BRAND BUILDING BLOCKS IN FMCG MARKET AND IT'S OUTCOMES: AN EMPIRICAL ANALYSIS IN COIMBATORE CITY

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INTRODUCTION

Building strong brands has become an ultimate goal of all marketers in any markets since it produces a lot of positive outcomes (Park and Srinivasan, 1994). The strong brands produces an identify in the market (Aaker, 1996), reduce vulnerability to competitive actions. (Kamakura and Russel, 1993) leading to higher profit margin (Simon and Sullivan, 1993), greater marketing networks (Dyson et al., 2006), and brand expansion opportunities (Yasin et al., 2007). Brand equity provides the value added to a product by it's brand name (Farquhar et al., 1991). Brand equity yield a premium price on the competitors brands (Srinivasan et al., 2005). The brand building can be done by the enrichment of marketing mix variables. (Kim and Kim, 2005) as the direct effort. By the indirect effort, it can be done through peer recommendation, celebrity endorsement, country of origin of the brand etc (Krishnan and Hartline, 2001).

Brand Building for the Establishment of Brand equity

To establish the strong brand equity, there is a need for brand building (Bendixen et al., 2004). It consists of four steps namely brand identify, brand meaning, brand responses and brand relationship (Colb et al., 1995). Achieving these four steps, six brand building blocks should be established. These are brand salience, brand performance, brand imagery, brand judgements, brand feelings and brand resource (Pitta and Katsanis, 1995). In addition to that, there is a need for implementation of appropriate planning, implementing and interpreting brand strategies (Gordon et al., 1994). These brand building blocks generate brand image and loyalty among the customer (Anselmsson et al., 2007). In the case of FMCG market, the customer retention is a hectic problem since the availability of substitutes, continuous innovation and entry of new comers in the market (Kim,   et al., 2003). In this juncture, the present study focuses on the linkage between the Building CBBE and it's outcome in the FMCG market. Even though the FMCG products are too many, the present study focuses only on Chocolates.

CONCEPTUAL FRAME WORK OF THE STUDY AND HYPOTHESIS

The concepts developed for the study is based on proposed research model.
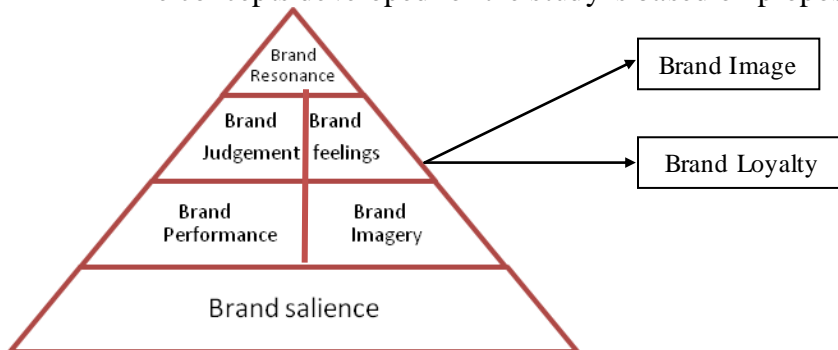
There are four steps to create the right brand identity, brand meaning, brand responses and brand relationship. The enactment of four steps is a complicated and difficult process (Aaker, 1996). There are six brand building blocks to accomplish four steps to create a strong brand (Keller, 1993). It results in

brand preference (Simon and Sulliran, 1993) and brand loyalty. In the present study, the six brand building blocks are treated as independent variables whereas the brand image; and brand loyalty are considered as dependent variables (Park, and Srinivasan, 1994).

Brand Salience

Brand salience is the extent of brand top-of mind among the customer (Blackett, 1991). It is easier for recalling and recognition of the brand (Broniarczyk and Alha 1994). Brand salience is essential for the brand identify among the customer (Burton et al., 1998). It forms the foundational building block in developing brand equity (Keller, 1998). Salience influences the strength of brand association, brand image and brand meaning (de Chermatony and Gil, 1990). The brand salience is measured by relevance of brand with products, heard of the brands, time of usage of brand, frequent think on the brand, understand the brand meaning and brand association.

Brand Performance

The brand performance related to the ways in which the product attempts to meet customers functional needs (Egan and Christopher, 1992). It is the intrinsic properties of the brand in terms of product characteristics (Arnold, 1992). It shows the extent of satisfaction among the customers regarding their utilitarian, aesthetic and economic needs (Leslie and Francesca, 1998). The brand performance in the present study is measured by product attitudes, product reliability, durability, empathy, style and design, price of the product and it's service effectiveness (Peter, 1990).

Brand Imagery

Brand imagery deals with the extrinsic properties of the product. It includes the ways in which the brand attempts to meet customer's psychological or social needs (Washburn and Plank 2002). It refers to more intangible aspects of the brand (Pappu et al., 2005). It is measured by user's imagery, purchase and usage situations, usage imagery, personality and values, strength uniqueness and favorability (Winters, 1991).

Brand Judgments

Brand judgments focus up on customer's personal opinions and evaluations with regard to the brand (Lessar et al., 1995). Brand judgment is based on brand quality, brand creditability, brand consideration, and brand superiority (Feldwick, 1996). It involve how customers put together all performance and imagery associations for the brand (Farquhar, 1989). In the present study, the brand judgment is measured by product Quality, good value of the brand, understand the personal needs, brand care about the customer's opinion, customers interest in brand, personal revalance and comparative advantage (Agarwal and Rao, 1996).

Brand feelings

Brand feeling shows the customer's emotional responses and reactions on the brand (Judith and Plank, 2005). The feel created by the brand in the customer's mind (Ruchan and Arasli, 2007). It can be mild or intense, positive or negative in nature. The brand feeling is estimated by feeling of warmth, feeling of form, feeling of excitement, feeling of security, feeling of social approval, feeling of self respect, and feeling of sentiment (Hyun et al., 2010).

Brand Resonance

It refers to the nature of relationship that customers have with the brand (Cobb et al., 1995). It is characterised in terms of intensity or the depth of the psychological brand that customers have with the brand (Ching and Tseng, 2010) as well as the level of activity engendered by this loyalty (Farhana and Islam, 2012). Brand resonance consists of four important elements namely behavioural loyalty, attitudinal attachment, sense of community and active engagement (Odin et al., 2001). The variables in brand resonance are measured by repeat purchase of the brand, volume attributed to the brand, higher purchase frequencies, personal attachment with the brand, deep connection with this brand users, talk about the brand to others, understand in learning more about this brand, proved to be the user of the brand, visit the website of the brand and willness to invest resources on the brand (Nam et al., 2011).

Brand Image

Brand image is the customer's perception on a particular brand (Feldwick, 1996). It is built on the consumer's brand association and attitude (Srivastava and Shocher, 1991). Brand image stems from all of a consumer's consumption experiences and perceived quality of the brand (Aaker 1996). The brand image is measured by clean image, suitability, differentiated image, durability, cheaper and luxurious (Prasad and Dev, 2000).

Brand Loyalty

Brand loyalty consists of behavioural loyalty and attitudinal loyalty (Huang and Yu, 1999). Behavioural aspects shows the repeated purchase whereas attitudinal aspect shows the emotional attachment with the brand (Yoo et al., 2000). It is a sense of community (Keller, 2003). Identification with a brand community such as friends or acquaintances is a necessary for active engagement with the brand (Moreau, et al., 2001). The brand loyalty is measured by habitual to use, higher frequency of use, highly satisfied, recommend to others and stay in the brand (Tepeci, 1999).

HYPOTHESES OF THE STUDY

The formulated hypotheses for verification the study are:

1) There is no significant influence of brand building blocks on the brand image any the consumers;
2) There is no significant impact of brand building blocks on the brand loyalty among the consumers.

Methodology

The abovementioned hypotheses were examined by the usage of primary data collected from the customers residing at Coimbatore City. The sample size of the study was determined by the formula of $n = \left[\dfrac{Z\sigma}{D}\right]^2$ whereas n-sample size, $Z - Z$ statistics at five per cent level, σ–standard derivation or satisfaction on FMCG at the pilot study among 50 consumers in Coimbatore City and D-Degree of error acceptance (Judd et al., 1991). The determined sample size of the study came to 235 customers since the σ is o.3908. The survey instrument used in the study is the interview schedule.

Measurement

The study instrument includes questions about the six brand building blocks, and it's outcome namely brand image and brand loyalty. The variables included in eight concepts are drawn from reviews and measured at five point Likert Scale.

The collected data were processed by the reliability and validity justification in each concept initially with the help of confirmatory factor analysis (Anderson and Gerbing, 1988; Nunnally, 1978). The measurement of the concepts and the correlation between the six building blocks were examined by correlation analysis (Stevens, 1996) and it's statistical significance. The two hypotheses of the study were tested by multiple regression analysis (Yoo et al., 2003).

RESULTS

The content, convergent validity and overall reliability are tested with the help of appropriate statistical analysis. The results are given in Table1.

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TABLE 1.1 :Content and Convergent Validity in Constructs

Sl. No.	Constructs	No.of variables in	Cronbach alpha	Range of standardised factor loading	Composite reliability	Average variance extracted (in %)
I	**Dependent variables**					
1.	Brand image	6	0.7882	0.8788*-0.6403*	0.7641	54.34
2.	Brand loyalty	5	0.7509	0.8403*-0.6117*	0.7326	51.24
II	**Independent variables**					
1.	Brand salience	6.	0.7788	0.8904*-0.6502*	0.7544	53.39
2.	Brand performance	7	0.8011	0.9171*-0.6403*	0.7868	56.44
3.	Brand imagery	7	0.7964	0.9042*-0.6314*	0.7749	55.84
4.	Brand judgements	7	0.7602	0.8548*-0.6402*	0.7417	52.26
5.	Brand feeling	7	0.7868	0.8724*-0.6314*	0.7624	54.06
6.	Brand Resonance	10	0.8179	0.9249*-0.6403*	0.7903	56.89

As indicated in Table 1, the standardised factor loading of variables in each construct are greater 0.60 and all 't'statistics are significant at five per cent level support the content-validity. The composite reliability and average variance extracted of all constructs are greater than 0.70 and 50.00 per cent which assure the convergent validity. The internal consistency in each construct is assured by cronbach alpha of all eight constructs which are greater than 0.70.

Measurement of Correlation between Independent variables and it's discriminant validity

The composite score of each study construct were calculated by averaging score of variables in each construct. The correlation coefficient between the independent constructs have been measured to confirm the discriminant validity. The computed results are presented in Table 2.

TABLE 2 :Measurement of Constructs and Discriminant validity

Sl. No.	Constructs	Mean	S.D	Brand salience	Brand performance	Brand imagery	Brand judgement	Brand feeling	Brand Resonance
I	**Dependent Variable**								
1.	Brand image	3.4778	1.4088						
2.	Brand Loyalty	2.8084	1.1733						
II	**Dependent Variables**								
1.	Brand salience	3.0445	1.0884	1					
2.	Brand performance	2.9667	1.3417	0.5244	1				
3.	Brand imagery	2.8548	1.0118	0.5602	0.5414	1			
4.	Brand judgment	3.1144	1.2089	0.4971	0.5246	0.5478	1		
5.	Brand feeling	3.0245	1.1142	0.4802	0.4902	0.4914	0.4542	1	
6.	Brand Resonance	2.9676	1.0984	0.4544	0.4733	0.4844	0.4886	0.4733	1

The correlation coefficients ranged from 0.4542 to 0.5602. None of the correlation co-efficients were equal to and above 0.90, providing an empirical evidence support for discriminant validity (Atilgan 2005). Apart from this, the mean of AVE between each pair of dependent variables are greater than it's square correlation coefficient which also support the discriminant validity (Washburn and Plank, 2002).

Cause and Effect Relationship between the Constructs

The cause and effect relationships between the dependent and independent variables are examined with the help of multiple regression analysis (Chao, 1998 and Fidell, 1996). The multi collinearity problems arised in the application of multiple regression analysis is eliminated by the verification of discriminant validity among the independent variables (Tabachnick and Fidell, 1996). The result of multiple regression analysis are summarised in Table 3.

TABLE 3 : Summary of Multiple Regression Results

Sl. No.	Constructs (Independence variables)	Brand image				Brand loyalty			
		Standardised coefficient (β)	Standard error	't' value	'p' value	Standardised coefficient (β)	Standard error	't' value	'p' value
1.	Brand salience	0.1545	0.0745	3.2966	0.0171	0.0979	0.1174	1.6175	0.1436
2.	Brand performance	0.1617	0.0559	5.1324	0.0045	0.1343	0.0542	3.4114	0.0241
3.	Brand imagery	0.1844	0.0789	3.9873	0.0086	0.1179	0.1673	0.8661	0.6845
4.	Brand judgment	0.1044	0.1642	1.0889	0.2964	0.1025	0.1589	1.2744	0.2173
5.	Brand feelings	0.1403	0.0649	3.7827	0.0118	0.1136	0.1802	1.0538	0.3969
6.	Brand Resonance	0.1997	0.1045	3.7875	0.0102	0.1547	0.0886	3.0349	0.0308
	Constant	0.9963				0.5104			
	R^2	0.7804				0.7317			
	F-statistics	18.0842			0.0144	12.9143			0.0349

Table 3 stated that the level of impact of brand building blocks on the brand image is higher than that on the brand loyalty since their respective R^2 are 0.7804 and 0.7317. The changes in the brand image is significantly explained by the changes in brand salience, brand performance, brand imagery, brand feelings and brand resource. But in the case of impact on brand loyalty, these are only brand performance, and brand resource since their respective regression co-efficients are significant at 5 or less than per cent level which replicates the findings of Eda   et al., 2009; and Faircloth et al., 2001). The most important brand building block influence on brand image are brand resonance and brand imagery whereas on the brand loyalty, these are brand performance and brand resonance.

CONCLUDING REMARKS

The present study conclude that the rate of implementation of brand building blocks in FMCG market is only at a moderate level as per the view of the consumers in the market. Regarding the creation of brand performance, imagery and resonance, the markets are still having a wider gap to reach the level.   Of course, the implementation of brand building blocks have created a significant positive impact on the creation of brand image among the customers, the marketers are not up to the level to generate brand loyalty. Out of the six brand building blocks, the brand resonance and brand imagery have played a pivotal role in generating the brand image and brand loyalty in the FMCG market. Hence, the marketers are adviced to focus on the creation of usage and users imagery of FMCG products and also take care to monitor the willingness of customers to prefer their brand continuously. It can be done by the establishment of a separate using to monitor the consumer research at various locals in the FMCG market.

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