

CHAPTER IV

MODEL AND MEASUREMENT

The research model has been designed to meet the objectives of the study with the help of relevant concepts. An overall research model and in-depth model have been developed. The research model is shown in Figure 4.1.

FIGURE 4.1

OVERALL RESEARCH MODEL

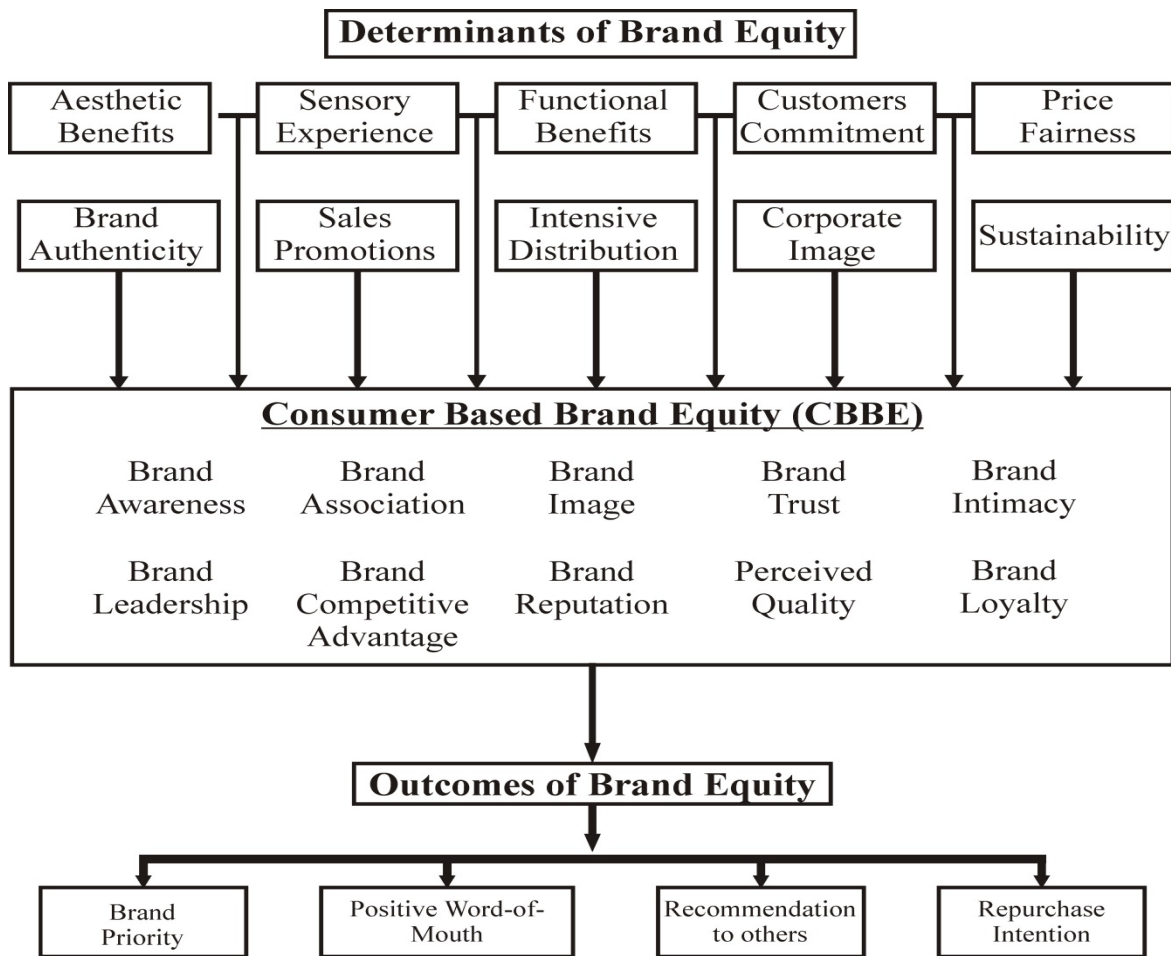


The model above shows three important concepts namely determinants, measurement and outcomes of Consumer Based Brand Equity in FMCG market. Model shows the analysis of the path between determinants of CBBE, measurement of CBBE and its outcomes of CBBE in FMCG market.

These three basic concepts include many sub concepts which consist of so many variables. The sub concepts in these three concepts have been presented in the in-depth research model, shown in Figure 4.2.

FIGURE 4.2

IN-DEPTH RESEARCH MODEL



The variables included to measure each sub-concept under the three main concepts are discussed in the given conceptual framework of the study. The validity and reliability of the variables in each sub concepts are discussed in the relevant upcoming chapters.

4.1 DETERMINANTS OF CONSUMER BASED BRAND EQUITY

Consumer Based Brand Equity is a way to assess the value customers have on a brand. It's built on the concept that to build a strong brand (Sangeeta, 2016). It is determined by two important aspects. One is related to the brand aspect which is called as brand concept (Tiwari, 2010) and the other is related to the marketing programmes of the company which is named as marketing concept (Venkatesh, 2011). Both are equally important to create the feelings, images, beliefs, perception, and experiences with a particular brand (Atilgan et al., 2005). In the present study, there have been ten factors (determinants) included for the discussion.

4.2 DRIVERS OF BRAND EQUITY IN FMCG

The drivers of brand equity in FMCG in the presented study are given below:

4.2.1 Aesthetic Benefits

The brand highlights the aesthetic benefits associated with its consumption. Brands with aesthetic benefits are designed to fulfill internally generated needs for aesthetic pleasure (Park et al., 1986). The value of a brand impacts the overall worth of the organization (Goldman, 2001).

TABLE 4.1
VARIABLES IN AESTHETIC BENEFITS

S.No.	Variables in Aesthetic Benefits
1	The brand logo is pleasing
2	The brand logo brings delight
3	The brand logo encourages a strong emotional response
4	The brand has an attractive logo
5	The brand logo fills with positive experiences

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.2 Sensory Experience

The Sensory Experience is fundamental to the formation of aesthetic stimuli (Brakus et al., 2009). It is an important platform for enabling the brand to differentiate itself and create an opportunity for intense consumer relationship (Patrick and Hagtvedt 2011). The variables in sensory experience in the present study have been drawn from review (Hirschman and Holbrook, 1982).

TABLE 4.2
VARIABLES IN SENSORY EXPERIENCE

S.No.	Variables in Sensory Experience
1	The brand builds a stormy impression
2	The brand develops a visual sense
3	The brand creates interest to deal
4	The brand appeals to my senses
5	The brand creates impulsive buying behavior

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.3 Functional Benefits

The functional benefits of the brand represent the potentiality of the brand to communicate and reinforce a brand's promise to assist customers in their daily lives (Morgan and Hunt, 1994). It can strengthen customer's relationships with the brand. The functional benefits of the brand reveal that a particular brand is highly reliable to discharge all promised functions (Chaudhuri and Holbrook, 2001). The variables in functional benefits are drawn from reviews (Moorman et al., 1992).

TABLE 4.3
VARIABLES IN FUNCTIONAL BENEFITS

S.No.	Variables in Functional Benefits
1	This brand is highly reliable
2	This brand performs better than other brands
3	This brand makes better products than its competitors
4	Products from this brand are found to be positively related to customer satisfaction
5	The quality of this brand is to be trusted
6	I have a personal connection with this brand

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.4 Customer Commitment

The customer commitment is a result of reciprocal relationship and investment in them shows his commitment towards the brand. Affective commitment is formed when a customer has positive feelings toward a product or service provider. Commitment encourages consumers to provide constructive comments on the company's performance. It offers companies the chance to appropriately target their customers, reduce switching behavior and increase long-term profitable relationships.

TABLE 4.4
VARIABLES IN CUSTOMER COMMITMENT

S.No.	Variables in Customer Commitment
1	The brand commitment is inspired by dedication
2	The brand creates reciprocal relationship
3	The brand retains the customers with positive feelings
4	The brand inspires more than just loyalty
5	The brand creates continuous customer commitment
6	The customers become committed with values of the brand

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.5 Price Fairness

Price is the indicator of service cost (Kotler and Armstrong, 2008). Price is the monetary expenditure that the consumer incurred in order to avail the services (Ailawadi, 2008). The value of the brand is strongly influenced by its price fairness (Beristain et al., 2011). The service providers develop strategies which intend to emphasize the good value for money in their choice (Rangaswamy et al., 1993). The price fairness plays an essential role in the configuration of Brand Equity proposition in FMCG market (Aaker, 1991). The variables in price fairness are drawn from reviews (Richardson et al., 1996).

TABLE 4.5
VARIABLES IN PRICE FAIRNESS

S.No.	Variables in Price Fairness
1	The brand offers competitive price
2	The price of this brand is reasonable
3	The brand provides a comfortable price
4	The brand justifies the value of price
5	The brand has cost effective pricing
6	The brand price is consistent with its commitment value

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.6 Brand Authenticity

Research indicates that authenticity increases brand equity. Consumers view authentic brands more favorably. Authentic brands have a higher status among consumers, thus resulting in greater loyalty and price premiums, and not surprising, higher net promoter scores. Research reveals that brand authenticity is a better predictor of purchase intentions than brand love, trust and credibility.

TABLE 4.6
VARIABLES IN BRAND AUTHENTICITY

S.No.	Variables in Brand Authenticity
1	I continue to use the brand, brand being faithful to itself.
2	I like the genuineness of the brand
3	The brand has a clear and consistent message
4	The brand is motivated by caring and responsibility
5	This is a brand that adds meaning to people's lives
6	This is a brand that accomplishes its value promise

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.7 Sales Promotions

The sales promotion is one of the determinants of Consumer Based Brand Equity (Lupiyoadi, 2001). It shows the various promotional activities carried out by the company (Kim and Hyun, 2011). It refers to all activities to increase the distribution of goods and services from producers to end customers (Al-Dmour et al., 2013). The sales promotion plays an important role in the creation of brand association, perceived quality and brand loyalty (Shirsavaret al., 2012). The variables in sales promotions have been drawn from reviews (Goodman, 2009) and shown in Table 4.7

TABLE 4.7
VARIABLES IN SALES PROMOTIONS

S.No.	Variables in Sales Promotions
1	I use brochures to select the brand
2	I use information sheet to select the brand
3	Discounts lead to brand selection
4	I use the price lists to select the brand
5	Free offers lead to the selection of the brand
6	Warranties lead to the selection of the brand
7	Samples motivate to the selection of the brand
8	Demonstration guide leads to the selection of the brand
9	I use the coupons to select the brand
10	Cash refunds lead to the selection of the brand
11	Prizes & gifts motivate the selection of the brand
12	Contests lead to the selection of the brand

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.8 Intensive Distribution

The intensive distribution of products is one of the most important determinants of Consumer Based Brand Equity (Evans and Berman, 1997). It shows the wider market networks (Zeithaml and Bitner, 1996), continuous supply of the branded products (Angipora, 2002), and higher sales volume (Durianto et al., 2001) and spread information about the products (Kazemi et al., 2013). The variables in intensive distribution at the present study have been measured by the variables drawn from reviews (Amini et al., 2012). These are shown in Table 4.8

TABLE 4.8
VARIABLES IN INTENSIVE DISTRIBUTION

S.No.	Variables in Intensive Distribution
1	A large number of sellers for the brand exist in several location
2	A broad market for the brand is available to ensure widespread availability
3	Sales volume of the brand is high which in turn boosts revenue
4	Numerous convenient orientations are provided by the brand
5	The brand visibility is high in every store
6	The brand is available from a small vendor to a big store
7	Search time for the consumers is reduced
8	The brand is available wherever the customer travels to

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.9 Corporate Image

It shows the image of the company's product in the market (Lin and Lu, 2010). The image may be related to the institution, product produced, functions performed, and delivery of products as per the customer's needs (Amini et al., 2012). It is one of the most important determinants of Consumer Based Brand Equity (Jehanzeb et al., 2013). The analysis of corporate image as a determinant of CBBE in the present study has been drawn from reviews (Dodds et al., 1991). These are shown in Table 4.9

TABLE 4.9
VARIABLES IN CORPORATE IMAGE

S.No.	Variables in Corporate Image
1	I am convinced about all the products of the brand
2	I am attached with the institutional image of the brand
3	The brand assures that I am buying the best
4	The company speaks and communicates through its image
5	The brand is closely associated with an organization's environment

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.2.1 Sustainability

Sustainability is one of the determinants of Consumer Based Brand Equity in FMCG market (Berry, 2000). Sustainability indicates the environmental safety (Lassar et al., 1995), assured healthiness (Dyson et al., 1996), good reputed (Keller and Lehmann, 2003) and socially responsible brand (Nan and Heo, 2007). The variables of sustainability in the present study have been drawn from reviews (Simmon and Sullivan, 1993). These are given in Table 4.10.

TABLE 4.10
VARIABLES IN SUSTAINABILITY

S.No.	Variables in Sustainability
1	The brand is environmentally safe
2	This brand is healthy
3	It is a reputed brand
4	This brand is environmentally responsible
5	This brand is socially responsible
6	This brand is consistent and has been fulfilling its promises for a long time

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.3 OVERALL BRAND EQUITY

Brand equity is built in the minds of consumers on the basis of what they have learnt, seen, felt and heard about the brand (Keller, 1998). Aaker (1997) defined the brand equity in terms of a set of assets associated with the brand. It includes the brand loyalty, brand awareness, brand association, and perceived quality (Atilgan et al., 2005). Pappu et al., (2005) considered the brand equity in terms of brand knowledge, brand awareness and brand image. Kim et al., (2003) linked service quality and brand equity using brand loyalty, awareness, image and perceived quality. The overall brand equity in FMCG market has been measured with the help of variables drawn from reviews (Lassar et al., 1995; Mackay, 2001; Wang et al., 2009).

TABLE 4.11
VARIABLES IN OVERALL CONSUMER BASED BRAND EQUITY (OCBBE)

S.No.	Variables in OCBBE
1	I prefer this brand even though other brands are available with the same features
2	Even though other brands are not much different from this brand, it seems smarter to choose this brand
3	I prefer this brand even though the other brands are also equally good
4	It makes better sense to choose this brand instead of any other brands with same features
5	My faith rests on this brand even though the other brands are equally good
6	I have a sense of security with this brand compared to other brands
7	I possess a sense of pride to buy this brand in comparison with others

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4 COMPONENTS OF CONSUMER BASED BRAND EQUITY (CBBE)

The Consumer Based Brand Equity was originated by Aaker in (1991) and then developed by him in (1996). Keller (2003) delineated CBBE as a conglomerate construct inclusive of several cognitive, affective and conative responses of consumers as a result of the branding activities of a firm. The CBBE is also called as perception based brand equity (Chen and Chen, 2010). Initially, the components included in the CBBE were brand familiarity, brand image, perceived value, consumer value and brand loyalty (Kim and Brown, 2012). Later, it was extended with a few more components (Sarher et al., 2019). In the present study, the included components are ten namely brand awareness, brand association, brand image, brand trust, brand intimacy, brand leadership, brand competitive advantage, brand reputation, perceived quality and brand loyalty.

4.4.1 Brand Awareness

Brand awareness is one of the drivers of brand equity (Valavi, 2014). It is the ability of a customer to recall or recognize that a brand is a member of a certain product/service category (Esch et al., 2006). Brand awareness consists of brand recognition and brand recalls (Keller, 1993). Brand recognition is the overall level of familiarity with a specific brand (Davis et al., 2009). Brand recall is the remembering of the brand name in association with a similar brand group (Aaker 1996). Creating brand awareness is the first step towards the creation of brand equity (Buil et al., 2013). Hsu et al., (2011) noticed that brand loyalty to a service brand and demonstrated that brand loyalty was a consequence of brand equity dimensions. The brand awareness in FMCG market has been drawn from reviews (Harris, 2002).

TABLE 4.12
VARIABLES IN BRAND AWARENESS

S.No.	Variables in Brand Awareness
1	I recognize this particular brand better than any other brand
2	I am aware of various brands
3	I quickly recall the symbol or logo
4	I instantly recall the slogan
5	I swiftly recall the commercial jingle

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.2 Brand Association

It is the most accepted aspect of brand equity (Aaker, 1996). It consists of all brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes (Kotler and Keller, 2006). It is anything linked in memory to a brand. It includes both product association and organizational association (Chen, 2001). Product association covers the functional attributes like the tangible features of a product (Simon and Sullivan, 1990). Organizational association includes the corporate ability associations (Mc Adam and Leonard, 2005) namely expertise in producing and delivering of outpoints and meeting the corporate social responsibilities. Brand association variables have been drawn from reviews (Ries and Trout, 1985):

TABLE 4.13
VARIABLES IN BRAND ASSOCIATION

S.No.	Variables in Brand Association
1	I trust the company
2	I like the company
3	The company really cares about its customers
4	It is an honest brand
5	This brand memories made me feel personally attached

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.3 Brand Image

A brand image is a vital factor in creating, building and maintaining good relationship with the customers (Alkhaldeh, et al., 2016). Brand image is the perception about a brand reflected by the brand association held in customer memory (Kunz et al., 2013). It consists of two dimensions namely cognitive and affective aspects (Bianchi and Pike, 2000). Cognitive aspect is an estimate of the attributes of the brand while the affective side is the emotions towards the brand (Serna et al., 2013). A brand image provides value to customers as it leads to increased loyalty to the brand, thereby giving it a competitive advantage (Lin, et al., 2007). The variables of brand image in FMCG market have been drawn from reviews (de Chernatony and Cottam, 2006).

TABLE 4.14
VARIABLES IN BRAND IMAGE

S.No.	Variables in Brand Image
1	The brand has a positive image
2	The brand has a strong image
3	The brand has consistency in its image
4	The brand has more familiarity than any other brand
5	The brand has a memorable logo
6	The brand encourages relationship

The respondents have been asked to rate these variables on a five-point scale in all three product categories.

4.4.4 Brand Trust

It is defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Choudhri and Holbrook, 2001). It is the trustworthiness generated by the brand. It reduces the uncertainty in an environment where consumers feel especially vulnerable because they know they can rely on the trusted brand (Yu, et al., 2004). The variables in brand trust have been drawn from reviews (Schnittka et al., 2012).

TABLE 4.15
VARIABLES IN BRAND TRUST

S.No.	Variables in Brand Trust
1	I trust this brand always
2	I feel good when I use this brand
3	I feel secure when I buy this brand because I know that it will never let me down
4	I am committed to this brand
5	The brand provides the belief of safety, honesty and reliability

The respondents have been asked to rate these variables on a five-point scale in all three product categories.

4.4.5 Brand Intimacy

Brand intimacy indicates the personal closeness and attachment with a particular brand since the brand delivers the empathized services to the customer (Vukasovic, 2016). The period of using a particular brand also represents the intimacy of the brand (Tuskej et al., 2013). Brands provide a personal touch to the customers. The variables of brand intimacy of FMCG have been drawn from reviews (Stokburger et al., 2012).

TABLE 4.16
VARIABLES IN BRAND INTIMACY

S.No.	Variables in Brand Intimacy
1	The brand builds strong emotional bonds
2	The brand reflects an aspirational image
3	The brand creates long lasting relationship
4	The brand enables personal fulfillment
5	The brand reminds the customer of fond memories

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.6 Brand Leadership

It shows the leadership possessed by a particular brand in the market (Hsieh, 2002). Because of the strength of a particular brand over their competitors, it is treated as a brand leader (Keller and Lehmann, 2006). It is the leading brand in its category. Variables of brand leadership have been drawn from reviews (Demooij and Hofstede, 2011).

TABLE 4.17
VARIABLES IN BRAND LEADERSHIP

S.No.	Variables in Brand Leadership
1	The brand responds to constant change and creates it
2	The brands provides commitment and excellence in leadership
3	The brand aims with the need to give back to the society
4	The brand creates trustworthiness
5	This brand is the leader in all types of FMCG

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.7 Brand Competitive Advantage

Competitive advantage is an outcome of a particular brand compared to other relevant brands in a particular category of products (Erdem et al., 2006). The particular brand provides a clear and distinctive advantage to its customers compared to its competitive brands. The variables of brand competitive advantages have been drawn from reviews (Hsieh, 2004).

TABLE 4.18
VARIABLES IN BRAND COMPETITIVE ADVANTAGE

S.No.	Variables in Brand Competitive Advantage
1	The brand has cost leadership strategy
2	The brand renders competitive service strategy
3	The brand provides competitive technology
4	The brand has a strong customer base
5	The brand assures uniqueness from its competitors
6	The brand delivers superior benefits than other brands

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.8 Brand Reputation

It represents the fame created by a particular brand in the market (Ozsomer and Altonas, 2008). It shows the status of a particular brand in the market (Smit et al., 2007). The variables of brand reputation have been drawn from reviews (Torres et al., 2017).

TABLE 4.19
VARIABLES IN BRAND REPUTATION

S.No.	Variables in Brand Reputation
1	The brand stays on the top of the industry needs
2	The brand engages in social responsibility
3	The brand builds strong brand loyalty
4	The brand offers excellent customer service
5	The brand provides the pleasure of ownership

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.9 Perceived Quality

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml, 1988). Objective quality refers to the technical, measurable and verifiable nature of products, services, process and quality controls (Anselmsson et al., 2007). (Bonlding et al., 1993) argued that quality is directly influenced by perceptions. Consumers use the quality attributes to infer quality of an unfamiliar product (Martin and Brown, 1991). (Steenkamp, 1997) classified the concept into intrinsic and extrinsic attributes. It is difficult to generalize attributes as they are specific to product categories (Olson and Jacoby, 1972). The variables of perceived quality have been drawn from reviews (Anselmsson et al., 2007; Ophuis and Van 1995).

TABLE 4.20
VARIABLES IN PERCEIVED QUALITY

S.No.	Variables in Perceived Quality
1	The brand offers high quality products with good performance
2	The brand meets the conformity with specifications
3	Consistency in quality is assured
4	The brand offers reliable services
5	The brand fulfills individual's expectations

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.4.10 Brand Loyalty

Based loyalty is a commitment that is deeply held to consistently rebuy or re-patronize a service or preferred product in the future in spite of situational impacts and marketing efforts (Oliver, 1997). Zeithaml et al., 1996 classified the brand loyalty into behavioural and attitudinal loyalty. Behavioural loyalty is the behavioural dimensions of the procurement procedure which includes respective buying behaviour (Rundle and Mackey, 2001). Attitudinal loyalty refers to a specific commitment to the brand and the intention to repurchase. It is a tendency to be loyal to a local brand (Yoo and Donthu, 2001). It is viewed as an emotional attachment to the brand entity (Iqbal, et al., 2013). The variables of brand loyalty in the present study have been drawn from reviews (Alkhalaf et al., 2016; Omar et al., 2013; and Hameed, 2013).

TABLE 4.21
VARIABLES IN BRAND LOYALTY

S.No.	Variables in Brand Loyalty
1	I will consider this brand to be my first choice in all my future purchases
2	The brand balances the need for growth with the need for being responsible
3	The brand rewards loyal customers
4	This brand creates high brand recognition
5	I would strongly recommend this brand to anyone

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.5 OUTCOMES OF CBBE IN FMCG MARKET

The marketer expects results from the establishment of CBBE in the market (Huang et al., 2014). It is related to the creation of brand patronage among the consumers (Kazemi et al., 2013) and consumer's responses on the introduction of brand concept (Senthilnathan and Thamarai, 2012). The brand patronage is related to the brand priority given by the consumers in the market (Leone et al., 2006). The consumer's response is related to the positive word-of-mouth, recommendation to others and repurchases intention (Yi and La, 2004). In the present study, the outcomes of CBBE in FMCG market have been discussed by the four outcomes (Usman, 2018).

These are various results because of the measured equity established by the service provider (Zavattaro et al., 2015). Outcomes may start from brand preference to purchase intention (Tolba, 2009). Sometimes, it results in paying extra costs for availing services (Kumar et al., 2004). It generates positive word-of-mouth (Chang et al., 2015), recommendation to others to avail the services (Belch, 2004) and their repurchase intention

(Long et al., 2012). The variables in the outcomes of CBBE in FMCG market have been drawn from reviews (Shah et al., 2012) and summarized in Table 4.22.

TABLE 4.22
VARIABLES IN THE OUTCOMES OF CBBE (OCBBE)

S.No.	Brand Priority
1	I have strong aspirational quality towards the brand
2	I have a strong attachment with the brand
3	The brand enhances me in credibility and trust
4	I don't feel like switching; the brand motivates me in future purchase
S.No.	Positive Word-of-Mouth
1	I share positive message about the brand
2	I am willing to communicate the positive experiences
3	I always have a positive feeling and emotional connection towards the brand
4	I share a strong and positive image of the brand
5	I have no hesitation to talk about the brand
S.No.	Recommendation to Others
1	I will create brand awareness and build trust on this brand among those who seek advice
2	I will recommend my friends and families to buy the products of this brand
3	I will communicate brand values through a brand story
4	I am more concerned about the brand prosperity
5	I am likely to be an ambassador of the brand

The respondents have been asked to rate these variables on a five point scale in all three product categories.

4.5.1 Repurchase Intention

One of the expected results from the creation of Consumer Based Brand Equity is the repurchase intention among the consumers (Bojei, and Hoo, 2012). The repurchase intention is the consumer's attitude to buy and repeat their future purchase of the same branded product (Thiripurasundari Natarajan 2011). The estimated demand for branded products in near future depends on the repurchase intention among the consumers (Hajipour et al., 2013). The variables of repurchase intention have been drawn from reviews (Li, 2011; Bataineh, 2015). These are given in Table 4.23.

TABLE 4.23
VARIABLES IN THE REPURCHASE INTENTION

S.No.	Repurchase Intention
1	I will repeat purchasing the same brand
2	I always search for the same brand in its outlets
3	I have better image built in my mind about this brand
4	I have faith on the quality of the brand
5	I am attracted by the brand
6	My attraction & impression with the same brand lasts forever
7	I am very strong in this brand applications

The respondents have been asked to rate these variables on a five point scale in all three product categories.