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Consumer Based Brand Equity in FMCG Market with Special Reference to Coimbatore District

1. Demographic Profile

- 1.1. Gender:
- 1.2. Age:
- 1.3. Marital Status:
- 1.4. Nativity:
- 1.5. Educational Qualification:
- 1.6. Occupation:
- 1.7. Family Size:
- 1.8. No. of earning members in a family:
- 1.9. Monthly income of the Head of the household:
- 1.10. Family income per month:
- 1.11. Years of experience in purchase of FMCG:
- 1.12. No. of outlets visited to purchase the FMCG:

- 2. Type of products purchase in FMCG:** Tick the number that most closely indicates the extent your rate of purchase. (**5** as Strongly Agree (SA), **4** as Agree (A), **3** as Neutral (N), **2** as Disagree (DA), **1** as Strongly Disagree (SD))

2	Product Category	SA (5)	A (4)	N (3)	DA (2)	SD (1)
2.1	Household Care Products (HHCP)					
2.1.1	Fabric Wash					
2.1.2	Utensil Cleaners					
2.1.3	Floor Cleaner					
2.1.4	Toilet Cleaner					
2.1.5	Air Freshners					
2.1.6	Mosquito Repellents					

2.2	Personal Care Products (PCP)					
2.2.1	Cosmetics					
2.2.2	Oral Care					
2.2.3	Personal Wash					
2.2.4	Hair Care					
2.2.5	Stationary Product					
2.2.6	Perfumes					
2.3	Food & Beverage Products (FBP)					
2.3.1	Snacks					
2.3.2	Tea					
2.3.3	Dairy Products					
2.3.4	Coffee					
2.3.5	Atta					
2.3.6	Bottled Water					
2.3.7	Sweets					
2.3.8	Health Drinks					
2.3.9	Chocolates					
2.3.10	Biscuits					
2.3.11	Edible Oil					
2.3.12	Soft Drinks					

3. Place of purchase preferred for FMCG (Mention all): a) Departmental Store
b) Speciality Store c) Shopping Mall d) Kirana Store e) Others

4. Name of brands preferred in FMCG (respondents can mentioned more than one brand preferred in each product category):

4	Product Category	Brand Names
4.1	Household Care Products (HHCP)	
4.1.1	Fabric Wash	
4.1.2	Utensil Cleaners	
4.1.3	Floor Cleaner	
4.1.4	Toilet Cleaner	
4.1.5	Air Freshners	
4.1.6	Mosquito Repellents	

4.2	Personal Care Products (PCP)	
4.2.1	Cosmetics	
4.2.2	Oral Care	
4.2.3	Personal Wash	
4.2.4	Hair Care	
4.2.5	Stationary Product	
4.2.6	Perfumes	
4.3	Food & Beverage Products (FBP)	
4.3.1	Snacks	
4.3.2	Tea	
4.3.3	Dairy Products	
4.3.4	Coffee	
4.3.5	Atta	
4.3.6	Bottled Water	
4.3.7	Sweets	
4.3.8	Health Drinks	
4.3.9	Chocolates	
4.3.10	Biscuits	
4.3.11	Edible Oil	
4.3.12	Soft Drinks	

5. Level of Consumer Based Brand Equity (CBBE) in FMCG Market.

(5 as Strongly Agree, 4 as Agree, 3 as Neutral, 2 as Disagree, 1 as Strongly Disagree)

Household Care Products (HHCP) include fabric wash, utensil cleaners, floor cleaner, toilet cleaner, air fresheners and mosquito repellents. Food and Beverage Products (FBP) include snacks, tea, dairy products, coffee, atta, bottled water, sweets, health drinks, chocolates, biscuits, edible oil and soft drinks. Personal Care Products (PCP) include cosmetics, oral care, personal wash, hair care, stationery product and perfumes.

Read the brand equity variables carefully and rate them using a five point scale for the given three categories of product namely Household Care Products (HHCP), Food and Beverage Products (FBP) and Personal Care Products (PCP).

S.No	Parameter	HHCP	FBP	PCP
5.1	I prefer this brand even though other brands are available with the same features			
5.2	Even though other brands are not much different from this brand, it seems smarter to choose this brand			
5.3	I prefer this brand even though the other brands are also equally good			

5.4	It makes better sense to choose this brand instead of any other brands with same features			
5.5	My faith rests on this brand even though the other brands are equally good			
5.6	I have a sense of security with this brand compared to other brands			
5.7	I possess a sense of pride to buy this brand in comparison with others			

6. Components of Brand Equity in FMCG

6.1	Brand Awareness	HHCP	FBP	PCP
6.1.1	I recognize this particular brand better than any other brand			
6.1.2	I am aware of various brands			
6.1.3	I quickly recall the symbol or logo			
6.1.4	I instantly recall the slogan			
6.1.5	I swiftly recall the commercial jingle			
6.2	Brand Association			
6.2.1	I trust the company			
6.2.2	I like the company			
6.2.3	The company really cares about its customers			
6.2.4	It is an honest brand			
6.2.5	This brand memories made me feel personally attached			
6.3	Brand Image			
6.3.1	The brand has a positive image			
6.3.2	The brand has a strong image			
6.3.3	The brand has consistency in its image			
6.3.4	The brand has more familiarity than any other brand			
6.3.5	The brand has memorable logo			
6.3.6	The brand encourages relationship			
6.4	Brand Trust			
6.4.1	I trust this brand always			
6.4.2	I feel good when I use this brand			
6.4.3	I feel secure when I buy this brand because I know that it will never let me down			
6.4.4	I am committed to this brand			
6.4.5	The brand provides the belief of safety, honesty and reliability			
6.5	Brand Intimacy			
6.5.1	The brand builds strong emotional bonds			
6.5.2	The brand reflects an aspirational image			
6.5.3	The brand creates long lasting relationship			

6.5.4	The brand enables personal fulfillment			
6.5.5	The brand reminds the customer of fond memories			
6.6	Brand Leadership			
6.6.1	The brand responds to constant change and creates it			
6.6.2	The brands provides commitment and excellence in leadership			
6.6.3	The brand aims with the need to give back to the society			
6.6.4	The brand creates trustworthiness			
6.6.5	This brand is the leader in all types of FMCG			
6.7	Brand Competitive Advantage			
6.7.1	The brand has cost leadership strategy			
6.7.2	The brand renders competitive service strategy			
6.7.3	The brand provides competitive technology			
6.7.4	The brand has a strong customer base			
6.7.5	The brand assures uniqueness from its competitors			
6.7.6	The brand delivers superior benefits than other brands			
6.8	Brand Reputation			
6.8.1	The brand stays on the top of the industry needs			
6.8.2	The brand engages in social responsibility			
6.8.3	The brand builds strong brand loyalty			
6.8.4	The brand offers excellent customer service			
6.8.5	The brand provides the pleasure of ownership			
6.9	Perceived Quality			
6.9.1	The brand offers high quality products with good performance			
6.9.2	The brand meets the conformity with specifications			
6.9.3	Consistency in quality is assured			
6.9.4	The brand offers reliable services			
6.9.5	The brand fulfills individual's expectations			
6.10	Brand Loyalty			
6.10.1	I will consider this brand to be my first choice in all my future purchases			
6.10.2	The brand balances the need for growth with the need for being responsible			
6.10.3	The brand rewards loyal customers			
6.10.4	This brand creates high brand recognition			
6.10.5	I would strongly recommend this brand to anyone			

7. Determinants of Customer Based Brand Equity in FMCG Market

(5 as Strongly Agree, 4 as Agree, 3 as Neutral, 2 as Disagree, 1 as Strongly Disagree)

7.1	Aesthetic Benefits	HHCP	FBP	PCP
7.1.1	The brand logo is pleasing			
7.1.2	The brand logo brings delight			
7.1.3	The brand logo encourages a strong emotional response			
7.1.4	The brand has an attractive logo			
7.1.5	The brand logo fills with positive experiences			
7.2	Sensory Experience			
7.2.1	The brand builds a stormy impression			
7.2.2	The brand develops a visual sense			
7.2.3	The brand creates interest to deal			
7.2.4	The brand appeals to my senses			
7.2.5	The brand creates impulsive buying behavior			
7.3	Functional Benefits			
7.3.1	This brand is highly reliable			
7.3.2	This brand performs better than other brands			
7.3.3	This brand makes better products than its competitors			
7.3.4	Products from this brand are found to be positively related to customer satisfaction			
7.3.5	The quality of this brand is to be trusted			
7.3.6	I have a personal connection with this brand			
7.4	Customer Commitment			
7.4.1	The brand commitment is inspired by dedication			
7.4.2	The brand creates reciprocal relationship			
7.4.3	The brand retains the customers with positive feelings			
7.4.4	The brand inspires more than just loyalty			
7.4.5	The brand creates continuous customer commitment			
7.4.6	The customers become committed with values of the brand			
7.5	Price Fairness			
7.5.1	The brand offers competitive price			
7.5.2	The price of this brand is reasonable			
7.5.3	The brand provides a comfortable price			
7.5.4	The brand justifies the value of price			
7.5.5	The brand has cost effective pricing			
7.5.6	The brand price is consistent with its commitment value			

7.6	Brand Authenticity			
7.6.1	I continue to use the brand, brand being faithful to itself.			
7.6.2	I like the genuineness of the brand			
7.6.3	The brand has a clear and consistent message			
7.6.4	The brand is motivated by caring and responsibility			
7.6.5	This is a brand that adds meaning to people's lives			
7.6.6	This is a brand that accomplishes its value promise			
7.7	Sales Promotion			
7.7.1	I use brochures to select the brand			
7.7.2	I use information sheet to select the brand			
7.7.3	Discounts lead to brand selection			
7.7.4	I use the price lists to select the brand			
7.7.5	Free offers lead to the selection of the brand			
7.7.6	Warranties lead to the selection of the brand			
7.7.7	Samples motivate to the selection of the brand			
7.7.8	Demonstration guide leads to the selection of the brand			
7.7.9	I use the coupons to select the brand			
7.7.10	Cash refunds lead to the selection of the brand			
7.7.11	Prizes & gifts motivate the selection of the brand			
7.7.12	Contests lead to the selection of the brand			
7.8	Intensive Distribution			
7.8.1	A large number of sellers for the brand exist in several location			
7.8.2	A broad market for the brand is available to ensure widespread availability			
7.8.3	Sales volume of the brand is high which in turn boosts revenue			
7.8.4	Numerous convenient orientations are provided by the brand			
7.8.5	The brand visibility is high in every store			
7.8.6	The brand is available from a small vendor to a big store			
7.8.7	Search time for the consumers is reduced			
7.8.8	The brand is available wherever the customer travels to			
7.9	Corporate Image			
7.9.1	I am convinced about all the products because of the brand			
7.9.2	I am attached with the institutional image of the brand			

7.9.3	The brand assures that I am buying the best			
7.9.4	The company speaks and communicates through its image			
7.9.5	The brand is closely associated with an organization's environment			
7.10	Sustainability			
7.10.1	The brand is environmentally safe			
7.10.2	This brand is healthy			
7.10.3	It is a reputed brand			
7.10.4	This brand is environmentally responsible			
7.10.5	This brand is socially responsible			
7.10.6	This brand is consistent and has been fulfilling its promises for a long time			

8. Outcomes of Customer Based Brand Equity in FMCG Market

(5 as Strongly Agree, 4 as Agree, 3 as Neutral, 2 as Disagree, 1 as Strongly Disagree)

8.1	Brand Priority	HHCP	FBP	PCP
8.1.1	I have strong aspirational quality towards the brand			
8.1.2	I have a strong attachment with the brand			
8.1.3	The brand enhances me in credibility and trust			
8.1.4	I don't feel like switching; the brand motivates me in future purchase			
8.2	Positive Word-of-Mouth			
8.2.1	I share positive message about the brand			
8.2.2	I am willing to communicate the positive experiences			
8.2.3	I always have a positive feeling and emotional connection towards the brand			
8.2.4	I share a strong and positive image of the brand			
8.2.5	I have no hesitation to talk about the brand			
8.3	Recommendation to Others			
8.3.1	I will create brand awareness and build trust on this brand among those who seek advice			
8.3.2	I will recommend my friends and families to buy the products of this brand			
8.3.3	I will communicate brand values through a brand story			
8.3.4	I am more concerned about the brand prosperity			
8.3.5	I am likely to be an ambassador of the brand			
8.4	Repurchase Intention			
8.4.1	I will repeat purchasing the same brand			
8.4.2	I always search for the same brand in its outlets			
8.4.3	I have better image built in my mind about this brand			

8.4.4	I have faith on the quality of the brand			
8.4.5	I am attracted by the brand			
8.4.6	My attraction & impression with the same brand lasts forever			
8.4.7	I am very strong in this brand applications			

A STUDY ON LINKAGE BETWEEN CUSTOMER BASED BRAND EQUITY AND IT'S ANTECEDENTS IN FMCG MARKET: AN EMPRICAL STUDY IN COIMBATORE CITY

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Abstract

Fast moving consumer goods (FMCG) is the fourth largest sector in the Indian economy. FMCG market is expected to grow 5.6% in 2020. The study measured the linkage between customer based brand equity and its antecedents in FMCG market in Coimbatore City. The CBBE model shows the power of brand significantly lies in what customers have seen, heard, felt or availed from the brand over a period of time. The study is mainly rest on primary data. It is collected from the well designed and structure interview schedule. The 283 customers are distributed in Coimbatore city. The validation of variables included in each concept is tested by confirmatory factor analysis through content, convergent and discriminant validity. The present study contributes to an understanding of CBBE phenomena and it's measurement and antecedents by examining the dimensions of this constructs. The end results give an opportunity to managers to develop a detailed brand equity strategies for their organisation.

Keywords: Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Brand Trust

Introduction

After the globalization, the competition in the market is becoming very tough (Keller et al., 2011). The customer's knowledge on the products and it's availability and it's close substitutes are increasing due to their level of education and growth of information technology (Gurhan et al., 2016). The marketing professionals often encounter two major questions namely what makes a brand strong and how can the marketer build a strong brand (Keller, 2016). The marketing scholars and experts are suggesting the solution of Customer Based Brand Equity (CBBE) model which is to be incorporated in their managerial practices (Chow et al., 2017).

The CBBE model shows the power of brand significantly lies in what customers have seen, heard, felt or availed from the brand over a period of time (Boo et al., 2009). The brand equity depends on two elements namely behavioural and perceptual aspects (Broyles et al., 2009). The behavioural aspects includes brand loyalty (Podrigues and Francisco, 2016) whereas the perception aspects covers the brand awareness, perceived Quality and brand associations (Pappu et al., 2005). In the case of FMCG products, the customer switching is very easier (Aaker, 2009) since there is a higher availability of substitutes, continuous products enrichment, product innovation and other marketing aspects (Atilgan, et al., 2005). Hence, the marketers are darelly to retain the existing customers and also to attract new customers simultaneously (Shekker et al., 2013). In juncture, the present study focuses on the linkage between CBBE and it's antecedents in FMGC market.

Conceptualization of Customer Based Brand Equity (CBBE)

The CBBE is defined by Aaker (1991) with four dimensions namely Brand loyalty, brand awareness perceived quality and brand association. Keller (1993) identified CBBE with three dimensions namely brand knowledge, brand awareness and brand image. Keller (2003) extended his view on CBBE is the power of a brand lies in what customer have learned, felt, seen and heard about the brand as a result of their experiences over time. Berry (2000) associated the brand awareness and brand meaning with CBBE. Yoo and Donthu (2001) listed the brand loyalty, perceived quality, brand awareness, association with CBBE. In the present study, it is measured by eleven variables namely perceived utility, perceived desirability, high awareness, familiarity, strong hold on brand, favourable

attitude, unique brand association, emotional impressions, first choice, recommend to other and clean image (Vazquez et al., 2002).

Antecedents of Customer Based Brand Equity (ACBBE)

The antecedents are the factors leading to determine the CBBE (Gounares and Vlasis, 2004). These are totally five factors namely perceived quality, brand loyalty, brand association, brand awareness and brand trust (Atilgan, 2005).

Perceived Quality

It is the primary dimension in CBBE since it reduces the perceived risk (Erdem et al., 2004). It creates the brand differentiation and extension (Netemeyer et al., 2004) and offers a prices premium advantage for firms (Quelch and Taylor, 2004). The perceived quality in the present study is examined by error free service, right at first time, delicious, superior than others, continuous consistent, deliver the promises, and satisfactory.

Brand Loyalty

It was introduced by copeland (1923). It covers the behavioural loyalty (Chaudhuri and Holbrook, 2001) and attitudinal loyalty (Huang & Yu, 1999). Behavioural aspects shows the repeat purchases and is related with how often and how much consumers purchase a brand (Aaker, 1996). Attitudinal aspects is related with the repeat purchase, recommend to others and strong faith on the brand (Yoo et al., 2000). In the present study, it measured by attachment with the brand, repeat the purchase, my first choice on the brand, extremely satisfied and recommend to others (Kim and Kim, 2004).

Brand Association

It is defined as anything related to the memory of a brand (Zinkhan and Prenshaw, 1994). It covers the memory of product features, brand name, relative price, company name and others. The association is classified into attributes, benefits and attitudes. The association reflects the business psychology of the organisation (Kapferer, 1999). It is measured by comfortable to use, have a long history, familiar to me, clean in age, differentiated image, reasonable price, and prompt in service (Rio, 2001).

Brand Awareness

Brand awareness relates to the likelihood that a brand name will come to mind (Keller, 1993). It is based on both brand recognition and recall (Hoyer and Brown, 1990). It is operating as a care to brand retrieval (Holden, 1993). It is measured by unaided recall and familiarity (Agarwal and Rao, 1996). In the present study, it is measured by recognition of the brand, recalling of the brand, quick identification of the brand, awareness on the brand, brand retrieval and brand familiarity (Laurent et al., 1995).

Brand Trust

It is the ability of the brand to perform it's promised function (Kramer and Tyler, 1996). Brand trust is measured to evaluate the brand consistency and credibility (Puonj and Hillyer, 2004). Brand trust creates the brand reliability, intentions and predictability (Lau and Lee, 1999). The brand trust in the present study is measured by performance of promised facts, creditability of the brand, continuous and consistent in service, create reliability and provide a feel of security.

REVIEW OF LITERATURE

Atilgan et al., (2005), identified the significant positive impact of components of CBBE on the level of CBBE. Norzalita et al., (2010) identified that brand salience, performance, judgment, resonance and feelings have a significant positive influence on CBBE. Afsar et al., (2010) found that perceived quality, trust, satisfaction, switching cost and commitment have a significant influence on CBBE. Dua et al., (2013) noticed that only brand performance, brand salience and brand feelings have a significant influence on brand verdict. Muser et al., (2012) revealed the significant positive relationship between determinants of CBBE and the overall CBBE. Cerri (2012) showed the higher market shares had high indicators of CBBE.

With this background, the present study is focusing on the relationship between the antecedents CBBE on the level of CBBE in FMCG market.

OBJECTIVES OF THE STUDY

The objectives of the present study are

- (1) Validation of the variables in CBBE and its determinants in FMCG market;
- (2) Measurement of the CBBE and its determinants in FMCG market; and
- (3) Evaluate the influence of determinants on the level of CBBE in FMCG market.

HYPOTHESES OF THE STUDY

The Null Hypotheses formulated for the study is:

1. There is no significant relationship between the antecedents of CBBE;
2. There is no significant influence of antecedents of CBBE on the level of CBBE in FMCG market.

METHODOLOGY

Sources of Data

The study is mainly rest on primary data. It is collected from the well designed and structure interview schedule. The schedule includes the five antecedents of CBBE and the overall CBBE in FMCG market. The related variables in the above said concepts are drawn from reviews which are measured at likert five point scale. A pilot study was conducted any 50 consumers of FMCG at Coimbatore City. The schedule has been revised and simplified on the basis of the feedback from the customers. The final schedule is prepared to collect the primary data.

Sampling Design

The sample size of the study is determined with the help of $n = \left[\frac{Z\sigma}{D} \right]^2$ since the population of the study is unknown (Stevens, 1996)¹. The computed sample size is 283 since the σ - 0.4289 (Standard deviation on the branded FMCG) among the respondents in pilot study. The 283 customers are distributed in Coimbatore city.

STATISTICAL TOOLS USED

The validation of variables included in each concept is tested by confirmatory factor analysis (Yoo and Donthu, 2001) through content, convergent and discriminant validity. The relationship between the antecedents of CBBE are carried out by Karl person correlation coefficient (Odin, 2001). The influence of antecedents of CBBE on the overall CBBE is examined by multiple regression analysis with help of SPSS 20.00 version (Hair et al., 1998).

RESULTS

Characteristics of the Consumers

The sample consisted of 53.3 per cent of male and 46.70 per cent of female. In term of education, more than half of the total respondents had an under graduation. In terms of their income, majority of respondents are having a family income of Rs.50,000 and above per month. The dominant family size among them is 3 to 4 members per family.

PSYCHOMETRIC PROPERTIES OF THE MEASURES

The confirmatory factor analysis were employed to test the reliability and validity of variables in each concept generated for the study (Anderson and Gerbing, 1988) The content, convergent and discriminant validity are found. These are presented in Table 1.

1. Stevens, J.P., (1996), "Applied multivariate statistics for the social sciences", Mahwah, NJ: Erlbaum.

TABLE 1 Content and Convergent Validity in each Construct

<i>Sl. No.</i>	<i>Constructs</i>	<i>No. of variables in</i>	<i>Cronbach alpha</i>	<i>Range of standardised factor loading</i>	<i>Composite reliability</i>	<i>Average Variance Extracted (in %)</i>
1	Customer Based Brand Equity	11	0.8283	0.9089* - 0.6414*	0.7968	56.73
	Antecedents					
2.	Perceived Quality	7	0.7908	0.88428* - 0.6503*	0.7703	54.33
3.	Brand loyalty	5	0.7814	0.8694* - 0.6208*	0.7511	52.44
4.	Brand Association	7	0.7969	0.8964* - 9.6644*	0.7845	55.49
5.	Brand Awareness	6	0.7889	0.8704* - 0.6414*	0.7699	53.69
6.	Brand Trust	5	0.8044	0.9011* - 0.6209*	0.7844	55.08

* 'p' Value is lesser than 0.05

As indicated in Table 1, the magnitudes of the standardised factor loadings ranged from 0.60 to 0.90 and all 't' values are were significant at five per cent level. These results support the content validity (Anderson and Gerbing, 1988). The cronbach alpha were deemed acceptable since they exceeded the bench mark of 0.70 as recommended by Nunnally (1978). In terms of the quality measurement of model for the full sample, the constructs display satisfactory levels of convergent validity, as indicated by composite reliability ranging from 0.7511 to 0.7968 (Hair et al., 1998). The discriminant validity was confirmed since the mean of AVE of all possible pair of antecedents are greater than it's respective square of correlation coefficient (Anderson and Gerbing, 1998).

Correlation Analysis Results

Composite score for each study variable was calculated by averaging scores across items representing that construct. Table 2 demonstrates the correlation coefficients among the variables.

TABLE 2 Measurement of Constructs and it's Discriminant Validity

<i>Sl. No.</i>	<i>Items</i>	<i>Main</i>	<i>S.D</i>	<i>Perceived Quality</i>	<i>Brand Loyalty</i>	<i>Brand Assistant</i>	<i>Brand Awareness</i>	<i>Brand Trust</i>
I	Customer Based Brand Equity	3.6414	1.09					
	Antecedents							
1.	Perceived Quality	3.5403	1.42	1.00				
2.	Brand loyalty	3.3996	1.08	0.5214	1.00			
3.	Brand Association	3.5088	1.45	0.5049	0.4886	1.00		
4.	Brand Awareness	3.6546	1.17	0.4779	0.4676	0.4884	1.00	
5.	Brand Trust	3.4711	1.24	0.5141	0.5214	0.4779	0.4608	1.00

The Correlation coefficients ranged from 0.4676 to 0.5214. None of the correlation coefficients were equal to and or above 0.90, providing an empirical support for discriminant validity.

Results of Multiple Regression Analysis

All the independent variable namely all five antecedents of CBBE are having discriminant validity which avoid the problem of multi collinearity in the application of multiple regression

analysis (Tabachnick and Fidell 1996). The score of the five antecedents CBBE are treated as score of independent variables whereas the score on CBBE is treated as score of dependent variables. The least square method was adopted to estimate the regression coefficients. Results are presented in Table 3.

TABLE 3 Results of Multiple Regression Analysis

<i>Sl. No.</i>	<i>Independent Variables</i>	<i>Unstandardised regression coefficient</i>	<i>Standard error</i>	<i>t-value</i>	<i>'p' Value</i>	<i>Standardised coefficient 'β'</i>
1.	Perceived Quality	0.2085	0.0844	2.4704	0.0345	0.1843
2.	Brand loyalty	0.2919	0.1231	2.3712	0.0502	0.2426
3.	Brand Association	0.2173	0.1808	1.2019	0.2946	0.1493
4.	Brand Awareness	0.2732	0.0708	3.8588	0.0039	0.2542
5.	Brand Trust	0.2906	0.1174	2.4753	0.0302	0.1708
	Constant	1.2445				
	R ²	0.7803				
	F-statistics	16.8942			0.0345	

Table 3 showed that out of five antecedents of CBBE, four antecedents have a significant positive impact of the level of CBBE in FMCG market since it's 'p' values are equal or lesser than 0.05. The 'β' values declared that the higher impact on the level of CBBE is made by brand awareness and brand loyalty since it's 'β' values are 0.2542 and 0.2426 respectively. The changes in the antecedents of CBBE explain the changes in the level of CBBE to an extent of 78.03 per cent since it's R² 0.7803.

CONCLUSION

The present study contributes to an understanding of CBBE phenomena and it's measurement and antecedents by examining the dimensions of this constructs. The end results give an opportunity to managers to develop a detailed brand equity strategies for their organisation. According to the statistical results, the brand loyalty and brand awareness are the important antecedents influence on the overall customer based equity in FMCG market. This result is commitment with the study of Bailay and Ball (2006). The other antecedents namely brand perceived quality and brand trust are having a significant impact on CBBE but the degree of influence is lesser than above said two antecedents which recall the findings of Aydin and Ozer (2005). In total, the study conclude that the first steps in maintaining CBBE in FMCG market is to build and sustain a positive brand awareness and creation of brand loyalty.

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

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INTRODUCTION

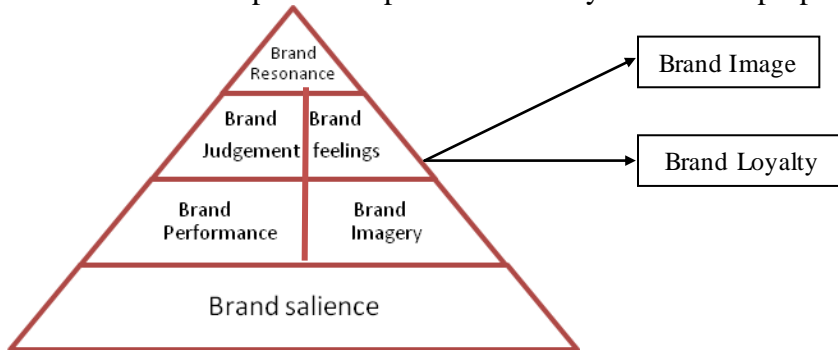
Building strong brands has become an ultimate goal of all marketers in any markets since it produces a lot of positive outcomes (Park and Srinivasan, 1994). The strong brands produces an identify in the market (Aaker, 1996), reduce vulnerability to competitive actions. (Kamakura and Russel, 1993) leading 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 relevance 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

$n = \left[\frac{Z\sigma}{D} \right]^2$ 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 0.3908. 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.

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 R² 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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