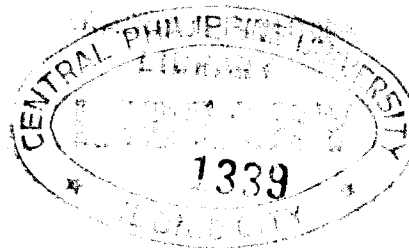


**BRAND PREFERENCE IN BROWN LINES APPLIANCES
AMONG CITI APPLIANCE CUSTOMERS**

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by

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ABSTRACT

This study was conducted to determine the brand preference in brown appliances among CITI Appliance customers in Iloilo City and the major factors that contributed to their choice. Descriptive-relational research design was used in this study. The target population of the study was the customers of CITI Appliance Iloilo from its three branches – Aldeguer, Valeria and Golden for eight days (August 17, 18, 20, 21, 27, 30, 31 and September 1, 2012). Data were collected using questionnaires that were gathered from the above-mentioned dates.

Result shows that majority of the respondents are female young professional. Most of the respondent's age bracket is 30 years or below who had finished tertiary education with family income bracket of 20,001 or above. More than one fourth of them purchase HED in their last purchase of their brown line appliance and they prefer Sony as their brand and their main reason in their last purchase was product quality. Almost Forty percent of that purchase has a price range of 10,000 or below. Further more it was noted that educational attainment has a significant relationship toward brand preference but only limited to CRT and Audio categories. Income on the other hand has a significant relationship toward brand preference on HED category only. Age and sex have no significant relationship that exists between brand preferences in all categories.