CHAPTER 1

INTRODUCTION

Two wheeler segments in India is the fastest growing sector contributing a significant 7.1% GDP and it attracted foreign direct investment of net worth $ 17.40 million during the period April 2000 to June 2017. Two Wheeler segment in India has grown tremendously from a couple of manufacturers to more than twenty manufacturers in a very short span of time. The marketing managers are finding extremely difficult to attain brand resonance in their consumers, hence they need effective interactive marketing tools to reach the customers. Without brand resonance customers will switch to other brands or products which lead to loss of potential consumers and loss in the business. In India, Royal Enfield company started their production ever since 1955 and has active official community engaged by many loyalists. The main objective of this dissertation is to study the various perspectives of Royal Enfield bike owners in Pondicherry district and to analyse the influence of Interactive marketing communication tools in creating brand equity and to attain brand resonance.

1.1 Overview of two wheeler industry in India

The Motorcycles in India has been in existence since 1955. The year from 1950 to 1970 was considered as the emerging period of two wheeler industry in India. The Motor cycles in late 1960 was divided into three segments. They are scooters, motorcycles and mopeds. The rapid increase in sales growth was a proof that there was a boom in two wheeler segment in India since existence. In 1971 the sales were around 0.1 million units per annum but after 1998, the sale rapidly increased from three million
units per annum. In the same manner the capacities of production also increased from 0.2 million units of annual capacity in the year 1970s to four million units in 1990s.

In late 1950 to 1970s there were a handful of two wheeler manufacturers like Bajaj Auto, Yezdi, and Royal Enfield etc. with limited units of production. In late 1960s manufacturing was licensed by the Government of India and expansion of the manufacturing unit was restricted and location for setting up the plants was approved by the Government of India. The iconic brand like Royal Enfield Bullet and Bajaj autos Chetak has attracted Indian bike owners.

After 1980 the two wheelers Industry in India witnessed new manufacturers like LML scooters India, Kinetic Energy etc. During this period sales went up to nearly five lakh units per annum. But the 1980s was a period called transformational decade for two wheeler industry. During this period global alliance took place. Hero Company tied up with Honda, TVS got alliance with Suzuki and Escorts tied up with Yamaha. After this alliance Hero Honda decided to change the Indian market dominated by scooters to motor bike with a promise of fuel economy to wheeler and also to give stylish bike with most advanced technology. Market leader Bajaj slightly went off from the competition but managed to get back in later.

After liberalisation two wheeler segment focused on technology, pollution control emission norms, survival in the market and segmentation. During this period Two wheeler production rate increased by 38 lakhs units per annum and the global alliance companies like Kinetic Honda, TVS Suzuki, and Yamaha Escorts came out of alliance and played it alone. In the past seven years there was great increase in exports, production capacity, advanced technology, more investment and also dozens of new
manufacturers. Global two wheeler manufacturers like Harley Davidson, BMW, Triumph, Ducati etc. continued to be in the Indian two wheeler manufacturing industry.

1.2 History of Royal Enfield bike

In 1851 George Townsend & Co. established a business unit in Redditch manufacturing sewing needles. In 1882 his son, George Jr., started making components for cycles including saddles and forks. In the year 1886, bicycles were being sold under the name of Townsend and Ecossais. Their business suffered a financial collapse in the year 1891. Townsend's bankers chose Albert Eadie, sales manager of Birmingham’s Perry & Co Ltd, who begun to supply components for cycles run the business and Robert Walker Smith an engineer from D.Rudge & Co. to run the business. In 1892 a new company was incorporated under the name Eadie Manufacturing Company Ltd. based in Snow Hill, Birmingham. In 1907, BSA purchased their newly formed Enfield Auto car business and its cycle pedal component business. Eadie still retained a separate identity though Raleigh bought BSA's cycles in 1957.

1.3 Profile of the Organization - Enfield

Eadie won contract to supply meticulous parts for fire arms to government’s long established Royal Small Arms factory at Enfield, Middlesex. Now London Borough of Enfield with its offshoot in Spark brook assumed the brand name Royal Enfield. In the year 1896, they incorporated a new subsidiary company, The New Enfield Cycle Company Limited to handle the cycle work and in 1897 Enfield started making complete cycles as well other parts of cycle assembly work from Eadie. In 1901, Enfield diversified into motor cycles and motor cars in 1902. In 1906, Enfield Auto car Company Limited was incorporated and the motor department was put into a separate subsidiary and established its new works at Hunt End, Red ditch.
Enfield Auto car however reported a substantial loss within 19 months and shareholders are not interested in providing substantial capital. Hence in 1907, Eadie sold his shares to BSA. Albert Eadie and Robert Walker Smith were appointed as directors of BSA before the proposed sale has been put to the shareholders. Newly merged BSA and Eadie business started manufacturing, military and sporting rifles, (pedal) cycle and cycle components, motor cars etc.

Birmingham’s Alldays & Onions Engineering purchased Enfield Auto car’s business plants and stocks. Enfield Cycle Company acquired the Hunt End premises. In 1955, Enfield Cycle Company partnered with Madras Motors in India formed Enfield of India, based in Chennai. They started assembling 350cc Royal Enfield Bullet motorcycle in Madras. The first machine was assembled from components imported from England. In 1957, Enfield of India acquired the necessary machines to build components in India and by the end of 1962 all components were made in India.

In 1909, Robert Walker Smith, eldest son of Frank Walker Smith, joined Enfield Cycle Company. He was appointed as joint managing director along with his father in 1914 and took entire responsibility when his father died in 1933. In 1967, Norton Villeirs purchased Enfield for £82,500. Royal Enfield produced bicycles at Red ditch factory until it was closed in late 1960. The company’s last new bicycle was named 'Revelation', released in 1965. Production of motorcycles was stopped in 1970 and the original Redditch, Worcestershire-based Company was wound up in 1971.

In 1999, Enfield India started manufacturing “Bullet” and branded its motorcycles as ‘Royal Enfield’. David Holder issued a lawsuit over the use of ‘Royal’ but it was adjudged in favour of Enfield India, who is now producing motorcyles under Royal Enfield.
1.4 Conceptual Background

1.4.1 Brands

A brand is defined as name or symbol, term, design or combination of all which is required to identify the goods and services of one seller to another seller and to differentiate uniquely from the competitors. In marketing a product, brand name plays a major role for selling the product and most important tool for whole product personality. For achieving brand promotion of the various products, the marketers should realise that the consumers are extremely brand conscious. Hence the marketers must create a strong brand image in the minds of a customer that results in brand association. This positive brand image created by marketers helps the consumer in the evaluation of the product quality.

According to Keller (2003) a brand is more than a product because it has many dimensions that can differentiate in a unique way from other products to satisfy the needs of the consumer. The difference is divided into rational and tangible.

Branded products have higher quality than the unbranded products and hence brand names are effective signal for the consumers to select the product. Furthermore consumers who believe this concept accept that branded products have good quality.
claim. This can be achieved by firms by advertising and promotional efforts so that the product can be positioned by the consumers as known and unknown brands.

According to Laroche (1996) the consumer confidence in brand evaluation is one of the key determinants in purchase intention. The familiarity in brand influences customer confidence towards the brand which affect the buying behaviour of the consumer. Furthermore the customer’s attitude towards a brand affects the familiarity of the brand.

1.4.2 Concept of customer based brand equity

Kevin Lane Keller (2003) stated in his research paper that the customer based brand equity (CBBE) model approaches brand equity from the perspective of the consumer, whether the consumer is an individual or an organization. Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing. Two fundamentally important questions arise to the marketers: How does different brands mean to customers? And how does the brand knowledge of customers affect the response to the marketing activity.

The basic components of the CBBE model is that the power of a brand lies in the customers mind about what they have learnt, felt, seen, and heard about their favorite brand as a result of their experience over time. In other words, the power of brand knowledge lies in what resides in the minds of consumers. The concrete challenge for marketers in building a strong brand equity is ensuring the consumer’s right type of experience with their products or services and the accompanying marketing programs so that the consumer’s thought, feelings, images, beliefs, and soon become linked to their favorite brand that can affect the marketing activity.
Kevin Keller (2003) defined brand equity as the differential effect of brand knowledge that results in the consumer’s response to the marketing of the particular brand. Moreover, a brand has positive customer-based brand equity when a consumer react more favorably or positively to their favorite product or services and the way it is marketed to the consumer when the brand is identified. Thus, consumers are selecting their favorite new brand extension for a brand with positive customer-based brand equity, even though they experience less sensitive to price increase and withdrawal of unique advertising support, or more willing to see their brand in a new marketing channel.

In other words, a brand has negative impact to the consumers if they react less favorably to marketing activity compared with an unnamed product or version of the product or service.

1.4.3 Sources of Brand Equity

Keller (2003) states that Customer based brand equity occur when the customers have a high level of brand knowledge and familiarity with the brand and strong favorable unique brand association in their memory. In some situation, brand awareness alone is strong enough to create favorable consumer response, for e.g. in low-involvement decision making process when customers are willing to select their choice with their familiarity to the product or services. However, in most other cases, the strength of the brand, favorability and uniqueness of brand association plays an important role in determining the differential response of the consumer that create brand equity. If the consumers think that the brand is only representative of the product or service category, then the consumer will respond as if the offering is unbranded.
The brand managers should convince the customers about the meaningful differences among brands. Customers will not think that all the brands in the category are merely same. Establishing a unique brand image in consumer’s memory by adopting a strong, favorable and unique brand association helps in creating brand awareness to build strong customer based brand equity.

**Brand Awareness**

Brand awareness has two sections namely brand recognition and brand recall performance. Brand recognition is defined as the ability of the consumer to confirm prior exposure to the favorite brand when given the brand as a cue. In other words, when a consumer visits a store, how will he able to recognize his favorite brand as the one to which he has been exposed already.

Brand recall is defined as customer’s ability to recognize the brand from memory, when given the product category that satisfies the consumer needs, fulfilled by the product category, or a purchase decision or usage situation given cue. For example recall of a word, Amul butter will depend on consumer’s ability to recognize the brand. When they think of the cereal oat meal category or what the consumer think for breakfast or a snack, they make a purchase at the store.

Most of the researchers reveal that many customer decisions making are made at the point of purchase, where there is brand name, logo, packaging that will be physically present on the product and visible, then brand recognition will be important. On the other hand if customer decision making is made in settings away from the point of purchase, then brand recall is consider to be more important. This is the main reason for creating a unique brand recall which is critical for service sector and online brands: customers will actively seek their brand and able to recall it from memory when
appropriate need of the product or service. However, in many situations brand recall will be less important at the point of purchase, customer’s brand evaluation of the product and choice will still often depend on what else they recall about the brand given that they are able to recognize. The most information in the memory of the consumer, are generally more adept at recognizing a brand than at recalling it.

**Brand Image**

To create a positive brand image unique marketing programs that link strong, favorable and unique brand associations to the brand in the memory of the consumer are required. The definition of customer based brand equity does not differentiate between the source of brand association and the manner in which they are formed: Instead it requires favorability, strength and uniqueness. It indicates that customers can form brand associations in a wide variety of ways other than various marketing promotions: i.e. through direct experience: through information from other commercial or nonpartisan sources such as consumer reports from published sources or other media vehicles; through word of mouth; and by assumptions or inferences customers can make about the brand itself, from name, logo, or identification with a company about the product or service.

Brand managers should recognize the impact of these other sources of information by both managing them as well as possible and by sufficiently accounting for them in designing strong communication planning.

**Strength of Brand Association**

If a person thinks more deeply about their product information and relates it to existing brand knowledge of his product, then there exists stronger brand association. There are two factors that strengthen association to any piece of information. They are
personal relevance of the consumer and the consistency with which it is presented over a period of time. The particular association we recall about the brand and their salience will mainly depend not only on the strength of association, but also factors like retrieval cues about the brand and the context in which we consider the brand.

1.4.4 Building Customer Based Brand Equity

According to Kevin Keller (2003) the brand equity model looks at building a brand which consists of sequence of steps, each of the blocks are contingent on successfully achieving the objectives of the previous one. The sequence is as follows:

- Ensure proper identification of the brand with consumer and an association of the brand in customer’s minds with a specific product class or customer need.
- Firmly elicit the totality of brand meaning that actually exists in the minds of customers by logically linking a host of tangible and intangible brand association that exists in the consumer’s mind with certain properties.
- Establish the proper customer responses about the brand identification and brand meaning.
- Then finally convert brand response in creating an intense, active loyalty relationship between consumers and the brand.

There are four basic questions that customers invariably ask about brands at least implicitly. The four questions (with corresponding brand steps in sequences) are:

Who are you? (Brand identity)

What are you? (Brand meaning)

What about you? What do I think or feel about you? (Brand response)

What about you and me? What kind of association in the mind and how much of a connection would I like to have with you about the brand? (Brand relationship)
This order of sequence is called as “branding ladder” from identity to meaning to response to relationship of the consumer to a brand. As a result, relationship cannot occur unless we have developed the right meaning about the brand; and we cannot merge a relationship unless we have established the proper response.

1.5 Brand Building Blocks

Kevin Lane Keller (2003) stated in his research paper about establishing six “brand building blocks” with customers in a pyramid, with significant brand equity if brands reach top of the pyramid. This brand building process is illustrated in Figure 1. The researcher stated at each of these steps and corresponding brand building blocks and their sub-dimensions in the following sections. As will become apparent, building blocks up the right side of the pyramid represent a more “emotional route.” Most strong brands are built by going up both sides of the pyramid.

![Keller's Customer-Based Brand Equity Pyramid](image)

**Brand Salience**

In order to achieve the right identity means creating brand salience with consumers. Brand salience usually measures awareness of the brand, for example, how
often and easily the brand comes in the minds of the consumer under various situations or circumstances. To what extent the brand will come to top-of-mind and easily recalled or recognized? What are the types of cues or reminders that are needed for the consumer?

**Brand Performance**

The product is considered as the heart of brand equity, because it is the primary factor for influencing on what consumers experience with a brand, what they hear about a brand from other consumers, and what the companies can tell to customers about their brand in their communication channels. Designing the brand and delivering a product to a consumer that fully satisfies the needs of the consumers is a primary objective for successful marketing. In order to create brand loyalty and brand resonance, brand managers must ensure that consumers experience with the product that satisfies the needs and wants, if not actually the firm surpass, their expectations. Numerous research have shown that ultimate quality of brands tend to perform better financially and yield greater profit to the firm.

Brand performance is defined as how well the product or service meets customer's needs and wants. How well does the brand satisfies the objective assessments of quality. To what extent does the brand satisfies the needs and wants in the product or service category.

Brand performance differentiate the product ingredients and features to include dimensions that differentiate from one brand to the another. Often, the strongest brand positioning lies on performance. Five important types of features and benefits often underline brand performance, as follows.

a. Primary ingredients and supplementary features
b. Product reliability, durability, and serviceability

c. Service effectiveness, efficiency, and empathy

d. Style and Design

e. Price

According to Keller (2003) brand performance is related to product reliability and the consistency of performance of the product over time of purchase. Durability defines the expected economic life of the product or a brand, and serviceability is the ease of repairing the product by the customer service centre. Thus, perception of a consumer about the product performance are affected by factors such as the speed, accuracy and features of product delivery, installation, promptness of the product, politeness of customer service, training and the quality of repair service in a timely manner.

Consumers often expect the performance related associations with service of the manufacturer. Service effectiveness usually defines the measures how well the brand satisfies the need of the consumer service requirements. Service efficiency expected by the consumer describes the speed and responsiveness of service. The consumer expects the service in a trusting and caring way to fulfill the need of the consumer.

Finally, the pricing policy of the product also create associations in minds of the consumer about how relatively expensive (or inexpensive) the product is and whether the manufacturer is frequently or substantially discounted pricing offers. Price is considered as an important performance association because many consumers will expect price promotion strategy to buy the product.
**Brand Imagery**

According to Keller (2003), brand imagery is considered as brand meaning. Brand imagery entirely relies on the extrinsic features of the product or service, including the ways in which it tries to satisfy customer's psychological or social needs. Brand imagery is the way by which people think about a brand exactly, rather than what the brand actually looks in real. Thus, imagery defines as to be more intangible features of the brand, and consumers recognise imagery associations in their minds directly from their personal experience or indirectly through advertising or by some other means of communicating channels, such as word of mouth. The four main divisions of intangibles of brand imagery are as follows,

- a. User profile of product
- b. Purchase and usage situation of the product
- c. Personality and values
- d. History, heritage and experiences of the brand

For example, take a brand or product with high brand imagery, such as Nivea cream in India. Some of its intangible brand association memory include family, shared experiences from others, maternal, multipurpose classic, timeless and childhood memories shared from family members etc..

The brand imagery association exists by the type of person or organization who uses the brand or product. The brand imagery association may result in consumer’s mental maps of actual users who use the brand or from more aspirational users. Customers may form associations of memory from a typical or idealized product user on descriptive demographic categories or more abstract psychographic factors.
Demographic factors may include the categories like education level, age, marital status and income of the person etc.

Psychographic categories may include attitude toward life, career of the person, possession, social issue in the surrounding environment, or political institution.

In a business to business environment, brand user imagery might relate to the size or nature of the organization. Brand imagery is characterised by focussing the nature of individual and may differ if the individual perception as a group as whole. For example, consumers may believe that a brand is experienced by many people and therefore view the brand as popular or a market leader.

**Brand Judgment**

Brand judgement is defined as consumer’s personal opinion about the brand and evaluation of the particular brand, which customers consider all forms by putting together different categories of brand performance and brand imagery association. Customers usually make judgement with the product they use or familiar with their brand. The consumer judgement is mainly of 5 types, namely judgement about quality, credibility, consideration and superiority.

Brand quality is defined as consumer's overall evaluation of a brand or product which form the basis for brand choice. Brand attitude describes specifically attributes and benefits of the brand product. For example, if we consider Taj group of hotels a consumer's attitude towards Sheraton hotel depends on how much the consumer believes the brand is characterized by certain brand associations that matter to the consumers for a hotel chain, like location, room decoration, comfort, design of the hotel, appearance and service quality of staff, recreational facilities of the hotel, food service, security, price etc. Consumers can have a different attitude toward a brand or
product, but the most important one is its perceived quality, customer value and satisfaction of the brand. Perceived quality defines an inherent approach to brand equity of the consumer.

Brand credibility usually denotes the customer’s judgments about the firm or organization behind the brand or the product. Brand credibility denotes the extent to which consumer feels the brand as credible in terms of three divisions. They are perceived expertise, trustworthiness, and likability. 1. Is the brand seen as competent, innovative in features and competent market leader? 2. Dependable and keeping customer interests in mind (brand trustworthiness). 3. Fun, interesting and worthy spending time with the brand (brand likability). In other words, credibility explores whether customer see the firm or organization behind the brand as good at what it does in real, concerned about its customers and just plain likable.

Brand consideration describes the favorable brand attitude and perception of the consumer on credibility. But this is not enough if the consumer does not consider the product for possible purchase or use of the brand. Consideration of the consumer depends in part on how personally the consumer experience with the brand and is a crucial filter in terms of brand building in equity. As a result, brand consideration entirely relies on the extent to which strong and favorable brand association can be created as part of the brand image.

Brand superiority describes the extent to which consumer sees the brand as unique and better for them when comparing with competing brands. Superiority is extremely important in building crucial and active relationship with the consumer and entirely depends on the extent and degree of brand association that creates brand image.
Brand feeling usually describes the emotional responses and reactions of the consumer towards the brand. Brand feeling denotes the social currency evoked by the product or created by the marketing channels or by other marketing promotional activities. Brand feeling measures how the brand affect consumer’s feeling and how does it maintain the relationship with other brands. As a result the brand feeling can be intense or negative one. The emotion of the consumer for a brand can be more intense by the strong association to their brand that are expressed during the experience the brand or a product they use. Many researchers revealed that transformational advertising is created to change the customer's perception which differ from actual usage of the product when shown in the advertisement.

**Brand Resonance**

The last step in the brand equity pyramid model focuses on the final relationship and the nature of identification that the customer have with the product or brand they use. Brand resonance reveals the extent of the relationship and the extent to which consumers feel that they are in sync with the brand they use. For example consider the brands with high brand resonance like Harley Davidson, Apple and Royal Enfield bike. Brand resonance generally states the intensity or the depth of the psychological bonding of the consumer with their product or brand they use as well as the nature of activity engendered by this brand loyalty (repeat purchase rates and the extent to which the consumer gets the information, event details from the other users). The brand resonance is divided into four categories. They are,

1. Behavioral loyalty
2. Attitudinal attachment
3. Sense of brand community
4. Active engagement

Behavioral loyalty describes in terms of repeat purchase of the consumer and the amount or share of category volume attributed towards the brand, that is, how the consumer share the category requirements, for example how many times the consumer buy the brand and how much amount they purchase. Behavioral loyalty may be needed for the consumer to show their purchase intention but it is not sufficient for brand resonance to occur. Some consumer may purchase the brand of necessity because the brand is the only product which are readily accessible and available in the store and or the only one they can afford to buy the product or any other reasons. In order to achieve brand resonance, it requires a strong personal attachment of the consumer. Consumer should think beyond having a positive attitude to see the brand as something special to them in a broader concept. For example, if the consumer with more attitudinal attachment describes that they love the brand and tells that it is their favourite brand or product to buy and also they express pleasure to buy the brand.

The consumer can view the brand on broader concept by conveying the community attachment. Identification of the consumer with a community attachment may reflect an important social networking in which consumers feel a kinship or affiliation with other consumers associated with the product, whether fellow product owners or consumers, or employees or representatives of the organisation. A brand community can be either online or offline mode.

If a consumer possesses strong sense of community attachment among the loyalist owners then they can express positive brand attitude and strong behavioral intention.
Finally brand loyalty occurs when the consumers are actively engaged or invest their valuable time, hard earned money, valuable energy and various other resources for their favorite product or brand beyond the expected purchase intention or consumption of the product. For example if the consumers are willing to join a club for a brand or product they receive continuous update and various correspondences with other users of the product either in a formal or informal way from the organization. The consumer can visit product related websites, blogs. In rare cases the consumer can identify himself as brand evangelist and ambassador to communicate the brand with the other users. Hence strong behavioral attachment or social identification of the consumer is necessary for active community engagement to occur for the brand they use.

In summary, the brand loyalty of brand resonance is classified into two sections, intensity and activity. Intensity describes the strength of the behavioral attachment and feel of brand community. Activity describes how often the customer buys and experiences the brand, as well as active engagement in other activities that are not related to purchase intention and consumption of the product.

1.5 Concept of Interactive Marketing Communication

1.5.1 Introduction to Integrated Marketing Communication

As stated by Amrutha Vijay Pawar (2014) integrated marketing communication (IMC) is an approach used by organization to brand and coordinate their communication efforts to end users. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind IMC strategy is to create a
seamless experience for consumers across diverse aspects of marketing mix. The brand's core image and messaging are reinforced at each marketing communication channel that works together in unity, rather than in isolation. According to William Stanton, “IMC is an element in organization’s marketing mix that is used to inform, persuade and remind the market regarding the organization and / or its products.”

Koekemoer & Bird, (2004) defines Integrated Marketing Communication as the collective activities, materials and media used by a marketer to inform or remind prospective customers about a particular product offering and to attempt to persuade them to purchase or use it.

Interactive marketing communication has mixed promotional tools, communication, marketing strategy, advertising services and techniques to maximize the profit of the organization. Interactive marketing communication can be finally achieved through concise and consistent marketing messaging that catches the familiarity and consumer affinity. Effective use of interactive marketing messages and images are meaningful and useful to customers, messaging and branding consistency – as a result a proven interactive marketing concept directly yields customer satisfaction and brand loyalty.

1.6 Evolution of IMC

The IMC was first defined by the American Association of Advertising Agencies in 1989; Interactive marketing communication was mainly established to address the need for business and to offer the users more than just a traditional advertising. The 4As was later formed as the term the "new advertising” notably, those beyond traditional advertising process aside from simply modern advertising technique.
An influx of new marketplace trends in the late 20th century urged organization to shift from the standard advertising approach to IMC approach.

Decreasing message impact and credibility: The growing number of commercial messages made it increasingly more difficult for a single message to have noteworthy effects.

Decreasing costs of databases: The cost of storing and retrieving names, addresses and information from databases significantly declined to a vast amount. This decline allowed marketers to reach consumers more effectively.

Increasing client expertise: Clients of marketing and public relation firms became more educated regarding advertising policies, procedures and tactics to end users. Clients began to realize that television advertising was one among the way to reach consumers.

Increasing mergers and acquisitions of agencies: Many top public relation firms and advertising agencies became partners or partnered with other communication firms in order to expand market. These mergers allowed more creativity, and the expansion of communication mix from advertising, to other disciplines such as event planning and promotion.

Increasing global marketing: There was a rapid incursion in advertising competition from foreign countries. Companies quickly realized that even if they did not conduct business outside their own country, they were now competing in global marketing through IMC.

Increasing media and audience fragmentation: With the exception of decline use of newspapers, media advertisements, such as magazines and television channels, increased from 1980’s to 1990. Additionally, companies could use new modern
technologies and computers to target their unique clients based on factors such as ethnic background of the client or demographic categories.

Increasing number of overall products: Manufacturers overloaded retailers with a plethora of new brands, many of which were identical to products that already existed in the market. Therefore, a unique marketing and branding approach was crucial to attract new consumer to increase the profit.

1.7 Building Brand with interactive marketing communications

Kevin Lane Keller (2003) stated in his research paper that while developing an IMC program, number of factors play vital role. Brand managers must consider important factors in developing the communication mix, like type of brand market, consumer readiness to make purchase intention, stages in the product life cycle, market share and positioning of the product.

From the perception of constructing brand equity, brand managers must be ‘media neutral’ and evaluate all available different possible communication strategy options for effective evaluation as well as efficiency consideration of the product. These broad opinions of the consumer regarding brand-building events are especially relevant when brand managers are considering strategies to improve brand awareness among the customers.

Anything in the minds of customers that causes to notice and pay attention about the product – such as sponsorship made from companies and out-of-home advertising – could increase brand awareness to the consumer, at least in terms of brand recognition. However, for the brand recall, more penetrative strategies and elaborate processing will be necessary so that stronger brand link to brand category or consumer needs that are established to improve brand recall performance. If we
consider brand image, the question is what effects are created by the communication channels, how firmly are they linked to the product and how do the effects of the communication channel that created affect, either directly or indirectly that make purchase decision of the brand.

Brand managers should ‘mix and match’ communication strategies to build brand equity to the consumer – that is, to choose a variety of different communication channels so that the consumer can share common meaning and various content of the product and also offers different, complementary advantages. (Duncan 2003).

Different brand association in the memory of the consumer may be mostly effective when exhibited by capitalizing on those marketing communication channels that is best suited to exhibit a particular customer response or establishing a particular type of brand association memory to the consumer (Edell and Keller 1989, 1999). For example, some media channels are more effective in generating trial rather than stimulating long-term brand loyalty.

According to Kevin Lane Keller (2003) to communicate efficiently and effectively, brand managers had to go where the customers are. Helping rapid growth in the interactive marketing is the emergence of rich media advertisements that combine animations with video and sound with interactive feature. Many other communication options, however, also exist on-line. Table 2 displays a set of 11 different interactive marketing communication options.

1.8 A brief overview of some interactive marketing communication options

Websites – Companies must design website or blogs that embody or express their purpose, history, products and vision. A key challenge is designing a website that is attractive on first viewing and interesting enough to encourage repeat visits.
**Microsites** – Microsite is a limited area on the web managed and paid by the consumer for by an external advertiser/company. Microsites are individual web pages or cluster of pages that function as supplement to a primary site.

**Search advertisements** – Paid search or pay-per-click advertisements; represent 40% of all on-line advertisements. Thirty-five percent of all searches are reportedly for products or services. The search terms serve as a proxy for the consumer’s consumption interests and trigger relevant links to product or service offerings alongside search results from Google, MSN and Yahoo!. Advertisers pay only if people click on the links.

**Display advertisements** – Display advertisements or banner advertisements are small in size, rectangular boxes containing text and perhaps a picture that companies have to pay to place in relevant website. The larger the audience, the more the cost for the ad. Some banners are accepted on a barter basis.

**Interstitials** – Interstitials are advertisements, often with video or animation, that pop up between changes on a website, e.g. advertisements for Johnson & Johnson’s Tylenol headache reliever would pop up on brokers’ website whenever the stock market fell by 100 points or more.

**Internet-specific advertisements and videos** – With user generated content sites such as You tube, MySpace video and Google video, consumers and advertisers can upload advertisement and videos to be shared virally by millions of people.

**Sponsorships** – Many companies promote their name on the internet by sponsoring special content on website that carries news, financial information and so on.
Alliances – When one internet firm works with another firm, they end up advertising each other through alliance system and affiliate programs.

On-line communities – Many companies created sponsor on-line communities whose members will try to communicate through blogs, instant messaging and instant chat discussions about special interests related to the firms, products and brands.

E-mail – E-mail uses only a fraction of the cost of a’d-mail’, or direct mail campaign.

Mobile marketing – In developing countries, mobile phone marketing is increasingly important.

Advantages and disadvantages of interactive marketing communications

According to Kevin Lane Keller (2003) internet provides the marketers as well as consumers with opportunities for much greater interaction and individualization (Smith and Mc Fee 2003). Few brand marketing programs are considered to compete without some type of prominent online component.

On-line, companies can send custom-made messages that can engross different segments of consumers by reflecting their special interests and behavior for the product. Internet offers the advantage of contextual placement, or sites for advertisement placement that are related to the marketer’s offers. Internet is highly accountable and its effects can be easily drawn.

Interactive marketing communication does have its challenges though. Customers define the rules of engagement and can isolate themselves with the help of agents and intermediaries if they choose to do so. Customers also define what information they need, what offerings they are interested in and what they are willing to pay. Marketers will also lose some control over what consumers will do with their on-
line messages and activities. Consumers could place videos in undesirable or unseemly places. In that regard, a traditional media can offer greater control when the message is more clearly formulated and expressed to consumers.

1.9 Interactive marketing communications and brand resonance:

According to Kevin Lane Keller (2003) as documented in his research paper about the power of interactive marketing communications as a brand building equity factor and its usefulness for the consumer. Basically every factor of the brand resonance pyramid can be positively impacted by interactive marketing communication tools, as follows.

**Salience**

Interactive marketing will improve more widely of brand awareness towards consumer. Internet communication permits unique way of targeting of potentially difficult to reach groups, facilitating creation of strong brand awareness for those market sections that are on-line. Light consumer other Medias, especially television, can be reached via on-line. Web is especially effective in reaching the people during day. The obvious caution is that it will be ineffective for those target customers who are rigorously off-line, at least in a direct sense.

In consideration of brand salience, one of the interactive marketing communication’s key advantages is their ability to reach consumer and they seek information about the product, thus intensifying brand awareness at potential purchase opportunities to consumers. For example, brand managers can place advertisements based on keyword of a product from search engines to reach consumers when they are actually started the buying process. On the other hand it is quite difficult for the
interactive marketing communication tools to reach the consumers on Offline mode for potential consumption opportunities for already purchased brands.

**Performance and imagery**

Interactive marketing communications will help the consumers to establish a number of key performance and imagery points-of-parity and wide features for the product. On websites, marketers will provide more details and support reasons-to-believe for any advertised claims, even providing direct comparisons to competitors on the prices, features, designs and performance. Websites can also express rich accounts of history, heritage and experience to consumers, a key dimension of brand imagery. Interactive marketing communications could also help to establish brand personalities by its nature and creative content.

**Judgments and feelings**

Interactive marketing communications can also encourage attitude formations and decision making process of the consumer, especially when combined with off-line modes of channel strategies. Because of the ability to combine to deliver sight, sound and motion in all the forms, interactive marketing communication options will create different experiential and enduring feelings to the clients.

**Resonance**

Interactive marketing communications is perhaps most useful in the terms of creating brand resonance that it permits daily or recurrent encounters and feedback opportunities for clients with a product. These interactions can also help to strengthen brand attachments of the consumer with the product. Via bullet-in boards, blogs and other means, interactive marketing communication also helps to build brand community between the company and consumers. Perhaps the area of resonance where
interactive marketing communication is most impacts with active engagement. Interactive marketing communications channels allow clients to learn from and teach others about their favorite product, as well as express their commitments to a brand and observe the brand loyalty of other competitors. Companies can also explain their rationale for brand marketing activities and how they treat their customers. Customers can bond with other customers.

1.10 Integrating interactive marketing communications

According to Kevin Lane Keller (2003) a firm can choose different forms of interactive marketing communications tools with the most cost-effective way in achieving interactive communication target and also sales target. In establishing an integrated interactive marketing communication program, brand managers have to take both micro and macro perspective views.

Thus, in making choices, brand managers must ensure that, in a micro sense, their interactive marketing communication tools designed are more effective and efficient to reach the consumers but if we consider in macro sense, it is well integrated with other on-line mode of marketing communication channels as well as with off-line activity mode of communication channels. In this chapter we briefly review both micro and macro aspects by examining three on-line approaches used by many marketers: (1) online websites; (2) on-line advertisements and videos; and (3) blogs and bulletin boards.

Micro perspectives

As stated by Keller (2003) each interactive communication channel strategy can be evaluated according to the ability of a product to build brand equity and drive sales target. Although if we consider any one factor of interactive marketing communication
tools may affect more than one factor of brand resonance, most options have greater impact on certain areas. Here the author revealed few considerations for each of the three interactive marketing communication strategies.

Online websites have more impact of functionality that allows them to be a potentially high effective and efficient communication strategy option to affect brand resonance and brand equity. Brand managers can communicate directly with potential consumers to provide wider information than can be found in any other forms of communication.

Web advertisements and videos advertisements permit highly targeted clients, timely messages that can expand brand salience. However, web advertisements and videos advertisements can extend creative use of advertisements or legal restrictions of traditional print and broadcast media to immensely communicate brand positioning strategies and stimulate positive brand judgments and feelings to the clients.

Blogs, bulletins and hoarding advertisement boards can help to improve target sales of the firm, performance and brand imagery of the product, depending on the dissertation involved, but are more likely to be valuable at greater levels of brand resonance pyramid. By allowing personal, independent expressions, web blogs, hoardings ads and bulletin boards can create a sense of brand community and higher active engagement among clients. The firm also permits feedback strategies that can improve every aspect of brand’s marketing strategies.

**Macro perspectives**

A number of steps must be taken in developing the most effective and efficient interactive marketing communication program. In particular, six divisions may be relevant, as follows (Keller 1996, 2001b):
**Coverage:** Coverage defines the proportion of the target audience that is reached by each communication strategies employed, as well as how much overlap exists among communication channels. In other words, how effective interactive marketing communication channels reached the target clients and how effective it reached different customers towards the targeted market.

**Contribution:** Contribution defines the inherent ability of interactive marketing communication tools to create the expected response about the product and communication effects from customers in consideration of absence of exposure about the product to any other mode of communication options.

**Commonality:** Commonality describes to what extent the common brand associations are re-in forced across communication options, what extent to which communication channel information conveyed by different communication options shares the information.

**Complementarily:** Complementarily refers to what extent the different brand associations and linkages are impacted across communication channels. The unique marketing communication strategies would safeguard the various modes of communication channels to create desired consumer brand knowledge options.

**Versatility:** Versatility refers to the extent in which the marketing communication option is robust and efficient for different groups of clients. A marketing communication channel is deemed versatile when it reaches its desired effect regardless of clients past communication channel history, extent of brand image or product knowledge or processing goals and so on.
Cost: Finally, evaluation of every aspect of interactive marketing communication channels on all of the preceding criteria must be weighed against their cost strategies to arrive at the most effective and efficient communication program channels.

Like any type of marketing communication channels, interactive marketing communications must be fully merged with other marketing communication channels. Coverage, cost, contribution and commonality of the firm are directly impacted with the interactive marketing communications options. In other words, interactive marketing communications strategies can be created more effectively and efficiently carry a brand message to a target audience. The two merged criteria where interactive communications notable are complementarily and versatility.

In terms of complementarily, interactive marketing communications works well with other off-line communication mode channel. Attention in regard to getting on-line advertisements and videos can motivate the consumers to a product website where they can learn and experience more knowledge about the brand. Company created bulletin boards and blogs may facilitate brand engagement towards consumers.

Consideration of versatility, different market segment will have adverse levels of knowledge and interest about the product. A well-designed online website can effectively communicate to their clients regardless of their personal brand or communication history.
1.11 Earlier Conceptualizations
Ligita and Rita Kuvykaite Model (2016):

The authors constructed a model based on Social media impact on consumer based brand equity. The aim of this paper is to analyse the impact of consumer brand communication in social media on brand equity.

The proposed models have three blocks. They are Antecedents, Brand communication and Brand equity. The first block that is antecedent block discloses unique driving factors to engage the consumer in virtual environment and able them to communicate with other customers and brands. The authors also described that personal traits too have impact on customer motives and help customer engagement in social media.

The second block consists of communication on social media that involves customer to customer communication (non-sponsored content that is customer generated content without the help of company) and communication between customer and company (sponsored content that is interaction with companies.). The researchers
describe that firms seeking interaction with customers have to engage them uniquely by using communication through blogs, contests and messaging in a proper way.

The third block involves brand equity which is divided into three dimensions. They are Brand awareness, Brand association and brand loyalty. The researchers stated that impact of brand communication on social media entirely depends on firm’s efficiency to manage with customers and unique monitoring strategies.

The researchers made an attempt to present a comprehensive understanding of brand communication and the findings conclude that there is a positive impact on brand equity dimensions. The authors concluded that it is not enough for the companies to post appropriate messages but to post valid messages to engage customers into communication.

1.12 Kulachet Mongkol Model 2014

The author constructed a model which has two divisions. They are integrated marketing communication and brand equity. The integrated marketing communication dimension has advertising, promotion, event marketing, public relation, direct marketing and personal selling. The brand equity dimension has brand awareness, perceived quality, Brand association and brand loyalty.

The main objective of the study is to analyse the correlation between integrated marketing communication and the brand equity. The findings of the study help the firms to undertake effective marketing strategy plans to adapt for the development.
The author reveals that there is a direct correlation between integrated marketing communication and brand equity factors. The author further reveals that different modes of interactivity tools should be used in order to improve brand equity efficiently.

The author recommends that the company should concentrate on IMC tools such as advertising, promotion, event marketing, public relation, direct marketing and word of mouth.

Furthermore this study reveals that advertising somehow did not impact on firm’s brand equity. Therefore further study should be carried out on various interactive marketing communication tools. The author also suggests that qualitative in depth study should be carried out to understand more on brand equity creation that helps firms to attain brand equity.

1.13 Muhammad Mubushar and Intiaz Haider (2013) Model

The authors constructed a model which consists of three dimensions. They are Corporate Reputation, Integrated Marketing Communication and Brand Equity. The Integrated marketing communication dimension has advertising, price promotion,
personal selling, direct marketing and public relation. The brand equity dimension consists of brand awareness, perceived quality, brand association and brand loyalty.

The main objective of this study is to analyse the marketing communication tools that are effective which strongly affects brand equity. The authors conducted the study in Rawalpindi and Islamabad (Pakistan). The authors selected cellular phone for their study.

The findings of the study reveal that IMC is advertising which plays a unique role to build brand image on customers.

The authors recommend that effective marketing strategy and effective brand management are essential to achieve the goals of the company and they should concentrate on advertising, direct marketing and public relation.

### 1.14 Need and Scope of Brand Resonance and Interactive Marketing Research

Understanding the current marketing industry and desired brand knowledge structure of customer is vital for the effective building and managing brand equity. The
consumer’s idea, feeling and attitude are crucial in selecting and sticking to a particular brand. Hence there is a need for marketers to design a mental map to understand what the consumers have in their mind. These mental blue prints will help marketers and managers to guide them for brand decision making. The Brand resonance pyramid model framed by Kevin Lane Keller (2003) will provide to understand the customer’s insight view of their exact needs.

Research in Brand resonance with regard to two wheeler sector is very important in the present environment of business. Customers are switching easily from one brand to another brand more easily. Survival of a brand in the present scenario is complicated rather than manufacturing and rendering service to consumers. This research study may help the marketers to understand the mind set of consumers for future planning.

In the present study the researcher analysed the relationship between the Interactive marketing communication with brand equity conceptual model and provide new insight to the marketers to understand the various options of communication channels in building brand resonance for the companies to their consumers. Interactive marketing communication was mainly focussed to the need for business to provide to their clients more than advertising. Interactive marketing communication recommends marketers to focus on consumer’s preference, purchase intention, advertising exposure and various other factors. The consumer is exposed to the product or service that perfectly matches their need through various communication channels where the consumer finds more attractive and credible.

In the present research study, the researcher provides a new site by analysing the relationship between brand resonance and interactive marketing communication with other supporting constructs for marketers to have a strong communication channel
to build Resonance to their consumers. Literature review shows no other study has been undertaken to detail this new concept and analysed in detail. The study attempts to bridge the gap by examining the relationship between brand resonance and interactive marketing communication and may help to improve brand Resonance in two wheeler sector in India.

This study was conducted only for Royal Enfield bike owners but in future the study can be extended to other major brands of two wheeler sector in Pondicherry, which will enable further understanding of brand resonance and interactive marketing insight.

1.15 Conceptual Frame work

Brand Resonance and Interactive marketing communication

This conceptual frame work has been constructed with a base study of the research paper Kevin Lane Keller (2009) published on a title”Building strong brands in a modern marketing communications environment”. The author stated in their research paper that every aspect of brand resonance has high impact on Interactive marketing communication .The author explained every aspect of brand equity pyramid with interactive marketing communication tools.

Salience

Interactive Marketing will have impact in breadth and depth of brand awareness. In terms of salience interactive marketing communication major advantage is to reach consumer where they expect information and thus intensifying awareness at high opportunities to customers.
Performance and Imagery

Interactive Marketing communications help the companies to reach the consumers in a number of ways. On websites the firm will provide lots of details about the product performance and also advertisements. Interactive marketing communication can also able to establish brand personalities and creative materials.

Judgements and Feelings

Interactive marketing communication will encourage the customer’s attitude and decision making process more easily. Furthermore the IMC has sound and motion will create a effective way to reach the consumers feeling and communicate effectively.

Resonance

Interactive Marketing Communication helps the firms to create resonance and allows the consumers with feedback opportunities. The Interaction can help the consumer to strengthen with brand attachment. By means of bullet-in boards and blogs IMC helps to build Brand community and impact active engagement. Furthermore IMC helps the customer to learn and teach others about their brand and analyze the brand loyalty of other users

Product involvement

This construct has been the basis for applying product involvement construct on brand resonance factor. Whenever consumers have high level of product involvement they have significance influence to brand loyalty. Various researchers revealed this concept as given below.

Product involvement originated from social psychology and the notion of “ego indicates involvement,” which refers to the nature of relationship between an individual and object.
The researcher Krugman (1965) was the first to apply the product involvement concept into marketing industry. He explains the low involvement concept which has influence on television commercial effect. The study reveals that low involvement concept, not only brings a significant influence on advertisement, but also on marketing research concerning the consumer behaviour concept.

According to Zaichkowski (1985) product involvement depends on personal demand, conception and interest in the product. The higher level of consumer consumption of the product is called high involvement and the lower level, low involvement.

Typically product involvement has been divided into two major divisions – high and low involvement. Basically, a high involved customer is defined as the consumer who is highly interested in his favourite brands and is willing to invest considerable energy in decision making process (Schiffman & Kanuk, 1991).

In contrast, product low involvement purchases are also considered as purchases that are not very important to customer, hold low relevance and low perceived risk and thus engender very limited information processing.

According to Quester and Lim (2003), the general consensus of higher product involvement products or service will likely to influence higher level of brand loyalty. Their research paper states that product involvement supports brand loyalty which leads to brand resonance.

Le Clerc and Little (1997) revealed in their research that the product involvement has higher influence on brand loyalty. They also explained that repeat purchase behaviour for product involvement indicates brand loyalty. The authors
conclude that product involvement interacts with brand loyalty which supports brand resonance.

According to Iwasaki and Havitz (1998) there is a link between greater level of product involvement and high level of brand loyalty. The authors revealed that individual and social situational factors also influence the brand loyalty factor.

Traylor (1983) stated in his research paper that product involvement is associated with low involvement with greater level of brand commitment. The researcher also suggested that high product involvement and brand loyalty are related with consumer defined rather than product defined phenomena.

Kambiz, Mahsa and Afshin Rahnama (2011) revealed in their study titled “Evaluation of the effects of product involvement facets on brand loyalty”, the product involvement is a significant factor in brand attitude and also influence on brand loyalty. The authors collected 379 questionnaires and analysed using structural equation modelling in Iran. The authors concluded that product involvement is the most important factor for building brand loyalty.

Nigel Douglas (2006) published in his Master’s thesis titled” An examination of how product involvement affects brand loyalty” explores the effects of product involvement on brand resonance. The author used a study based on Quester and Lim (2003) as foundation and extension of the study. Quester and Lim analysed using convenient sampling and collected data of 253 students to test the relationship between Brand loyalty and product involvement factor in ball point pen industry. In this paper the researcher eliminates the partial bias by incorporating quantitative data analysis by testing suitable products and more strong methods for methodology.
Hence there is a positive relationship between Product involvement on Brand equity factors and brand loyalty.

**Brand Association**

Aaker (1991) stated that the brand association is anything linked in memory of a consumer to their favourite brand. This link becomes stronger when a customer makes a frequent experience with a specific brand or frequent purchase of a brand. Brand association provides an important value because they represent base for customer’s purchasing decision and also the level of brand loyalty. Brand association make the companies to differentiate their valuable brands in the market and this can be a key competitive advantage for the firm. They give customers a reason to purchase the product by affecting the consumer’s feeling and attitude.

Furthermore brand associations provide the basis for industry in their extension efforts. Many brand associations have product attributes or customer benefits that provide a unique reason to buy and use their favourite brand and some associations influence the customer’s repurchase decision by providing credibility and confidence in their unique brand. Managers are now focusing both the intensity and the strength of brand association. The primary focus of the company is on those associations that may affect customer’s purchasing decision either directly or indirectly.

The concept of brand association was first stated by Anderson (1983) as “Architecture of Cognition” theory. The author explained a complex, comprehensive model of memory. In this model, the author explained the nodes represent concepts stored in long-term memory of the consumer. These nodes become interconnected by links of different strength, depending on the proximity of the concept to which they
refer. The author concluded that brand association is a node linked to the consumer’s unique brand.

Kevin Keller (1993) explored that the brand association reflects the customer’s image of their favourite brand. Furthermore he stated that brand image is defined as perception about consumer’s favorite brand as reflected by the brand association held in customer’s memory”.

Keller (1993) classified the brand association into three major dimensions. They are attribute, benefit, and attitude. Furthermore he explained that attributes are those of descriptive features that characterized to the brand, such as what a customer thinks about their unique brand. Benefits represent the personal value of customer’s attachment to the brand attributes, that is, what the brand can do for them. Brand attitudes represent customer’s overall evaluation of their favourite brand.

This construct has been the basis for applying brand association construct on brand equity factor. Many researchers strongly support that there is a strong relationship between brand association and brand equity as mentioned below.

According to Leone et al (2011) the brand association belongs to the important part of brand equity. He explained strong, favourable and unique characteristics of brand association are the essential sources of brand equity and it ignites the behaviour of the consumer.

Mayer (2003) revealed in his study that brand association not only represents the individual brand theory and association of response of consumer but also has the measurable feature to test the unique effectiveness of the brand equity in the market place.
According to Till et al (2011) the brand association’s three dimensions are based on brand equity to influence customer’s association. From the dimension of strength marketing activities can influence consumer’s positive or negative overall evaluation of brand image.

Jin Wang (2015) published a research paper titled” The relationship between brand association and brand equity in the brand relationship management”. The findings of the research revealed that brand equity and brand association are interconnected and they ignite the driving force of the consumers. The author concluded that the importance of brand equity not only includes the internal and external brand sources but also it helps brand maintainers to create strong relationship between product and customers. The research paper clearly states that brand association is a part of brand equity, which provides the base for brand equity development. Furthermore the importance of brand association has strong influence to identify the unique effectiveness of brand equity in the market place.

Thus there is a positive relationship between Brand association and Perceived brand equity factors.

**Brand trust**

Brand trust denotes the promise of the consumer’s brand that fulfills their expectation. Brand trust is an important factor which helps the customer to be loyal to their favourite brand. Without the brand trust, customer cannot achieve the brand loyalty. To build a brand trust it is important for the customer to take and asses the unique information of the product. Industry can build emotional brand trust if the company can prove that the brand is only meant for consumers and meet their personal
expectation (e.g. brand reflects trustworthiness and friendly for the family use). Consistent brand reflects this specific behaviour.

According to Gurviez and Korchia (2003) there are several factors that could be identified with brand trust. First, brand trust and commitment are the most important factors in maintaining strong and long term relationship among partners in the companies and industry. Second, brand trust and commitment in the relationship between industry and customers give supplement for business. Third, the brand trust concepts are cognitive and affective based factors.

Brand trust has been the basis for applying brand resonance factor. Many researchers strongly support there is a strong relationship between brand trust and brand loyalty. The high influence of brand loyalty factor will lead to brand resonance. Various researchers revealed this concept as given below.

Ebru Kabadayi and Kocak Alan (2012) explored in their research paper titled "Brand Trust and Brand Affect: Their Strategic Importance on Brand Loyalty", the effects of certain factors on customer’s brand loyalty. The authors empirically test a model which supports brand trust and customer’s brand affect which has high influence on brand loyalty. The researchers conducted a survey to 98 customers and analyzed the data using structural equation modelling. The study reveals that the indirect effect of customer’s brand affect on brand trust supports the brand loyalty relationship. The authors strongly suggest that brand trust and brand affect have a high impact on customer’s brand loyalty factor.

Zohaib Ahmed (2014) revealed in the study titled” Effect of Brand Trust and Customer Satisfaction on Brand Loyalty in Bahawalpur”, the effect of service quality, perceived quality, brand trust and customer satisfaction on Brand loyalty. The main
objective of this study is to examine the various factors affecting brand loyalty. The author administered a survey conducted on Bahawalpur settings and data was collected from 150 randomly selected Hewlett Packard product customers. The result reveals that brand trust and customer satisfaction has highest effect on brand loyalty.

Anton A Setyawan, Kussudiyarsana and Imronudin (2015) published a research paper titled “Brand Trust and Brand Loyalty: An Empirical Study in Indonesian Consumers”. The authors analyzed the effects of brand trust, brand satisfaction, brand linking to brand loyalty with trust in brand as mediating variable. The authors used high involvement product, the cellular phone customers. The researchers used a non-random sampling technique and collected data from 109 respondents. The study reveals that brand loyalty has significant effect on brand trust and brand satisfaction.

Nur Aiff, Dian Utami and Aldina (2015) conducted a study titled “Building Brand Loyalty Through Increasing Brand Trust and Brand Affect”. The main objective of the study is to analyze the unique aspects to build brand loyalty. The finding of the study reveals that the important key factor to build brand loyalty is brand trust and brand affect. Furthermore brand trust and brand affect affected brand loyalty both directly and also indirectly. The authors conclude that there is a positive significant influence of brand trust and brand affect towards brand loyalty.

Yinh-Kai Liao (2015) published a research paper titled “The Role of Trust on Brand Loyalty and Brand Equity”. The main objective of the study is to analyze the mediating effect of brand trust on brand loyalty and brand equity. The researcher explored three antecedents including cognitive and various experimental factors to identify the direct effect on brand loyalty and brand equity. The study was conducted through paper based online survey of cosmetics users in Taiwan. The study reveals that
brand trust serves as mediator that highly influence brand loyalty and brand equity. Further brand trust is regarded as partial mediator for brand loyalty and brand equity. 

*Thus there is a positive relationship between brand trust and brand resonance factors.*

**Perceived Quality**

Perceived quality can be denoted as the consumer’s perception of the overall quality or superiority of a product or service which the consumer use with respect to its intended purpose, relative to alternatives. The perceived quality of a brand provides an important reason to buy the product. Perceived quality is an influencing factor in which brands are included or excluded from the selection of the product.

According to Kandasamy C (2014) perceived quality will help the retailers, distributors and other various channel members in gaining the distribution channel. Furthermore the perceived quality can be exposed by creating brand extensions, using the brand name to enter new product dimension. A strong brand with strong perceived quality will extend further and the brand will be successful in the market than a weak brand.

Perceived quality is the overall feeling of a consumer to have with their favourite brand. It is the base of some underlying quality dimensions on which consumer perceives the products performance. There are numerous ways in which perceived quality creates values. Firstly strong perceived quality provide a strong reason for consumer to buy their specific brand. Only strong brands with perceived quality are considered by the consumer to buy the product. Secondly perceived quality makes the brand to get a position in the market or differentiation of brand from the market.
This construct has been the basis for applying perceived quality construct on Brand Equity and customer satisfaction factor. Many researchers support that there is a strong relationship between perceived quality and customer satisfaction.

Caruana (2002) reported the preceding role of perceived quality and revealed that there is direct effect of perceived quality on customer satisfaction. The study revealed that higher the perceived quality of a product or service, the higher the customer satisfaction.

According to Sik and Gede (2012) explored in their study that perceived quality is an important concept on quality management industry. The study reveals that perceived quality has more significant influence over customer satisfaction compared to perceived price.

Erfan Seven and Kwek Choon Ling (2013) published a research study titled “The mediating effects of Brand associations, Brand Loyalty, Brand Image and Perceived quality on Brand equity. The main aim of the research paper is to find out indirect relationship among the various brand equity factors on brand equity. The researcher conducted a questionnaire survey of 300 respondents. The results conclude that there is a mediating relationship among the dimensions of brand equity .The author concluded that there is strong significant mediating relationship between brand image, brand equity and perceived quality on brand equity.

Leila Andervazh, Mozhdeh and Hoda Tamimi (2016) published a research paper titled “The Effects of Brand Perceived Quality and Awareness on Brand Loyalty”. The researchers analyzed the relation between perceived brand quality and Brand awareness on brand loyalty in carbonated drinks in Iran. The authors conducted a descriptive survey comprises of 200 customers in which random sampling was used.
The study reveals that there is a strong positive relationship between perceived quality and loyalty to brand.

*Thus it is theoretically proposed that there is a positive relationship between perceived quality on perceived brand equity and customer satisfaction.*

**Customer Satisfaction**

Customer satisfaction can be defined as the overall customer attitude which is based on the consumer experience after the purchase of the product or service in the customer. Furthermore Customer Satisfaction denotes consumer’s response to evaluate the perceived difference between previous purchase expectations or some performance standards and the actual performance of products or service in which the consumer perceived after they use.

This construct has been the basis for applying customer satisfaction on brand resonance. Whenever consumers have high level of product satisfaction then they have significant influence on brand loyalty which leads to Brand Resonance. Various researcher revealed this concept as given below.

Abdul Ghafoor Awan (2014) published a paper titled “Impact of Customer satisfaction On Brand Loyalty –An Empirical Analysis of home Appliances in Pakistan”. The author analyzed the impact of customer satisfaction on brand loyalty which leads to repurchase behaviour of the consumer resulting in long term business profits. The researcher conducted a structured survey from 300 middle class respondents. The finding of the study reveals that brand loyalty can be created through increasing customer satisfaction and providing high brand value. The author concludes that Brand loyalty has high significant positive relationship with customer satisfaction on home appliances sector in Pakistan.
Muhammad Ghafoor and Hafiz Iqbal (2015) revealed in their study titled “impact of Customer satisfaction and brand image on brand loyalty” the impact of customer satisfaction and brand image on brand loyalty. The researcher conducted a random survey from 200 respondents from Gujranwala, Pakistan. The study reveals that customer satisfaction and brand image both have positive significant influence on brand loyalty. Furthermore the impact of brand loyalty was higher on customer satisfaction.

Atif Bilal and Faiza Malik (2014) published a research paper titled “Impact of Brand Equity and Brand awareness on Customer Satisfaction”. The main aim of the study is to analyze the relationship between brand equity and brand awareness with customer satisfaction. The researcher collected data from a survey through questionnaire method. 200 questionnaires were distributed to the respondents at shopping mall at Rawalpindi in Islamabad, Pakistan. It is concluded that there is a strong relationship between brand awareness and customer satisfaction. Furthermore they concluded that brand equity and brand awareness will increase if there is increase in customer satisfaction.

*Hence there is a positive relationship between customer satisfaction and Brand resonance factors.*

**Brand Awareness**

Brand awareness denotes how the consumers are familiar about the availability and accessibility of firms’ product and service. If a firm creates a successful brand awareness it denotes that the firms product and service have a good reputation in the market and acceptable by their consumers (Gustafson & Chabot, 2007). The awareness of a particular brand plays a significant role in making purchasing decision made by the
consumers. Various researchers revealed the concept that there is a relationship between brand awareness on perceived quality and brand equity factors are given below.

According to Leila Andervazh and Mozhe (2016) revealed in their research titled” The Effects of Brand Perceived quality and awareness on Brand loyalty (Case Study: Carbonated drinks). The main objective of this study is to analyse the relation between brand perceived quality and brand awareness on brand loyalty in Iran country. The author concludes that there is a meaningful relation between perceived quality and brand loyalty to brand awareness.

Abdullah Awad (2015) stated in his research paper titled” The Effect of Advertising Awareness on Brand Equity in Social Media”. The primary objective of this study is to analyse the role of awareness on the brand equity through advertising awareness. The findings of the study reveals that brand awareness through advertising has on positive relationship to brand equity.

*From the above studies it was concluded that there is a positive relationship between brand awareness to perceived quality and brand equity.*

**1.17 Research Gap**

Various studies have been conducted previously on Aaker’s Brand equity and Keller’s Customer Based Brand Equity. But in depth use of various constructs relating interactive marketing communications and Brand Resonance has not been carried out. The present study addresses the research gap to overcome with unique supporting constructs that relates the influence of interactive marketing communication tools on customer based brand equity, particularly brand resonance.
1.8 Operational Definitions

**Perceived Quality:** It may be defined as consumer’s perception of a product or brand that fulfils his expectation.

**Perceived Value:** It is the net worth about the product or service in the minds of a customer.

**Product involvement:** Product Involvement is the extension of customer’s opinion and effort put to buy the product or service.

**Brand Trust:** Brand trust is the customer’s security and reliability about their perception to buy the product or service.

**Customer satisfaction:** Customer satisfaction is how the consumers are pleased by the product or service provided by the company.

**Brand Association:** Brand association is the consumer’s memory about a brand that is deeply seated when they think about a particular product or service offered by the company.

**Brand Awareness:** Brand awareness denotes how the consumers are able to recognize or be familiar with the brand of product or services offered the company.

**Brand Loyalty:** Brand loyalty is the tendency of faithful consumers when they make repeated purchase of the same brand or service from the company.

**Brand Community:** Brand community is defined as the consumer’s attachment with other consumers who use the same brand provided by the company.

**Brand Attachment:** It denotes consumer’s emotional attachment with their brand and considers that the product they use is a special one provided by the company.
**Brand Engagement:** Brand engagement is defined as how the consumers have invested all forms of resources in order to buy the product or service provided by the company.

**Brand Resonance:** Brand resonance is defined as how the consumers have a relationship with their brand and to what extent the consumer can relate their product or service they use.

**Perceived Brand Equity:** Brand equity denotes the consumer’s thought about the strength and value of the brand they use and to make a correct decision to buy the product or service provided by the company.

**Brand Salience:** It is denoted as how the product will come into the minds of a consumer when he makes a decision to buy the product or service offered by the company.

**Brand Performance:** Brand performance denotes how the product or service of the company that satisfy the consumer’s need to their preferred level.

**Brand Imagery:** Brand imagery is defined as how the consumer will think about the brand in real and how well they associate the quality of a brand in imagination.

**Brand judgement:** It is defined as consumer’s opinion and personal evaluation of the brand they consume and how the consumer associates the performance and imagery about their brand.

**Brand Feeling:** Brand feeling is the consumer’s emotional response about their product they consume offered by the company.

**Interactive Marketing communication:** It means by which firms attempt to inform, persuade and remind consumers about products and brands they sell by means of various marketing mix.