

CHAPTER II

REVIEW OF LITERATURE

The present chapter includes the findings of the previous studies related to the measurement of CBBE, determinants of CBBE, outcomes of CBBE and the impact of CBBE on its outcomes in the FMCG market. These are presented in a table format. It consists of author(s) name, objectives, methodology and crux of the findings of the study.

2.1 REVIEW OF PREVIOUS STUDIES

2.1.1 Brand Equity in FMCG Market

| Author | Methodology / Objectives | Findings |
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| Cano et al., (2020) | Evaluated the impact of geographical context of tourist destinations on CBBE. | A significant positive impact of geographical context of tourist destinations has been confirmed. |
| Seric and Mikulic (2020) | Identified the most important factor that leads to CBBE in hotel industry. | The consistency in communication is the important factor that leads to CBBE in hotel industry. |
| Sijoria et al., (2019) | Identified the effects of Consumer Based Brand Equity (CBBE) for branded hotels. | The identified factors are social media and electronic word of mouth (e-WOM) |
| Hodge et al., (2018) | Identified the branding strategies to establish CBBE in SMEs | The branding strategies are brand planning, resource investment and brand communication. |
| Kudeshia and Kumar (2017) | The sample size of 178 customers has been collected to evaluate the role of social e-WOM on brand equity in luxury hotels. | There has been a significant and positive impact of e-WOM on brand equity in luxury hotels. |
| Martinez and Nishiyama (2017) | The sample size of 114 units has been selected to examine the impact of CSR on CBBE created by the firm. | The CSR has created a significant positive impact on CBBE. |
| Liu et al., (2017) | Examine the influence of service quality on CBBE in hotel industry with the help of 514 sampled respondents. | The service quality of hotels has a significant influence on their CBBE. |
| Zara et al., (2017) | Identify the role of personality of consumers in brand selection and the level of CBBE in FMCG market. The sample size is 514 consumers. | Personality of consumers has a significant role in brand selection and the level of CBBE in FMCG market. |
| Richa and Rajan (2016) | Impact of brand extension on CBBE in FMCG market has been measured among the 208 customers. | Significant positive impact has been noticed on CBBE in FMCG market. |

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| Renton et al., (2015) | Identify the roles in entrepreneurial marketing for the creation of CBBE in SMEs. | Entrepreneurial marketing has a positive impact on CBBE in SMEs. |
| Srinivasan (2015) | Find the influence of CBBE on commercialization of a brand in FMCG market among the Indian retailers. | A significant impact of CBBE on commercialization of a brand has been noticed. |
| Saha (2014) | Identify the best strategy to create brand equity in FMCG market with the sample of 54 respondents. | Brand extension is the best strategy to create brand equity in FMCG market. |
| Rajasekar (2014) | The impact of brand extension on the parent brands in FMCG market with the sample size of 149 customers. | Impact of brand extension has been significant and positive on the parent brands in FMCG market. |
| Jung and Shen (2011) | The sample size of 200+200 consumers in USA and China has been used to compare brand equity in luxury fashion brands. | CBBE has been higher among the consumers in USA compared to China. |
| Lee and Back (2010) | Identify service quality's impact on CBBE in tourism. | Significant impact of service quality on CBBE has been confirmed. |
| Steffens et al., (2009) | List out the ways to establish CBBE by the SMEs. | Tailored and value -added offering have been used to create CBBE. |
| Bravo et al., (2007) | A study on relationship between socio - economic factors and CBBE. | A significant relationship has been proven between the socio economic factors. The most important factor is family. |
| Leone et al., (2006) | A study on linkage between brand equity and customer equity in FMCG market for the sample size of 208 consumers. | Significant linkage between brand equity and customer equity has been verified through multiple regression analysis. |

2.1.2 Investigation on Determinants of CBBE at FMCG Market

| Author | Methodology / Objectives | Findings |
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| Nittha and Saravudh (2020) | Find the inter- relationship between determinants and outcomes of CBBE in FMCG market among the sample size of 413 consumers. | The important determinants are brand awareness, functionality, authenticity, attentiveness and resonance. |
| Cano Guervos et al., (2020) | Identify the determinants of CBBE in tourism industry. | The identified determinants are destination resources, value for money and value in use. |
| Duman et al., (2018) | Measuring of impact of brand resonance on CBBE of Snajevo brand with the help of multiple regression analysis. | A significant positive impact of brand resonance on CBBE of Snajevo brand has been proved. |

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| Odoom et al., (2017) | Identify the importance of branding and its determinants in SMEs. | The identified determinants are establishment of brand trust, resonance and familiarity. |
| Sasmita and Suki (2015) | Find the relationship between the determinants of CBBE on the level of CBBE in clothing market among the sample size of 500. | The determinants namely brand association, loyalty, awareness and image have a significant impact on CBBE. |
| Freling and Forbes (2013) | Identify the determinants of CBBE in FMCG market. | The identified determinants are brand personality and brand association. |
| Ismail and Spinelli (2012) | Identify CBBE in fashion brands among the 216 young consumers. | Higher CBBE has been noticed through brand love, personality and image. It has a positive impact on positive word-of-mouth. |
| Nyadzayo et al., (2011) | Identify roles in brand relationship and brand equity in branding for the sample size of 288 customers. The analysis used is SEM. | Both direct and indirect effect of brand relationship on equity is significant. |
| Broyles et al., (2010) | Examine the impact of culture on CBBE in FMCG market with the help of multiple regression analysis. | Confirmation of significant positive impact on CBBE in FMCG market. |
| Pike et al., (2010) | Identify the higher CBBE on tourist determination among the tourists and its association with service quality. | It has been noticed as higher service quality in tourism channel. |
| Raju et al., (2009) | Evaluate the effect of brand commitment on brand preference in FMCG market with the help of regression analysis. | There is a significant positive impact of brand commitment on brand preference. |
| Chang and Liu (2009) | Examine the impact of CBBE on brand preference in service industry as per the views of 209 sampled consumers. | There has been a significant impact of CBBE on brand preference and purchase intention. |
| Whitelock and Gastoso (2007) | Identify the role of international branding in the determination of CBBE. | There has been a significant role of international marketing in the determination of CBBE. |
| Kocak et al., (2002) | Identify the Cause and effect relationship between cultural factors and CBBE in FMCG market has been identified. | Significant cultural factors are education, social behaviour, innovative behaviour and readiness to accept change. |

2.1.3 Components of CBBE in FMCG Market

| Author | Methodology / Objectives | Findings |
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| Asli (2020) | Identify the components of CBBE in tourism and hospitality industry. | The identified components are brand familiarity, awareness, image, association, perceived quality, consumer value and loyalty. |
| Rodriguez et al., (2020) | The sample size of 216 customers has been examined to find out the significant components of CBBE influencing the overall CBBE in FMCG. | Brand authenticity is the first significant influence of CBBE. |
| Seric and Gil Saura (2019) | The sample size of 184 customers has been selected to examine the impact of CBBE on customer satisfaction and brand loyalty. | Significant impact has been noticed only on customer satisfaction. |
| Surucu et al., (2019) | Identify the building blocks of CBBE. | The identified building blocks are brand awareness, brand image, physical quality and service behaviour. |
| Chinomona and Maziriri (2017) | The sample size of 320 customers has been used to measure the components of CBBE on brand loyalty and repurchase intention in cosmetic market. | There has been a significant impact on both brand loyalty and repurchase intention. |
| Amin et al., (2017) | Examine the mediator role of brand attachment and attitude between brand image and equity. Samples of 264 customers have been selected for the study. SEM has been used for data analysis. | Brand attachment and attitude is significantly acting as the mediator role between brand image and equity. |
| Liao et al., (2017) | Examine the impact of brand image on brand personality and brand equity in FMCG among the sampled consumers of 224. | The significant impact is confirmed on both brand personality and brand equity. |
| Tasci (2016) | Examine the relationship between consumer value and brand value. | The examined relationship between consumer value and brand value has been positively impacted. |
| Das (2015) | The sample size of 169 customers has been included to analyse the inter-relationship between the components of CBBE in FMCG market. | There has been a significant and positive correlation among the components of CBBE |