000
- 30001-50000
- 50001-70000
- 70001-90000
- 90000 *above*

4. Occupation

- Student
- Faculty
- Executives
- Others

**Thank you for your time and cooperation.**

## 12.2 SPSS analysis

### Descriptivist

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	40	2	5	2.07	.474
Gender	40	1	2	1.33	.474
Occupation	39	1	2	1.03	.160
Monthly Family Income	40	1.00	5.00	3.0250	1.38652
While purchasing pen drive, I consider the outlook.	40	1	5	3.30	1.181
The outlook of transcend pen drive is smarter than other brand pen drive	40	1	5	3.33	.888
Transcend pen drive has varieties of outlook.	40	2	5	3.55	.846
I consider about the color while choosing a pen drive.	40	1	5	3.75	1.056
Transcend pen drive offers varieties of colored pen drives	40	1	5	3.73	.905
Data security is the most important factor in choosing a pen drive	40	1	5	4.38	.979
Transcend pen drive is securer then other pen drives	40	2	5	3.65	.802
I prefer high rate data speed	40	2	5	4.40	.871



in a pen drive					
Transcend pen drive's data transfer speed is high	40	2	5	3.68	.656
Memory size is important for a pen drive	40	4	5	4.70	.464
Transcend offer different memory size pen drives	40	3	5	4.25	.707
I have a fear of dropping my pen drive	40	2	5	3.65	1.001
I am careful that my pen drive never falls	40	1	5	3.70	.911
Transcend pen drive has anti-shock system	40	1	5	3.28	.933
Data in Transcend pen drive is never lost if it drops	40	2	5	3.42	.675
Warranty is important for pen drive	40	1	5	4.18	1.107
Transcend pen drive gives warranty	40	3	5	4.32	.797
Transcend pen drive offers after sales service	40	1	5	3.48	1.154
I am happy with the after sales service of Transcend pen drive	40	1	5	3.58	.874
Price influences me in purchasing pen drive	40	1	5	3.53	1.176
Transcend pen drive is affordable	40	2	5	3.75	.776
I am ready to spend more for a transcend pen drive	40	1	5	3.40	.955
I prefer buying pen drive	40	1	5	2.62	1.125

from local shops					
Transcend pen drive is available in local shops	40	1	5	3.35	1.027
I want to buy my pen drive from a Transcend exclusive shop	40	2	5	3.85	.834
Transcend pen drive has an exclusive shop	40	2	5	3.33	.829
Advertisement influence me on choosing a brand	40	1	5	3.02	1.143
I have seen Transcend advertisement on media	40	1	5	2.42	1.217
I have come to know about transcend pen drive from a advertisement	40	1	5	2.45	1.239
My overall attitude towards Transcend pen drive	40	2	5	4.03	.698
Valid N (listwise)	39				



## Reliability Test for Product Features

### Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

A Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.671	19

### Item Statistics

	Mean	Std. Deviation	N
While purchasing pen drive, I consider the outlook.	3.30	1.181	40
The outlook of transcend pen drive is smarter than other brand pen drive	3.33	.888	40

Transcend pen drive has varieties of outlook.	3.55	.846	40
I consider about the color while choosing a pen drive.	3.75	1.056	40
Transcend pen drive offers varieties of colored pen drives	3.73	.905	40
Data security is the most important factor in choosing a pen drive	4.38	.979	40
Transcend pen drive is securer then other pen drives	3.65	.802	40
I prefer high rate data speed in a pen drive	4.40	.871	40
Transcend pen drive's data transfer speed is high	3.68	.656	40
Memory size is important for a pen drive	4.70	.464	40
Transcend offer different memory size pen drives	4.25	.707	40
I have a fear of dropping my pen drive	3.65	1.001	40
I am careful that my pen drive never falls	3.70	.911	40
Transcend pen drive has anti-shock system	3.28	.933	40
Data in Transcend pen drive is never lost if it drops	3.43	.675	40
Warranty is important for pen drive	4.18	1.107	40
Transcend pen drive gives warranty	4.33	.797	40
Transcend pen drive offers after sales service	3.48	1.154	40
I am happy with the after sales service	3.58	.874	40

of Transcend pen drive			
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**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
While purchasing pen drive, I consider the outlook.	69.00	36.462	.324	.650
The outlook of transcend pen drive is smarter than other brand pen drive	68.97	40.128	.138	.672
Transcend pen drive has varieties of outlook.	68.75	39.782	.185	.666
I consider about the color while choosing a pen drive.	68.55	38.921	.185	.669
Transcend pen drive offers varieties of colored pen drives	68.58	36.046	.516	.629
Data security is the most important factor in choosing a pen drive	67.93	41.763	-.020	.691
Transcend pen drive is securer then other pen drives	68.65	38.644	.319	.653
I prefer high rate data speed in a pen drive	67.90	37.118	.433	.640
Transcend pen drive's data transfer speed is high	68.63	39.984	.248	.661

Memory size is important for a pen drive	67.60	42.041	.036	.675
Transcend offer different memory size pen drives	68.05	38.203	.431	.644
I have a fear of dropping my pen drive	68.65	41.208	.020	.687
I am careful that my pen drive never falls	68.60	39.067	.226	.662
Transcend pen drive has anti-shock system	69.02	38.897	.232	.662
Data in Transcend pen drive is never lost if it drops	68.88	39.958	.241	.661
Warranty is important for pen drive	68.13	37.446	.281	.656
Transcend pen drive gives warranty	67.97	37.204	.476	.637
Transcend pen drive offers after sales service	68.83	36.763	.313	.652
I am happy with the after sales service of Transcend pen drive	68.72	37.846	.359	.648

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
72.30	42.472	6.517	19

## Reliability Test for Price

# Reliability

## Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

A Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
.572	3

## Item Statistics

	Mean	Std. Deviation	N
<i>Price influences me in purchasing pen drive</i>	3.53	1.176	40
Transcend pen drive is affordable	3.75	.776	40
I am ready to spend more for a transcend pen drive	3.40	.955	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price influences me in purchasing pen drive	7.15	1.823	.466	.338
Transcend pen drive is affordable	6.93	3.046	.383	.492
I am ready to spend more for a transcend pen drive	7.28	2.717	.335	.538

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.68	4.687	2.165	3

## Reliability Test for Place

Case Processing Summary



		N	%
Cases	Valid	40	100.0
	Excluded(a)	0	.0
	Total	40	100.0

A Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.539	2

### Item Statistics

	Mean	Std. Deviation	N
I want to buy my pen drive from a Transcend exclusive shop	3.85	.834	40
Transcend pen drive has an exclusive shop	3.33	.829	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I want to buy my pen drive from a Transcend	3.33	.687	.369	.(a)

exclusive shop				
Transcend pen drive has an exclusive shop	3.85	.695	.369	.(a)

The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.18	1.892	1.375	2

## Reliability Test for Promotion

### Case Processing Summary

		N	%
Cases	Valid	40	100.0

Excluded(a)	0	.0
Total	40	100.0

A Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.751	3

### Item Statistics

	Mean	Std. Deviation	N
Advertisement influence me on choosing a brand	3.03	1.143	40
I have seen Transcend advertisement on media	2.42	1.217	40
I have come to know about transcend pen drive from a advertisement	2.45	1.239	40

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Advertisement influence me on choosing a brand	4.88	5.343	.380	.871

I have seen Transcend advertisement on media	5.48	3.743	.729	.481
I have come to know about transcend pen drive from a advertisement	5.45	3.895	.659	.568

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.90	8.656	2.942	3

## Regression Analysis

### Variables Entered/Removed (b)

Model	Variables Entered	Variables Removed	Method
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1	Promotion, Place, Product Features, Price(a)		Enter
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a All requested variables entered.

b Dependent Variable: Attitude towards Transcend Pen Drive

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740(a)	.548	.496	.77421

a Predictors: (Constant), Promotion, Place, Product Features, Price

**ANOVA(b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.421	4	6.355	10.602	.000(a)
	Residual	20.979	35	.599		
	Total	46.400	39			

a Predictors: (Constant), Promotion, Place, Product Features, Price

b Dependent Variable: Attitude towards Transcend Pen Drive

**Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.797	1.405		-.555	.582
	Product Features	.190	.388	.060	.475	.638
	Price	.739	.199	.489	3.718	.001
	Place	.035	.187	-.022	.190	.851
	Promotion	.386	.143	.347	2.710	.010

a Dependent Variable: Attitude towards Transcend Pen Drive

