

Effectiveness of Branding in the Perspective of Private Television Channels in Bangladesh

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Abstract - *A brand is an identifiable entity that makes some specific promise of value. Branding is used to create emotional attachment between products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol. The purpose of this paper is to examine the effectiveness of branding in the perspective of private television channels in Bangladesh and also to identify how broadcaster brand images are affected by channel or program branding decisions. We have conducted primary and secondary data analysis with regular viewers of TV. We have been collected these data from SIRUS marketing & personal interviewing technique. The outcome of the research will help to understand the effectiveness of program branding in comparison with channel branding among different private TV channels in Bangladesh and also to understand the viewers' satisfaction on different brands of channels and programs. After conducting this research, we have found that program branding is comparatively more effective than channel branding among different private TV channels in Bangladesh. As marketers, we need to work hard to ensure that we are offering our customers strong brands that are clearly differentiated and that offer clear, real value and unique benefits.*

Keywords: Brand, Brand image, Program branding, Channel branding, Television channels.

JEL Classification: M31; M37

1. INTRODUCTION

The word branding began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity — it affects the personality of a product, company or service. It is defined by a perception, good or bad, that your customers and prospects have about you. (http://chiefmarketer.com/disciplines/branding/brand_experience_03042007/) Branding is one of the common phenomena in marketing that is used to a business or its products or services. The more effective is the branding, or product or services the more opportunity is to gain by the organization to retain the bargaining power. The broadcasting industry has come to realize the importance of branding and brand management. A reason for this is the belief that branding can serve as an important differentiating tool when broadcasters are attempting to reach viewers, listeners and advertisers in an increasingly competitive market - a market that now includes multi-channel cable television, interactive-TV, digital radio, etc. As a result of this increased emphasis placed on branding, stronger associations have been created between the brand image of broadcasters and the programs they schedule.

1.1 Significance of the study

The research outcome will help to understand the effectiveness of program branding in comparison with channel branding among different private TV channels in Bangladesh and also to understand the viewers' satisfaction on different brands of channels and programs. No earlier research has yet been conducted on this area. That's why we are interested to work on this issue.

1.2 Scope of the Study

The report has focused on the viewers of different ages in Dhaka city. We have contacted with the employees and the regular viewers of private Bangla satellite television channels for gathering data for this topic. It is already mentioned that no earlier research has yet been conducted on this area. From this study, we are trying to understand the effectiveness of program branding in comparison with channel branding among different private TV channels in Bangladesh and also to understand the viewers' satisfaction on different brands of channels and programs.

1.3 Objectives

The broad objective of the study is to identify the effectiveness of branding in the perspective of private television channels in Bangladesh.

Specific Objectives:

- To identify different brands of private TV channels in Bangladesh.
- To get an idea about different types and brands of programs launched in private TV channels in Bangladesh.

- To identify the state of brand competition among different private TV channels in Bangladesh.
- To analyze the viewers satisfaction on different brands of channels and programs.

2. LITERATURE REVIEW & THEORETICAL ASPECTS

2.1 Brand

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word **brand** began simply as a way to tell one person's cattle from another by means of a hot iron stamp.

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition." A brand can take many forms, including a name, sign, symbol, color combination or slogan. For example, Coca Cola is the name of a brand made by a particular company.

2.2 Brand Equity

Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no universally accepted way to measure it. In a survey of nearly 200 senior marketing managers, only 26 percent responded that they found the "brand equity" metric very useful. (Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; David J. Reibstein (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*). Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel and act with respect to the brand, as well as in the prices, market shares, and profitability the brand commands for the firm.

2.3 Customer-based brand equity

Customer-based brand equity is the differential effect that brand knowledge has on consumer response to the marketing of the brand. A brand has positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified, than when it is not identified.

Despite interest in the concept of brand image amongst marketers and consumer psychologists for the past fifty years, there is no clear consensus as to its definition (contrast the definitions in Aaker and Keller, 1990; Bottomley and Doyle, 1996; Dolich, 1969; Gardner and Levy, 1955; Hussey and Duncombe, 1999; Keller, 1993; Low and Lamb, 2000; Sunde and Brodie, 1993). In choosing a definition for this research, it was deemed important to use one with a consumer perspective, as in

Keller's (1993) definition of brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory" (p.3). Techniques have been developed with which to operationalize this definition and this is the definition of brand image adopted here. It is important to note that the associations in this definition involve specific brand beliefs (Loken and Roedder-John, 1993), as well as the more universal term of perceived quality (Keller and Aaker, 1992; Romeo, 1991).

2.4 Program image

Since programs have been defined as sub-brands, the definition of program image is adapted from that for brand image – namely, program image is defined as "perceptions about a program as reflected by the program associations held in consumer memory".

2.5 Services Brand

A product is consisting predominantly of intangible values. "A service is something that you can buy and sell, but not drop on your foot" (The Economist). In this sense, a service is something that you do for somebody, or a promise that you make to them.

2.6 Brand promise

The marketer and owner of the brand have a vision of what the brand must be and do for the viewers. Brand promise is what a particular brand stands for (and has stood for in the past). It has its roots from the identity that it gains over a period of time. Usually, brand promise is an attribute common to 'Parent' brands. Herein, the brand may broadly stand for Quality, Performance, Trust, or False promises. However, the extensions, or the brands under the parent brand umbrella, may stand individually for a particular trait which it has delivered over the years; for example, ETV is "committed to change". Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, jingles and so on to certain associations in memory.

2.7 Program Branding

Digitization changes media behavior- Fundamentally

- Increasing media fragmentation due to growing online media consumption.
- Consumer becomes active communications recipient and initiator.
- 24/7 access to information, social relations and purchases and brand behavior.

2.8 Reason for Programming Branding

- There is a need for new ways of thinking to guide brand management in the digital age.
- The fundamental shift in media consumption behavior is forcing brand owners to rethink the role of their brand in people's lives.
- And to make strategic choices about the use of the likeability and relation model alongside the awareness model.
- Brand programming outline these new communications models, offers, starting points for use of media and means and for measuring its effects.

2.9. Private TV Channels in Bangladesh

- Nowadays there are 14 TV channels are run by private entrepreneurs. All of these channels are air through satellite link. TV channels are: NTV, RTV, Diganta TV, Desh TV, Channel i, ATN Bangla, ATN News, ETV, Banglavisión, Islamic TV, Mohona TV, Shomoy Shongbad, Boishakhi TV, Independent TV. Among these the top 10 TV channels are mentioned below:

	Name	Slogan	Genre	Established	Base
1	NTV	Shomoyer ShatheAgamir Pothe	Entertainment	2003	Karwan Bazar, Dhaka
2	ATN Bangla	Obiram Banglar Mukh.	Entertainment	1998	Kawran Bazar, Dhaka
3	Channel I	Hridoye Bangladesh	Entertainment	1999	Dhaka
4	Banglavisión	Shamol Bangla Amar	Entertainment	2005	Dhaka
5	Ekushey Television	Paribortone Anggikaraboddho	Entertainment	April 14, 2000	Kawran Bazar, Dhaka
6	Boishaki	Muktijuddher chetonae.....	Entertainment	2006	Mohakhali, Dhaka

7	Desh TV	Desh Amar	Entertainment	March 26, 2009	Malibag, Dhaka
8	Rtv	Aaj aebong Agamir	Entertainment	2005	Karwan Bazar, Dhaka
9	ATN News	Banglar Chobbish(24) Ghonta.	News	2010	Kawran Bazar, Dhaka
10	Somoy Sangbad	Shomoy Shongbad	24 Hours News Channel	2010	Dhaka

Figure 1. Top 10 Private TV Channels in Bangladesh.

3. METHODOLOGY

The research design consists of the following issues:

3.1. Nature of the study

This paper is the output of both exploratory and descriptive research. This is an exploratory type of research. Both primary and secondary sources of data have been used.

3.2. Sample size and sample selection procedure

The sample size was 288 respondents on 24 categories of viewers of Private Bangla satellite television channels from Dhaka city. The detail distributions of samples are given below.

Twenty four categories were used because of increasing the reliability of the study. Because different social class and age groups have different perception, level of awareness as well as preference about television channels and programs. Moreover “Non Probability judgmental sampling procedure” was used for data collection.

Age (Years)	Classification of Respondents		
4-14	Upper class	Male= 12 persons	Female= 12 persons
	Middle class	Male= 12 persons	Female= 12 persons

	Lower class	Male= 12 persons
15-24	Upper class	Male= 12 persons
	Middle class	Male= 12 persons
	Lower class	Male= 12 persons
25-34	Upper class	Male= 12 persons
	Middle class	Male= 12 persons
	Lower class	Male= 12 persons
35-35+	Upper class	Male= 12 persons
	Middle class	Male= 12persons
	Lower class	Male= 12persons
		Male= 144 persons
		Total Respondents = (144+144)=288

1.	Target Population	Elements	Individual viewers of satellite Bangla TV channels from Dhaka city.
		Sampling Unit	The viewers of satellite Bangla private TV channels in Bangladesh
		Extent	Dhaka City Viewers.
		Time	September 2010 – February 2011
2.	Sampling Frame	No well structured sample frame was found.	
3.	Sampling Technique	Non Probability judgmental sampling procedure was used for data collection.	
4.	Scaling technique	5 point Likert Scale, which is a part of Non Comparative Scaling Technique	

5.	Data Used	Primary and secondary
6.	Sample Size	288

3.3 Data collection procedure and instruments

For the research and data analysis purposes we have collected both the primary & secondary data. For the study we have collected primary data through survey method under which we adopted the personal interviewing technique. Both open and close ended questions were included in the questionnaire. The researchers themselves were actively involved in data collection. Average questionnaire administering time was 20 minutes for each questionnaire. For secondary data different websites, prospectus, books and most importantly a number of research reports provided by Sirius marketing, a media research firm were used.

3.4 Data analysis and reporting

I have used different types of statistical tools and computer software for analyzing and reporting. Such as – SPSS, Microsoft Word and Microsoft Excel. Data have been analyzed through proper quantitative and qualitative techniques and reported from time to time to the concerned authority.

3.5 Definition

3.5.1 T.V.R.

The average of a target audience who has viewed a program, day-part, spot, minute, etc expressed as a % of that target audience universe.

e.g. An Adult TVR of 15 for a program indicates that on average 15% of all adults watched the program full time. In other words, all adults have watched only 15% of this program.

3.5.2 Reach

The cumulative percentage or total (usually expressed in thousands) of a population that has been counted as viewers at least once during a specified interval. Examples of commonly used reach measures are TV channel daily/weekly/monthly reach, advertising campaign reach, program reach/ program series reach, day part reach and so on.

3.5.3 Share

This is the percentage of the viewing audience accounted for by a particular channel at a specific point in time, i.e. of those people who are watching television, what proportion are viewing channel X.

e.g. An Adult Share of 30 for a Channel X indicates that of all adults who were watching TV, 30% of them watched the Channel X.

3.5.4 GRP

Gross Rating Point (GRP) is nothing but the cumulative sum of TVR.

3.5.5 Share of Voice

The total percentage that you possess of the particular niche, market or audience you are targeting.

3.5.6 Share of Time

The total percentage of time in a specific period that you hold among the particular basket.

3.5.7 Calculation Procedure

Suppose we have 2 Channels (say C-1 and C-2) and 10 members available and they are supposed to view a program whose duration is 60 minute. Suppose the member's contribution on viewing are as follows-

Member	C-1 viewing time(in min)	C-2 viewing time(in min)
M 1	15	15
M 2	0	20
M 3	0	0
M 4	10	0
M 5	35	15
M 6	0	0
M 7	0	10
M 8	0	0
M 9	30	10
M 10	0	10
Total viewing time(min)	90 min	80 min

Total viewing space= Total members * Program Duration
 = 10 * 60 = **600 min** (Source: SIRIUS Marketing)

3.5.8 TVR Calculation

$$\text{TVR(C-1)} = \frac{\text{C - 1 viewing time}}{\text{Total Viewing Space}} * 100 = \frac{90}{600} * 100 = 15\%$$

$$\text{TVR(C-2)} = \frac{\text{C - 2 viewing time}}{\text{Total Viewing Space}} * 100 = \frac{80}{600} * 100 = 13.33\%$$

$$\text{GRP} = 28.33\%$$

Source: SIRIUS Marketing

3.5.9 Reach Calculation

$$\text{Reach(C-1)} = \frac{\text{Viewers exposed in C - 1}}{\text{Total Viewers}} * 100 = \frac{4}{10} * 100 = 40\%$$

$$\text{Reach(C-2)} = \frac{\text{Viewers exposed in C - 2}}{\text{Total Viewers}} * 100 = \frac{6}{10} * 100 = 60\%$$

Source: SIRIUS Marketing

3.5.10 Share Calculation

$$\text{Share (C-1)} = \frac{90}{90 + 80} * 100 = 53\% \quad \text{Share (C-2)} = \frac{80}{90 + 80} * 100 = 47\%$$

4. DATA ANALYSIS AND FINDINGS

4.1 Secondary data analysis

4.1.A Competition among the private Bangla satellite TV channels in Bangladesh

From the Table 1, we can see the competition among all the Private Bangla satellite TV channels in Bangladesh. Here we can see “ATN Bangla” has got the 1st position by getting average share of 3.68% and also by getting average TVR of 0.30%, but “NTV” got the 1st position by getting average reach of 54.12%. Moreover, we can see “Islamic TV” has got the 13th position by getting average share of 0.70%, also got the 12th position by getting average TVR of 0.06%, and also got the 12th position by getting average reach of 23.20%.

Table 1. Ranking of private TV channels in Bangladesh in terms of average share, TVR and reach (Source: SIRIUS Marketing). Date (16-10-2010 to 10-02-2011)

Channel	Average share	Ranks	Average TVR	Ranks	Average Reach	Ranks
Boishakhi TV	2.25	6	.20	5	42.73	6
nTV	3.31	2	.27	2	54.12	1
ATN Bangla	3.68	1	.30	1	53.52	2
Channel I	2.83	3	.23	3	52.66	3
Rtv	2.65	4	.22	4	43.42	5
Bangla Vision	2.37	5	.20	5	45.82	4
ETV	2.05	7	.17	6	42.73	6
Desh Tv	1.52	9	.13	8	38.54	9
Diganta TV	1.39	10	.10	9	39.44	8
Islamic TV	.70	13	.06	12	23.20	12
BTV WORLD	1.05	11	.09	10	28.07	10
My TV	1.71	8	.14	7	39.60	7
ATN NEWS	.90	12	.07	11	27.28	11

4.1.B Brand popularity of Program

Table 2. Top 10 Programs (Source: SIRIUS Marketing). Date (04-12-2010 to 10-02-2011)

Sl.No.	Channel	Program	TVR	Reach %	Share
1	Boishakhi TV	Shahruk Khan Live Concert	15.09	33.7	53.12
2	Boishakhi TV	Shahruk Khan Live	5	26.7	24.29
3	Channel I	Channel i Shirsho Khobor	2.86	4.66	15.57
4	Boishakhi TV	Bishesh Anushtan	2.82	4.05	13
5	ATN Bangla	Gramgonger Khobor	2.68	2.68	11.95
6	ATN Bangla	Bangla Feature Film	2.65	5.99	17.38
7	ATN Bangla	Bangla Feature Film	2.6	3.03	12.78
8	ATN Bangla	Bangla Feature Film	2.59	2.67	14.23
9	ATN Bangla	Proti Gontar Khobor	2.5	3.28	12.51
10	ATN Bangla	Bangla Feature Film	2.41	4.94	11.43

Table 2 shows the top 10 programs of Bangla satellite channels which viewed in Dhaka city. It is found that the no.1 program is Shahrukh Khan Concert which was telecasted live on Baishakhi television. By this chart we can say that researches are true because at that time most of the viewers were watching the concert in live at Boishakhi TV.

4.1.3 Top 10 News

Table 3. Top 10 News (Source: SIRIUS Marketing), Date (04-12-2010 to 10-02-2011)

Sl.No.	Channel	Program	TVR	Reach %	Share
1	Channel I	Channel i Shirsho Khobor	2.88	4.66	15.57
2	ATN Bangla	Gramgonger Khobor	2.68	2.68	11.95
3	ATN Bangla	Proti Gontar Khobor	2.5	3.28	12.51
4	ATN Bangla	Proti Gontar Khobor	2.17	2.63	16.18
5	Channel I	Channel i Shirsho Khobor	2.16	2.16	13.44
6	NTV	Shironam	2.09	2.09	27.03
7	NTV	Dupurer Khobor	1.96	4.97	9.71
8	NTV	BTV Dupurer Sangbad	1.87	2.38	13.12
9	Channel I	BTV Dupurer Sangbad	1.86	2.26	11.61
10	Boishakhi TV	Boishakhi Sangiskriti O Binodon News	1.82	4.94	10.13

Table 3 reveals that channel i “shirsho khobor” has got the no.1 position, ATN Bangla “Gramgonger Khobor” has got the no.2 position and Boishakhi TV “Boishakhi Sangiskriti O Binodon” News has got the no.10 position.

4.1.4 Top 10 Talk Shows

Table 4. Top 10 Talk Shows (Source: SIRIUS Marketing). Date (04-12-2010 to 10-02-2011)

Sl.No.	Channel	Program	TVR	Reach %	Share
1	Boishakhi TV	Shahruk Khan Live	5	26.7	24.29
2	Channel I	Citycell Taroka Kathon	1.11	2.28	8.79
3	NTV	Washington Barta	0.92	1.05	7.63
4	Rtv	Dhrupo Di Kahini	0.82	2.06	4.31
5	Diganta TV	Bijoyer Gourob Gatha	0.82	0.97	2.64
6	Diganta TV	Sahittolap	0.8	0.87	6.03
7	Rtv	RTV Shirsho Sangbad	0.77	0.94	10.96
8	Rtv	Road to Democracy	0.72	1.73	3.25
9	NTV	Subho Sondha	0.69	1.24	7.65
10	Rtv	Road to Democracy	0.69	0.78	4.34

“Shahrukh Khan live” has got the no.1 position because before starting the concert Boishakhi tv has telecasted a talk show on the preparation of concert, so most of the people were watching that and “Road to Democracy” at Rtv has got the no.10 position (Table 4).

4.2 Primary Data Analysis

4.2.1 Analysis on overall Media Habit

Table 5 shows that out of 288 respondents 27.08% are student, 14.58% are Service Holder, 9.03% are Businessman, 31.94% are Housewives and 17.36% are from other occupations. So it can be said that our highest respondents was housewives. In our sampling out of 108 respondents (female from last three age groups) 92 persons are housewives and they watches television regularly. That's why we have chosen them for our survey.

Table 5. Occupation of the Respondents

Occupation of the Respondents	No. of Respondents	Percentage
Student	78	27.08%
Service Holder	42	14.58%
Business Man	26	9.03%
Housewife	92	31.94%
Others	50	17.36%
Total	288	100.00%

Table 6. Place of watching television.

Place of watching TV	No. of Respondents	Percentage
Home	248	86.11%
Shop	24	8.33%
Market	10	3.47%
Club	6	2.08%
Total	288	100.00%

From the survey (Table 6) it is found that out of 288 respondents 86.11% watches television at Home, 8.33% respondents watches television at Shop, 3.47% respondents watches television at Market and 2.08% respondents watches television at club (local social organizations office). So it can be said that majority of the respondents watches television at their Home.

Table 7. Objective to watch television

Objectives	Rank(Smallest is the most important)	Percentage
Entertainment	320	15.15%
Information	458	21.69%
Time Passing	552	26.14%
Casting	782	37.03%
Total Responses	2112	100.00%

From the survey it is found that out of 2112 responses provided by 288 respondents 15.15% responses are for watches television to get entertained, 21.69% are for watches television to get information, 26.14% are for watches television for passing their time and 37.03% for watches television for their favorite casting on plays (Table 7). So it can be said that the smallest rank is the best objective for respondents to watch television, here Entertainment is the first objective for respondents to watch television and its rank is 320 or smallest percentage of 15.15%.

Table 8. Channel Preference

Channels Name	No. of Respondents	Percentage
NTV	84	29.17%
RTV	18	6.25%
Channel i	54	18.75%
Banglavisision	16	5.56%
ETV	40	13.89%
Boishakhi TV	24	8.33%
Diganta TV	8	2.78%
Desh TV	12	4.17%
ATN Bangla	32	11.11%
Total	288	100.00%

From the survey (Table 8) it is found that out of 288 respondents 29.17% are mostly like NTV, 6.25% respondents like RTV, 18.75% respondents like channel i, 5.56% respondents like most Banglavisision, 13.89% respondents mostly like ETV, 8.33% respondents like Boishakhi TV, 2.78% respondents like Diganta TV, 4.17% respondents like Desh TV and 11.11% respondents like ATN Bangla. So it can be said that according to viewers preference NTV gets first position followed by Channel i in second and ETV is in third position.

Table 9. Program Preference

Name of programs	No. of Respondents	Percentage
News	42	14.58%
Entertainment	96	33.33%
Drama Serial	54	18.75%
Business	20	6.94%
Documentary	10	3.47%
Health	16	5.56%
Live Show	8	2.78%
Musical Show	24	8.33%
Reality Show	10	3.47%
Sports	8	2.78%
Total	288	100.00%

From the survey it is found that out of 288 respondents 14.58% like News, 33.33% respondents like entertaining programs, 18.75% respondents like Drama Serial, 6.94% respondents like Business programs, 3.47% respondents like Documentary, 5.56% respondents like Health programs, 2.78% respondents like Live Shows, 8.33% respondents like musical Shows, 3.47% respondents like Reality shows and 2.78% respondents like Sports shows. So it can be said that majority of respondents preferred entertaining programs. After that 2nd most preferred program is drama serial and 3rd most important program is news.

Table 10: Program Branding VS. Channel Branding

Level of agreement with the Statement	No. of Respondents	Percentage
Fully Agree	46	15.97%
Agree	154	53.47%
Neutral	44	15.28%
Disagree	36	12.50%
Fully Disagree	8	2.78%
Total	288	100.00%

Table 10 shows that out of 288 respondents 15.97% respondents are Fully Agreed that they watch a channel by remembering the name of the specific program, 53.47% respondents are agreed with this statement, 15.28% respondents are neutral, 12.50%

respondents are Disagreed with this statement and there are 2.78% respondents who are Fully Disagreed with this statement. So it can be said that majority (15.97% + 53.47%) = 69.44% respondents are Agreed with this statement that first they think about the program name then they go for the channel.

Table 11. Ranking of the channels on the basis of brand image

Channel Name	Rank(Smallest is the Best ranking Channel)	Rank
Ekushey Television	516	3
Ntv	324	1
Rtv	646	4
Banglavisision	772	7
Islamic TV	984	9
Diganta TV	1002	10
Desh TV	714	6
Channel i	442	2
ATN Bangla	636	5
Boishakhi TV	884	8
Total	6920	

According to ranking (Table 11) NTV has got the 1st position, Channel i has got the 2nd position, Ekushey TV has got the 3rd position, R TV has got the 4th position, ATN Bangla has got the 5th position, Desh TV has got the 6th position, Banglavisision has got the 7th position, Boishakhi TV has got the 8th position, Islamic TV has got the 9th position and Diganta TV has got the 10th position. So it can be said that most of the respondents perceive that the brand image of the NTV is highest.

Table 12. Factors that important to select a channel

Factors	No. of Respondents	Percentage
Availability	22	7.64%
Quality of Program	188	65.28%
Presentation	78	27.08%
Total	288	100.00%

Out of 288 respondents 65.28% gives their importance on Quality of Program to select a channel, 27.08% respondents gives their importance to the presentation of a channel and 7.64% respondents gives their importance to the availability to select a channel (Table 12). So it can be said that majority of the respondents select a channel by the Quality of program.

Table 13. Program Brand preference

Programs and channels name	No. of Respondents	Percentage
Ekushey Business(ETV)	26	9.03%
Drama Serial 'F N F' (nTV)	54	18.75%
Drama serial 'Lalita' (ETV)	42	14.58%
Live Show 'city cell taroka kothon'(channel i)	30	10.42%
health show 'shona moni shukhe oshukhe'(ETV)	14	4.86%
Musical Show 'Music Jamz' (n TV)	38	13.19%
Talk Show 'Tritiyo Matra' (channel I)	52	18.06%
Documentary ' Desh Jure' (ETV)	8	2.78%
Feature Film (Films that ATN Bangla telecast)	24	8.33%
Total	288	100.00%

Results (Table 13) show that out of 288 respondents 9.03% respondents prefer Ekushey Business, 18.75% respondents prefer the drama serial F N F , 14.58% respondents prefer the drama called Lalita, 10.42% respondents preference about the live show city cell taroka kothon , 4.86% prefer the health show shona moni shukhe oshukhe, 13.19% respondents prefers the musical show music jamz as a, 18.06% respondents preference are on the talk show Grameen Phone Tritiyo Matra, 2.78% respondents are for Desh jure - a documentary program , 8.33% respondents prefers the feature films which is telecasted at ATN Bangla , it means respondents like ATN Bangla's film. So it can be said that drama serial F N F and talk show tritiyo matra are the most preferred program in private bangle TV channels. NTV is branding by drama serial F N F and channel i is branding by talk show Grameen Phone tritiyo matra.

4.3 Major Findings

- From the secondary data of SIRIUS marketing it is found that in the competition of involving audiences to private bangle TV channels ATN Bangla become first followed by NTV in the second and Channel I in the third. But ATN Bangla can only involve audiences by its feature film, drama and news. On the other side NTV is involving audiences by not only drama and news but also by musical show, dance show and different sorts of talk shows. In the study period it was

- observed that Boishaki TV got highest TVR, Reach and Share by in its exclusive program called 'Shahruk Khan Live Concert'. Channel i is attracting the audience by its entertaining programs like musical shows and cooking programs. So it can be said that if one TV channel can offer an exclusive program then its brand can enhance the brand image of total channel.
- From our primary data it is observed that majority of the respondents watch television at their Home. According to the respondents' ranking 'entertainment' is the first objective of watching private bangla TV channels. After that their second most important objective is to get information. According to the respondents 'Quality of program' is the most important criteria to select a channel.
- According to viewers preference NTV gets first position followed by Channel i in second and ETV is in third position. It is a matter of surprise that though from our secondary data it is found that ATN Bangla got the highest share and TVR, the preference position of this channel to the viewers is 4th. So it can be said that though people are watching ATN Bangla more but the level of brand satisfaction of the channel is not fully impressive. On the other hand NTV is doing well. For ETV their level of channel branding is satisfactory.
- Majority of the respondents preferred entertaining programs. Because most of our respondents are housewife who watches cooking, fashion and beauty related programs regularly. After that 2nd most preferred program is drama serial and 3rd position is for news. It is found that especially male respondents preferred to watch news but their watching time is very limited per day.
- One of our quests of this research is to find out whether program branding or channel branding is important for any Television channel. From the study it is found that majority respondents are emphasizing program branding as the main issue which can obviously important for any TV channel. If program branding become successful it can enhance the brand image of the channel.
- It is found that drama serial F N F and talk show tritiyo matra are the most preferred program in private bangla TV channels. NTV is branding by drama serial F N F and channel i is branding by talk show Grameen Phone tritiyo matra. NTV become no. 1 because of their giant brands of programs like (drama serial Graduate) and also of their brand image by organizing "NTV clouse-up- 1 tomakei ghujche Bangladesh(Musical Reality show)."

5. CONCLUSION

channels in Bangladesh. New channels like G TV, Independent TV and Bengali TV channels of India like Star Jalsha, Zee Bangla pose tremendous threat to our existing brands of TV Channels. So it is obvious that the marketers of these Channels have to think very consciously to employ some strategy through which they can get competitive advantages. Channel and Program branding can be vital tools for this purpose. But as per our concern, no research paper was found to identify the branding opportunities and development of an integrated relationship pattern of branding for TV channels. But it can be a vital break through for the marketers of TV channels for getting competitive edge.

Base on the research findings, it is clear that the audience require entertaining and news programs. They also more conscious about program branding than channel branding and they select the channel according to the quality of brands of program. Channels like NTV, Channel i, ATN Bangla, ETV increases their Channel branding image by focusing on these programs. So it can be said that if the marketer can develop and manage entertaining brands of programs, dramas and news, they can have the ability to differentiate their channels from the others. The effectiveness of channel branding depends not only the image of the channel but also the brand image of its programs.

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