CHAPTER - II
REVIEW OF LITERATURE

This chapter reviews the various empirical studies related to the Brand resonance and Interactive marketing communication factors. An attempt has been made to elaborately review the earlier studies relating to Brand resonance and Interactive marketing communication. The chapter has been divided into five sections. The first section presents the Brand related previous studies. The second section deals with brand equity studies. The third section deals with customer satisfaction studies. The fourth section deals with Interactive marketing communication related studies and fifth related to brand resonance related studies.

2.1 Brand

As stated by Levitt (1983) for building a successful brand there are four elements namely tangible product, basic brand, augmented brand and potential brand. Tangible product denotes the commodity which satisfies basic needs of a consumer. Basic brand refers to the packaging of a product which attracts a potential customer. Augmented brand has a provision of credibility and effective after sales. Finally most important potential brand is nothing but engendering consumer preference and loyalty. So these factors augment the image of brand in the minds of a customer.

Aaker (1991) expressed that the brand is a recognizing name and/or image, (for example, logo, trademark, or package design) planned to distinguish the goods or services of possibly one dealer or a group of dealers and to separate these products from those of competitors. In this way a brand signals to customer and from the
producer to competitor they make an attempt to provide products that appear to be identical.

Kapferer (1997) stated that brand is an external sign and the main function of a brand is to exhibit the hidden qualities of the product which are inaccessible to contact. The brand serves to identify a product and to distinguish it from the other products. Nowadays challenge is to make a strong and distinctive image.

Abrahams and Granof (2002) proposed that the brand is the guarantee of value and consistency which gives the establishment to the connection between an individual and a particular product or organization. The satisfaction of this guarantee builds esteem drives in client to purchase more items, impacts the financial group to buy or to recommend to others which in turn helps companies to attract and retain the most talented employee.

Philip and Kotler stated (2003) that brand can be denoted as name or logo or colour and symbol, are useful as marketing tools and marketing strategy for various researchers. The brand name also suggest marketers trust to deliver certain set of features and benefits, genuine services and utmost consistency to the end users of the products or services. According to Philip & Kotler it is the responsibility of every marketer to create an objective for the brand as well as mission for the brand.

Saila Saraniemi and Mari Ahonen (2008) conducted a research study titled “Destination Branding from Corporate Branding Perspective”. The main aim of this study is how branding specifically corporate branding is utilized in destination branding dimensions. The researchers searched an online database of comprehensive academic journals on branding in tourist destination places. The authors selected 15 studies for analysis specifically focused on corporate branding. They analyzed in an adductive
manner and each one are independently verified. The study reveals that the corporate branding issue may give new dimensions in tourist destination places but it is rarely utilized. The authors conclude that this paper be the first one to clarify this issue and give more importance to tourist destination places. Furthermore only 15 journals of 58 destination branding journals found to have systematic literature review for corporate branding concepts. And also tourist destination was widely studied from image and identity dimensions.

According to Sanjay (2011) sales promotional schemes on international brand is highly preferred by consumers. He concludes sales promotion on international brand is highly preferred by the consumers. His study suggested that word of mouth is having more impact on international brand. So word of mouth attribute is considered in order to achieve objectives for sales promotion schemes. Hence while executing the sales promotion schemes and its benefits from the view of customer the features of sales promotion schemes should be considered to achieve the target of sales promotion schemes.

According to Daniela Yasenova Baeva (2011) as revealed in a research paper titled” How Brand Strategy and Brand Communication Contribute to Build Brand Equity” a brand is the result of recognition of a product and the personal attachment that are exhibited in the hearts and minds of the consumers through their brand experience. Furthermore this experience will highly influence customer trust and consumer loyalty and allow brand building relationship with their favourite brand. The researcher also explained that industries can understand that strong brands are historically important for revenue growth and build powerful brands. The main objective of this study is to analyze how effective brand strategy and brand communication will build brand equity
to create a strong brand. In this regard the researcher took case study navigator to show how the brand has been managed to become strong brand in the paper segment industry,

Katherine, et al. (2012) stated in her study that consumers highly prefer good ethical goods produced from companies and prefer to pay a premium to get the goods and services from the company. The whole world is becoming smaller due to globalization and privatization and improved transportation and the digitalization of internet to all parts of the world. As a result of this digitalization the consumers are not only expecting fair trade options but also expect ethically produced goods and fair price for the goods and services.

Aditi Verma Thakur (2012) explored in the research titled “Branding and Business Management: Leveraging brand names for Business Advantage”, an attempt to generalize the business outlook units with intellectual dimensions properties.(ie.) patent, design rights, copyrights, trade secrets and trademarks. The author made an attempt to bring few basic branding strategies, using defined parameters. The author stated that using any mix of various branding strategies the business units can be improved and the business can be leveraged and the business objectives can be achieved. Furthermore a branding model can process a particular business unit to attain sustainable growth and development in today’s competitive environment. The author concluded that brand name is a powerful tool for any business to become success.

Tricia Wang (2015) conducted a research titled “The value of Luxury Brand Names in the Fashion Industry”. The researcher stated that brand names in fashion field are high priced and unreasonable. Furthermore popular luxury brand has been growing domestically and worldwide. The researcher also explains that Forbes publishes the top
100 most reputed brands annually and the results are 8 out of these 100 brands are luxury brands. The researcher analyzed the hidden aspects of brand marketing, product quality and brand imaging which help the brand into a successful brand in the fashion industry market. The author concluded that positive brand equity can help the industry in a number of ways.

2.2 Brand Equity

Douglas McConnell (1968) stated in his researcher paper titled “The Development of brand loyalty (they conducted field experiment with factorial design) that customers will develop strong preference for three brands of homogeneous product like beer, which are identical except for brand name and price. As a result of the experiment for marketing scholars implies mainly on perceived quality as a determinant factor for brand loyalty. Truly price factor consider as only one cue factor in globalized world and this impact on perceived quality more difficult to buy.

Jagdish N.Sheth (1968) explored in his paper a analytical model of brand loyalty for measuring brand loyalty for individual customers and presented a pattern of buying behaviour. The researcher stated that consumers are more accustomed to probability notions and research implies on isomorphic transformation of brand loyalty scores into probability measures as a result of probabilities than functions of both frequency and history of purchase. The researcher’s presentation has lots of limitations and the model seems well for stochastic for generating robust measures at the individual level.

According to David Aaker (1991) brand equity can be defined as a collection of brand assets and liabilities connected to a brand, its name and symbol add or subtract from the value given by product or service to the consumers. The researcher added that
brand equity is an asset and add value to the product or service and also decrease the value provided. Aaker’s brand equity is divided into five categories namely brand awareness, perceived quality, brand association, brand loyalty and proprietary asset.

Kevin lane Keller (1993) stated in his paper titled “Conceptualizing, measuring and managing customer based brand equity” about conceptual model of brand equity in the view of individual customers. Customer brand equity takes place whenever the customers have some favourable strong and unique brand associations in their memory. This paper also tells important aspects of conceptualization of how brand equity is built, managed and measured. The author prescribed two important basic approaches on measuring brand equity. The indirect approach brand awareness and image and direct approach measure the brand knowledge on how customer response to marketing mixes.

Chan Su park and V. Srinivasan (1994) in their study” A survey based method for measuring and understanding brand equity and its extendibility”, revealed a new survey based method for measuring a brand equity in unique product category and evaluating the brand equity of brand extensions into various different product category as a result it develops a customer based definition of brand equity as added value to a product as thought by consumer. The researcher measures equity as the difference between consumers overall brand preference on the needs of various product attribute levels. They conclude that source of brand equity is divided into attribute based and non attribute based components.

Cathy J.Cobb Walgren, Cynthia A.Ruble and Naveen Donthu (1995) in their paper titled “Brand equity, brand preference and purchase intent” explains some of the major consequences of brand equity. In specific the researchers examine the effect of
brand equity on customer perspective and buying intentions. Their study results indicate two categories in hotel and household cleaners, the brand with more advertising budget will have greater levels of brand equity. The brand with greater brand equity in each of category generated significantly has higher preference and purchase intentions.

Deepak and Agarwal (1996) in their research study titled "Effect of brand loyalty on advertising and Trade promotions" (study is on empirical in nature with game theoretic analysis indicates the issue of pull and push strategy for producers of consumer packaged goods and services) explains if any one brand is sufficiently greater than other and if advertising is cost effective, than greater brand loyalty requires less advertising than of having weaker brand loyalty and also higher brand loyalty segment should have larger advertising than smaller loyal segment. Their result explores that the retailer always should promote stronger brand loyalty brand more often with price discount as compared with weaker brand loyalty brand. In this perspective stronger brand plays offensive by utilizing more trade promotions and the weaker brand plays defensive by emplacing advertising.

Tulin Erdem, et al. (1999) in their paper titled “Brand equity, consumer learning and choice analyzed the relationship between brand equity, consumer learning and consumer choice process in two recent trends in market region. They are store brands and internet. According to the author brand equity can be defined as incremental utility in which a brand endows a product compared to a non branded product or services. Their result defines that brand equity have incremental effect of the brand on all perspectives of the customer and the choice process.
Arjun Chaudri and Morris B. Holbrook (2001) explored in their study titled “The chain of effects from Brand trust and Brand Affect to Brand performance: The role of Brand Loyalty”, two major dimensions of brand loyalty namely purchase loyalty and attitudinal loyalty. They used linking variables in the chain effects of brand trust and brand affect to brand performance with aspects of market share and relative price. Their result explains that when the product or service and brand level variables are in control, then brand trust and brand affect collectively denotes purchase loyalty by high market share and relative price for attitudinal loyalty.

James, et al. (2001) conducted a study titled “The Effect of Brand Attitude and Brand Image on Brand Equity operationalize Brand equity”. Their study is on empirical in nature and they test their conceptual model adapted by David Aaker (1991) and Kevin Keller (1993) on considering the adverse effect of brand attitude and brand image on brand equity. The study result implies that brand equity can be manipulated at the independent construct stage by giving specific brand associations to customers and these associations will implies attitudes that influence brand equity. The study also reveals that concentrating the constructs that create brand equity is greater for managers than trying to measure aggregated financial performance outcome.

Steve Hoeffler and Kevin lane Keller (2002) did a research work titled “Building Brand Equity through Corporate Social Marketing”. In their research work the authors explains that six ways in which CSM program builds Brand Equity. They are 1. By creating brand awareness. 2. Creating Brand Image. 3. Establishing Brand credibility. 4. Evoking Brand feelings. 5. Enhancing a sense of Brand community. 6. Creating brand engagement. The researcher also explains three questions of how CSM program make effect in which the firm should choose and how CSM program can be
branded in market. The result indicates the hypothesis of co-branding through CSM program and also it is the important one for complement the brand image with specific association excavated from the cause.

Peter, et al. (2003) in the paper titled “A Comparison of Offline and Online Consumer Brand loyalty”, compared customer brand loyalty in online traditional shopping market for more than 100 brands in 19 grocery product dimensions. They compared the observed brand loyalty with the constructed model (Dirichlet model) which is a latent class model for brand choice and the results are accurate for purchase behaviour.

Woo Gon Kim and Hong-Bumm Kim (2004) in their study titled “Measuring customer –based restaurant Brand Equity”, investigated the relationship between brand equity and the company performance and revealed that high brand equity is significantly correlated with revenues for fast food chain restaurants. They tested four dimensions of brand equity, namely brand awareness, brand image, brand loyalty and perceived quality. According to them brand awareness had strong direct effect on revenue and brand loyalty had the least effect. In contrary to the findings brand awareness reveal small effect on brand equity and more effect on brand loyalty and product quality.

Girish N.Punj and Clayton L.Hiller (2004) in their paper titled ”A cognitive Model of Customer –Based Brand Equity for frequently Purchased products” have stated conceptual framework and empirical results research. The authors explained four cognitive components marked as global brand attitude, strength of brand preference, brand knowledge and brand heuristic. The result explains that all explained cognitive components are very important determinants of customer based brand equity pyramid.
Importantly brand heuristic component serves as an specific mediator in cognitive chains that connect global brand attitude to brand knowledge and global brand attitude to strength of preference.

Roland, et al. (2004) in the paper titled” Return on Marketing: Using customer based Equity to focus marketing strategy,” explain a new strategy framework that comprises marketing strategy options. The authors stated that a change in firm’s consumer equity can change its current and future whole values of consumers implemented in specific management setting and to show various methods to test and validate model, the researcher illustrated detailed approach by collecting data in airline industry. The research model give evaluation on firm return on investment which include dimensions like return on quality,return on advertising, return on brand loyalty programs and even return on citizenship in consumer perspective views.

Janell D Townsend (2005) in his research paper titled "Sources and consequences of Brand equity in Automotive industry” emphasize on the effect of company level actions on customer based dimensions of brand equity framed as awareness, perceived loyalty ,intended quality, perceived economy and perceived image. The result explains a positive effect of advertising measures by annual expenditure on all divisions of brand equity except perceived image. Specifically denotes new product introductions on product category positively affect all divisions of brand equity except intended value. The result also infers that various factors of region of origin and globalized brand have mixed effects on customer based brand equity.

Jelena Jokanovic (2005) in her study titled “Corporate Brand Equity valuation in the food and beverage Industry in Slovenia,” describes that all other firm brand have not have much value to firm market values. This research explores that these firms are
less sensitive to customer perceptions. Corporate owners should keep in mind that brand equity is very important for valuation of their firms. The researcher concludes that profitability ratio should be taken as short term and value of the brand should consider as long term strategic brand measures which indicate the future perspective potential for both product and the company. The study describes that brand equity influence individual corporate brand on the overall firm value as it differs from one firm to another firm.

Sreedhar Madhavaram, Vishag Badrinarayanan and Robert (2005) stated in their paper titled “Integrated Marketing Communication and Brand Identity as critical Components of Brand Equity Strategy”, a conceptualized framework and research propositions. The authors explain that integrated marketing communication and brand identity are critical components of brand equity strategy. The results indicate the synergy along various marketing activities can make IMC highly effective. They also explain that well communicated brand identity makes stronger building brand equity by positively influencing the IMC process.

Ada Atilgan Aksoy and Serkan Akinci (2005) have conducted exploratory research on Determinants of Brand Equity in the beverage firm in Turkey. The paper aims to verify the practical application of Customer based brand equity pyramid model of David Aaker's well known conceptual model of brand equity. The study results imply that brand loyalty is very important dimension and also most highly influential dimension of Brand equity model of Aaker's model. They also explain the less influential factors are Brand awareness and perceived quality dimensions.

Kevin Lane Keller and Donald R. Lehmann (2006) conducted a research study on "Brands and Branding”. The authors explain that branding has become most priority
in the last decade due to globalization and growing realization in the upcoming
digitalized world that brands and branding are the highly intangible assets that
company can have nowadays. The researchers also stated that highly influential work
in brand are brand integration, brand positioning, brand equity, brand growth and brand
management. They conclude that there exists a gap in the research of brand and also in
brand equity.

Bohrer Monty F (2007) in his research paper titled “Discriminate Analysis of
Aakers Brand Equity model on top of mind awareness, brand preference congruence in
prospective hospital patients” explored Aaker’s model of brand equity and various
assets of influence of brand equity (brand association, brand awareness, perceived
quality and brand loyalty) in patient’s mind in hospital about awareness and brand
preference. According to Aaker’s model the above mentioned assets are directly
connected with brand and add value to the service or product to the company. The
author concludes that Aaker’s model of brand equity could predict a patient’s brand
preference in the hospital industry.

Ruchan Kayaman (2007) in his study titled “Customer based brand equity”: A
research on hotel industry aims to explore four dimensions of brand equity. The author
explains the relationship between four dimensions of brand equity (brand awareness,
brand loyalty, perceived quality and brand image in various hotel industry and
conceptualise to build brand equity on hotel industry. The results indicate that brand
awareness factor found to be less significant in hotels tested in the paper. The author
concludes that the managers of hotels and top level executives should influence on
perceived quality, brand loyalty, image and awareness and design the hotel delivery
techniques by relating between CBBE dimensions.
Florence Benoit and Beatrice Parguel (2007) in their research paper titled “Building Brand equity with environmental communication” an empirical study on investigation in France explored the relationship between customers country level and product images of a country and the association of brand equity from that country. The study concludes that customer based brand equity was highly significant with macro and micro perspectives of the country originated brand. Moreover the authors explain the CBBE models contribute the various relationships between product categories of both micro and macro originated products. They conclude that cars as product category are more significant than country originated image than televisions.

Venkatesh Shankar, Pablo Azar and Mathew Fuller (2008) in their study on topic” A Multi category brand equity model and its application on Allstate”, develop a strong model for measuring and estimating and tracking the managing brand equity model, brands on customer survey and financial aspects. The author applied this model on Allstate a leading insurance company. This model examines the spill over effects from one category product to another one. This research paper also examines the various dimensions like brand image and various relationships among advertising, equity and shares of the company and then build a decision making simulator for the brand. This model gives a reliable information on brand equity and the results conclude advertising provide long term influence on brand equity to the share holder value.

Haizhong Wang, Yujie Wei, chunling Yu (2008) in their research paper titled “Global Brand equity model: relating customer based equity with product-market outcome approaches”, explained the structural inter relationship between corporate ability Association and customer based brand equity dimensions and its market product item outcomes. Their results conclude that CAA is highly significant in brand building
and maintaining brand equity model. The authors also emphasize CAA and brand awareness has highly significant on perceived quality and also high impact on brand resonance, brand extensibility and price features. Their research concludes that brand resonance have high influence on brand extensibility and the repurchase intention.

Kerri Ann L. Frank Alpert, Nigel K. Li.Pope (2008) published a research paper titled “An application of Keller’s brand equity model in business to business context” in which the authors explained the suitability and various limitations of Keller’s Customer brand equity model and tests its application on business context. This paper suggests that amongst company buyers there is high influence on selling firm including the firm corporate brand, credibility and staff other than individual brands and the various dimensions. The authors examine the real buyers and the risk associated which may represent industry oriented dimensions that are not mentioned in all B2B markets. The authors also explain the future prospects as the importance of Keller elements in various other industrial marketing concepts would be more beneficial.

David N Bibby (2009) in his research paper titled” Brand image, Equity and sports sponsorship” explained the various relationships between brand image and brand equity in the concepts of sports sponsorship programs. This paper explains various sponsorship relationships between all Blaks and the major sponsor and branding partner (Adidas). The author concludes the view that Keller model denotes brand image is antecedent to the brand equity construct. The author also suggests the findings of Faircloth (2001) model which states that image of brand have high influence on brand equity.

Hilgenkamp and Heather (2009) in the study titled “Brand equity: Does the name of brand or price of product affect perceptions of quality of product” states that
how the perceived brand name and price of a product can influence the buyers decision. It is very clear that when the consumer looking for price, they will purchase the less price products. The authors suggest that name associated with brand product will make influence to rate the perceived quality of the product depend higher or lower based on strength of the product. However the respondents of this research made purchase intention based on perceived quality of the products. The authors conclude that consumer tend to buy a product based on the perceptions of brand name and also the price scale of the product as well as other dimensions.

Norzalita Abd Aziz and Norjaya Mohd Yasin (2010) conducted a research study in the topic “Analyzing the Brand Equity and Resonance of Banking services”: A perspective focus on Malaysian consumer. The authors describe a conceptual frame work which is based on Customer based brand equity with Brand resonance model. The model has six brand building blocks consists of brand salience, brand performance, brand imagery, brand judgement, brand feelings and brand resonance. The paper concludes that there is a strong positive influence between brand performance and brand judgement and positive relationship between brand performance and brand feelings, and also brand performance and brand resonance as well as positive relationship between brand feelings and brand resonance. The authors describe that the multiple regression analysis concludes that positive influence on brand feelings, brand judgement, and brand performance on brand resonance.

Anil Degermen Erenkol and Adnan Duygun (2010) in their research work titled “Customers perceived Brand Equity”, on the customers of Bellona, a furniture firm in Turkey, analyzed brand equity and the factors which affect brand equity. The authors conclude that not only quality of the product but also various other dimensions like
brand image, brand loyalty, brand awareness will also have high influence on brand equity. They suggest that the firm managers should concentrate on various marketing strategies to build brand equity for the success of their products.

Xiao Tong and Jana M. Hawley (2010) quoted in their research work titled "Measuring customer based Brand equity with empirical evidence from the sportswear market in China" the practical applications of customer based brand equity model in sportswear dresses in Chinese market. The research work is based on Aaker’s model of brand equity with structural equation modelling to examine the relationship with four elements of brand equity on sportswear market. The paper concludes that brand association factor and brand loyalty factor have strong influence on brand equity. And also less influence on quality factor and brand awareness factors. The authors give suggestions to brand managers of sportswear and also various marketing planners about the importance of brand equity concept and effective ways for building perceived loyalty and brand image.

Rosa E. Rios and Hernan E. Riquelme (2010) published a research paper titled “Sources of brand equity for online companies”. The authors describe to examine the predictability of various sources of brand equity and the influence of selected internet marketing activities in the market. The authors explain the traditional approach to describe the brand equity factor. The study concludes that in brand association the customer will make a relationship to brand recognition and brand trust combined with brand loyalty to create brand equity for various brands like Amazon and EBay. The authors give suggestions to build brand equity by improving marketing activities that create fulfilment and improved customer service online.
Arthur W. Allaway, Patricia Huddleston, E. Elinger (2011) in their research titled "Customer brand equity, equity drivers and customer loyalty in the supermarket industry" analysed the consumer based brand equity in the supermarket industry and the drivers connected with levels of brand equity in the supermarket field. This research paper is the first to connect the link between customer based brand equity and the supermarket industry branding efforts that basically drives for particular retail brands. In the supermarket industry there will be numerous choices in various market areas and also consumer will go for low switching cost and hence successful branding can translate with emotional commitment, with brand loyalty and even reference promotion of the brand to others.

Steven Pike, Constanza Bianchi, Gayle Kerr (2010) in their paper titled "Customer Based Brand Equity for Australia as a Long-Haul tourism destination in an emerging market" explain the effectiveness of a model of consumer based brand equity for a tourist destination in their country Australia. The paper suggests that Australia is well known for tourism but not compelling tourist destination brand. They conclude that the results reflect lower priority compared to South American market. The researcher also suggest that CBBE effects can also be analyzed at various destination levels about strengthening or weakening of customer perceptions in relation to brand objectives.

Chieng Fayrene Y.L and Goi Chai Lee (2011) published a research paper titled “Customer Based Brand Equity: A literature Review- A brand equity concept born in 1980s”. The authors state that brand equity have more interest on business strategists from a various industries and brand equity is immensely related with brand loyalty and brand extensions. And also successful brands have competitive advantage that is useful
for most of the industries. They further explain that brand equity has been analyzed from financial and customer based dimensions. The main objective of this paper is to review various sources of brand equity by collecting various literature and empirical research made in this concept. The conceptual frame work for consumer based brand equity is developed to give more advanced understanding of consumers.

Raja troy and Ryan Chau (2011) studies about “Customer based brand equity and status seeking motivation for global versus local brand”. The main objective of this paper is to explore how a global and local brand existing in competing way in the market side by side based on customer based brand equity and customer’s status seeking buying behaviour a global and local brand. The authors conclude that customers prefer global brand on all dimensions of customer based brand equity over local brand. The researchers also conclude that global brand is highly favoured in all terms of awareness, perceived quality, and overall brand equity by high status group of consumers than a local brand seems that the consumers enjoy loyalty and overall brand equity on low status consumers. They conclude that local brand is highly preferred in terms of customer based brand equity over Australians whereas the global brand is preferred by non-Australians.

Abhijeet Agashe, Rupesh and Rashmi (2011) conducted a research study titled “Customer based brand equity Analysis of Dinshaws Ice cream”. The main objective of the study is to analyze the four perspectives of CBBE pyramid viz. brand awareness, brand loyalty, brand image and brand performance. The study is based on the assumption that all the perspectives of CBBE pyramid brand personality have higher influence on customers’ perception of brand. They conclude that many customers are highly aware of the brand and most of them are associating with quality and flavour for
the brand associations. They also conclude that the relationship between loyalty and perceived quality of the brand, customers brand loyalty towards brand Dinshaw is highly influenced by quality.

Amanda Spry, Ravi Pappu and T.Bettina Cornwell (2011) in their research study on “Celebrity endorsement ,Brand credibility and Brand Equity of the Endorsed brand” analyzed the mediating role of brand credibility and the moderating role of what type of branding (parent brand versus sub brand) which are employed by the endorser credibility brand equity. The authors conclude that endorsed credibility brand have highly influence on brand equity .And also the endorser credibility brand credibility and endorser credibility of brand equity relationship did not have significant influence. The findings of this paper suggest that celebrity endorser is that one who is perceived as credible based on factors like attractiveness, expertise, and trustworthiness.

Ji-Hern Kim:Yong J.Hyun (2011) in their research paper titled “A model to investigate the influence of marketing mix efforts and corporate image on brand equity in the IT sector” developed a model to analyze the relationship on marketing mix efforts, corporate image and three perspectives of brand equity. They are brand awareness, perceived quality and brand loyalty with market performance and this conceptual model consist of three unique aspects of business market. They are after sales is consider as marketing mix, Corporate image can consider as dimensions of brand equity and personal selling is the main component of promotion. The authors conclude that marketing mix efforts have high influence on brand equity. The corporate image has a mediating effect on all three dimensions of brand equity.
Marta Olivia Rovedder and Fernando Luce (2012) explored in their research titled “Reflections about Brand Equity, Brand Value and their Consequences” brand equity was universally accepted concept and also frustratingly elusive definition. The main objective of the study is for future oriented research on conceptualization of brand equity. The researchers also emphasizes theoretical and empirical studies that access possible implications of brand equity. The authors suggest the need to differentiate between brand equity and brand value which has several dimensions. The researchers conclude that brand equity creates value for the consumers and also for the companies, while the brand value creates value only for the industry and its shareholders.

Namju Shin, Haelee Kim and Sunah Lim (2014) conducted a research on the loyalty measured on participants of HANATOUR international travel show “the researcher Effect of Brand Equity on Brand attitude and Brand Loyalty in Exhibition”. The main objective of the study is to analyze the relationship among Brand equity, attitude and brand loyalty conducted in a survey with convenient sampling technique from the participants of the HANATOUR travel show. The authors analyze the data with the help of AMOS 18.0. The findings of the study reveal that perceived quality and brand image are the dimensions of brand equity. Furthermore there is a positive significant influence on brand attitude and brand loyalty, brand awareness to brand loyalty. The authors conclude that the HANATOUR International travel show should work hard to attain brand equity and establish the brand value to brand equity for the competitive industry.

Sanaz Farjam ,Xu Hongyi (2015) explored in their research titled “Reviewing the Concept Of Brand Equity and Evaluating Consumer based Brand Equity Models”, the concept of brand equity and discussed the various dimensions of equity. The
authors reviewed existing review of literature of brand equity and evaluate the brand equity pyramid model for the future research area. The authors discussed the brand equity in three dimensions. They are financial, customer based and employee based. Also brand equity is an important factor in lowering the perceived risk for new product adoption. The researchers analyzed more than 60 papers of brand equity models and presented a model and definition of brand equity.

Hayford Amegbe (2016) conducted a research titled “The Influence of Customer Based Brand Equity on Consumer response-The newly opened mall in Ghana”. The researcher analyzed to understand the customer based brand equity and its various effects on willingness of customer to pay premium prices. The author also analyzed the customer’s attitude towards brand preference and purchase intention on west Hills Mall in Ghana. The researcher collected data from 400 customers who went to shop at the West Hills Mall. He used confirmatory factor analysis and path analysis for the methodology part. The findings of the study reveal that brand preference and purchase intention highly influence on brand equity. Furthermore customers’ willingness to pay price premium is not influence on brand equity factor.

2.3 Customer Satisfaction

Parasuraman, et al. (1985) explained the fundamentals for the analysis of customer satisfaction towards service sector using the gap analysis between consumer’s expectation of performance and the consumer perceived experience. This analysis provides to measure satisfaction gap which is quantitative in nature. The author identified ten determinants of service quality factors. They are tangible, credibility, reliability, responsiveness, communication, competence, access, security, knowledge, and understanding of the customer. The author concluded in his study (1998) and
identified five factors for measurement of customer satisfaction. They are assurance, responsiveness, reliability, tangibles, and empathy to measure satisfaction of customers.

Cronin and Taylor (1992) measured customer satisfaction as one item scale that enquires customer’s overall feeling towards the firm. The authors used a single point scale to measure customer satisfaction in the approach model. The Taylor and Cronin approach fails the justice of fair richness of the conceptual model and also it has failed to justify the service quality, customer satisfaction also have multidimensional in nature.

The exploratory study conducted by Luiz and Douglas (1993) implies the nature of customer satisfaction that is given to consumer bank services and the methods used to evaluate these services are highlighted. The authors used non metric multidimensional scaling technique for representation towards respondents of the banking service and the perception were analyzed. The results indicate that the respondents of the banking sector have significantly high level of customer satisfaction with respect to their locality and access of ATM and branch services. And also the respondents have accepted the present level of banking fees structure. The authors conclude that the respondents express some level of dissatisfaction for improvement in banking services.

Levesque and McDougall (1996) stated that the consumer satisfaction and retention of customers are very crucial role in banking sectors. The author examined the major determinants of consumer satisfaction and predicts the future intentions in the banking sector. They suggested that the determinants of customer satisfaction includes various service quality dimensions like first preference for consumer at timely manner,
service factors like competitive interest rate, service problems, service recovery, and the products used in banking sector. The author concludes that various service problems and the branches service recovery ability of the bank have high influence on customer satisfaction and consumer intention to switch over to another bank.

Anderson and Mittal (2000) in their research paper titled “Strengthening the Satisfaction-Profit Chain” stated that consumer satisfaction can be achieved from price promotions, rebates, switching barriers, and various other means. The authors concluded that attitude and behaviour are won through superior kind of products and services and various switching barriers do not have same long run impact on profitability. They also suggested that final evaluation of the consumer includes the ultimate performance of the product.

Mittal and Kamakura (2001) stated in their paper titled” Satisfaction, repurchase intent and repurchase behaviour” investigate the moderating effect of customer characteristics and explained that consumer satisfaction has been examined from an industry field perspective to compare consumer satisfaction across companies. In this research paper the final decision makers or end consumers get a score or numerical value to compare the customer satisfaction of one company or organization so that best firm can satisfy the consumers.

Malthouse and Calder (2003) explored in their study titled “Modelling the relationship between Customer satisfaction and Loyalty” on consumer satisfaction on newspaper and healthcare firms suggest that the nature of customer satisfaction can vary subsequently across various sub unit factors like stores, market etc. For example sub unit factors like satisfaction with the selection, employees, etc may have strong
influence on overall customer satisfaction, while other sub unit may have little or no relationship for the overall customer satisfaction.

Wreden (2004) revealed in their study titled “What’s better that Customer satisfaction” explored that customer satisfaction cannot be measured. Various researchers avoid customer satisfaction as the main tool for analysis because there is no meaningful benchmark. Apart from that, the researcher focus on entire consumer experience with the firm or company contact and the impact contact with assessment of that experience results that a consumer is satisfied or not.

Angulo L.F and Rialp (2007) analyzed in their research paper titled “The Interplay between cumulative customer satisfaction and brand value” analyzed the various empirical evidence that revealed the cumulative consumer satisfaction and brand value of the clients that leads to profitability. The author explained that these effects have been studied subsequently from each other. The author concluded that companies follow either increasing customer satisfaction or increasing brand value. They also concluded that some firms that pursue only increasing customer satisfaction and also growing brand value.

Texak and Kaur (2009) examined a comparative study in public and various private sector banks in India. The results suggest that respondents of public sector banks are highly satisfied with the traditional unique approaches like ATM, Demand draft, Cheque book facility and bank accounts. While the private sector banks have low influence on these services, the private sector bank consumers are highly satisfied with counter services, cash deposits, cash payment and cheque deposit. The author finally concluded that public sector banks provide a highly better service than the private sector banks.
Munusamy Chelliah and Mun (2010) did a study on business to consumer type of environment. Customer satisfaction is a major objective of their study. The author focused on various measurement of consumer satisfaction through a unique delivery of service quality in banking sector in Malaysia. The results concluded that SERVQUAL factors of assurance tangibles, empathy and consumer responsiveness have high influence on consumer satisfaction. Reliability has less influence and also both had no influence on consumer satisfaction. This study suggests that the marketers should concentrate for the improvement of service quality in banking industry.

Safiek Mokhlis (2012) evaluated in their research work titled “The Influence of Service Quality on satisfaction” the importance of gender in predicting aspects of service quality and also to find the relationship between perceived quality and consumer satisfaction. The results concluded that gender have significant influence on service quality perceptions and have more importance fetched to various factors of service quality. The author also concluded that tangibles, reliability and responsiveness were the main factors for determining service quality for both the genders.

2.4 Interactive Marketing communication

According to Fitzpatrick Michele (2003) the concept of offline and online Integrating marketing is a new tool to build success in a timely manner to reach consumers. In many organizations they view online and offline efforts as separate tools, savvy marketers now realize that brand success comes to the firm only with integrating through all channels to provide to customers. The author also concluded that the consumer’s demand for accessibility, choice and convenience in a timely manner with help of Integrating marketing communication.
According to Duncan (2002) the interactive marketing communication intends to maximize the positive images of the organization and reflects to reach consumers and also the IMC reduces the various negative images of the firm and try to communicate efficiently using the proper communication mix at the right time to reach the consumer end. The findings concluded that a successful integrated marketing communication program consists of combination of various marketing mix of right tools and marketing communication role and then co-ordinate their use. The author further explains that the organization should use the proper contact method to reach consumers that offers the best way of delivering a proper message or communication channel to target the audience or the end consumers.

Philip Kotler and Kevin Lane Keller (2006) stated that Integrated marketing communication can give a stronger message to consumers and also it impact on higher sales .The authors explained that IMC can force to think management about what are the ways the consumer makes contact with the organization and also effective ways for positioning the products and minimizing the timing issues. The IMC produce high responsibility to unify the brand image of the firm as they come in contact with the various firm activities. The authors concluded that IMC can improve the firm’s ability to reach consumers with the right message at timely manner. To achieve the higher impact both personal and non-personal communication channels should be used.

Goran Vlasic and Tanja Kesic (2007) conducted a research titled “Analysis of consumer’s attitude towards Interactivity and Relationship personalization as contemporary developments in Interactive Marketing Communication”. The author analyzed consumer’s attitude towards two concepts. The study used online survey of respondents on a convenience sampling of internet users in Croatia citizens. The study
indicates that there is a positive relationship between consumers towards interactive marketing communication. Furthermore the customers need interactive marketing communication but consumers need more personalization. The authors concluded that the implications have direct relationship development with customers. The authors gave an insight of how customers need to communicate with the companies and the nature of personalization they expect. The results also suggest that how the firms should take steps to communicate to consumers with interactive personalized relationships.

Don Schultz (2008) explained that Integrated Marketing Communication is a planned process used to develop, execute and evaluate, persuasive brand communication program targeted to consumers on a timely manner. The author stated that the main key difference between IMC and simple marketing communication is highlighted by three dimensions. They are Strategic, Evaluate and Measurable. The author expressed that IMC uses all forms of marketing communication mix to enforce in a way that it is strategically important in achieving firm objectives and finally it measures to obtain accountability and are evaluated in a short time period. The same elements also given by various authors like (Caywood 1996) and the authors believed that the concept of IMC is not a new one, but the original fact is that the previous marketing communication has not been communicated in a strategically way and also the present strategy is well coordinated and gives a new dimension.

Ahuja and Vandana (2011) stated in their research paper titled “Using Corporate blogs for supporting Interactive marketing and CRM” the various IMC tools like corporate blogs, online communities, social networks offered by the New age collaborative web technology. Corporate blogs are used by various firms for the core
business process in the sense of marketing. The researchers focus on the various dimensions of corporate blogs and their supporting role in functions of companies in terms of IMC. The authors explored the various perspectives of Interactivity in corporate blogs which are necessary for brand building relationships with clients’ engagement and further analyzed usage of blogs for consumer relationship management. The researchers studied specific blog in generating higher customer engagement and then tracked the response in the form of comments. The authors concluded that they framed a conceptual network for routing the comments response clustered by tags to appropriate CRM functions and then to take action by the firm.

Shaleel Rehman and Syed Ibrahim (2011) in their study titled "Integrated Marketing Communication and Promotion" explored the importance of Integrated Marketing Communication towards various promotion practices adopted by the companies and also challenges faced by the future industries in regarding IMC. The study reveals that the IMC plan is not the final plan for the firm but it is a chain of approach and emerging technology in reaching the consumers. The IMC study also give insight well concrete ideas for company’s communication campaigns. The authors concluded that IMC is not communicating with the end consumers but the employees, vendors, firms external environment is directly involved in. Furthermore without IMC it’s not possible for promoting a brand in any business in the global market.

Dushyenthan (2012) conducted a study titled “Interactive Marketing Communication and its Impact on Customer satisfaction”. This study was conducted on mobile communication providers in Jaffna, Sri Lanka. A sample population of 100 communication service providers in Jaffna district was interviewed. In this study single linear regression analysis was assessed and its impact on customer satisfaction was
analyzed using 7 key dimensions of Interactive marketing communication such as trust, commitment, quality of employees, atmosphere, complaint handling, services and familiarity. The study reveals that Interactive marketing communication is highly significant to customer satisfaction. Furthermore the relationship commitment and trust have high significance to customer satisfaction. And also association between Interactive marketing communication and customer satisfaction on service providers is moderately correlated.

According to Olivia Pasquinelli (2012) explored in their research paper titled "Interactive Marketing and the Broadway Experience" various range of possibilities of Interactive marketing communication effectiveness and how efficiently utilized for the application of marketing activities especially for musical theatre companies. The author interviewed number of musical theatre firms and analyzed marketing campaigns and interactivity which makes success for the companies. Furthermore the author analyzed true effectiveness on interactivity marketing tools and utilized efficiently by the musical firms. The results conclude that the Broadway audience have connection with new emerging technology and the modern emotion of the product sells and interactive marketing communication is highly successful in the musical industry.

According to Cristina Castronovo (2012) in their study titled "Social Media in an Alternative Marketing communication Model" the word of mouth marketing, alternative marketing communication and finally social media are important dimensions of Interactive marketing communication. Furthermore this paper suggests developing integrated alternative communication conceptual model which can apply by the firm to achieve their marketing objectives. The findings revealed that social media marketing is highly influential one when it is properly utilized. Furthermore a
successful IMC combines the integration of marketing efforts by the coherent strategy when the firm is coordinated. All marketing campaigns of IMC must feed into strong base to one another. The author concludes that alternative marketing proposed herein will have leveraging effect for the firm to communicate effectively.

According to Allada Vijaya Kameswari (2013) in their research paper titled “Internal Marketing and Interactive marketing in State bank of India” identified the internal marketing factors which are necessary for job satisfaction among the various employees in state bank of India. Furthermore this study also reveals the various interactive marketing factors that influence the customer satisfaction. The author conducted the study on State bank of India in Visakhapatnam city of sample size 300. The findings of the study reveals that employee satisfaction has high influence on service delivery. Furthermore the bank employees have lower satisfaction on customer orientation, job recognition and skill development activities. The marketing activities require special attention by the management. Employee satisfaction has highly positive they feel that they receive promotions, benefits, work autonomy etc. Furthermore the customer satisfaction have high influence with the employees responsiveness, ATMS, location etc. The author concluded that marketing factors is the utmost one for employee job satisfaction that finally leads to customer satisfaction

Yarlagadda Srinivasulu (2014) conducted a research titled “Internal and Interactive Marketing Practices of BSNL in Promotion of Fixed Broadband Services DSL”. The researcher analyzed the external marketing practices 4ps pf BSNL selected incumbent operators. Furthermore this study explored job satisfaction, customer loyalty, socio economic and demographic factors, influencing broadband connection. The study was conducted a survey from employees and customers of BSNL fixed
broadband service from Pondicherry city. The findings revealed that internal marketing supports job satisfaction for employees which has direct impact on delivery of service quality that finally leads to customer satisfaction in the telecommunication sector. The author concludes that BSNL should concentrate more on internal marketing strategies that have high influence on customer satisfaction. Furthermore BSNL should change from bureaucratic to autocratic leadership styles to promote the upcoming conflicts.

Christiane Meisling (2014) conducted a research on “Consulting firm’s use of Twitter for Interactive Stakeholder Communication”. The main objective of the research is to infer that social media is fully utilized by the companies or not. The author analyzed Twitter usage in consulting firms across global markets in Danish and US. The study engages on stakeholder’s group in consulting firms and the demands of interactivity in Twitter. The author used a research design of content analysis of the last 100 tweets which were sent by 12 corporate accounts on 2014. The tweets were analyzed by using interactivity using eight variables. The study reveals that US companies are using interactivity variables more than the Danish firms. However individual firms have shown different social media usage both used in Denmark and US. The author concluded that NGOs and social media expect the firms to be engaged on interactivity but the customers seemed less interested.

Suleiman A and Ghadeer Zaidan (2015) conducted a research on”E-Integrated Marketing Communication and its impact on Customer Attitudes. “The main objective of this study is to investigate the impact of E-IMC on customer attitude towards the consumer electronic product categories. The authors did analytical descriptive research approach. The respondents were random sample of online customers in the context of using electronic products in Jordan. The authors distributed 547 questionnaire finally
455 were accepted. The authors included mainly two variables with sub dimensions. The E-IMC is an independent variable and customer’s attitude taken as dependent variable. The authors conclude that there is a significant relationship between E-IMC and consumer’s attitude towards electronic product categories.

Agodi Joy Eberechukwu and Aniuga (2016) in their research paper titled “Integrated Marketing communication in building customer based brand equity” explored the impact of IMC in brand building equity and its consumers. The study stated that Interactive marketing communication is an attempt by the firm to inform, persuade and remind consumers directly or indirectly about the existence of a particular brand. IMC tries to communicate and mix communication options by the firms. Also the study reveals the influence of IMC on Brand equity pyramid. The authors concluded that the consumers need to compute the firm’s attention through integrated marketing communication. The IMC strategy started not in firm’s products and services but with customer needs and wants. Furthermore IMC is a strategic communication tool and have high advantage over others by saving time and money, the concept IMC accepted by many organization due to its adverse advantages.

2.5 Brand Resonance

Vikas Gautam and Mukund Kumar (2002) conducted a research titled “An Empirical Investigation to Analyze the brand Equity and Resonance of Banking Services” on Indian Banking services. The main objective of this research is to verify the various determinants of Brand Equity of service based on customer’s perceptions of Indian banking services. The study is based on Kevin Lane Keller brand resonance model (2001) which consists of six brand equity dimensions such as Brand resonance, brand judgement, brand feeling, brand performance, brand imagery and brand salience.
The researchers did exploratory factor analysis to reduce the total number of present items. The study indicates that there is high positive significance among brand performance, brand judgement, brand feeling and brand resonance and also a strong highly positive relationship between brand feelings and brand resonance from the correlation results. The authors conclude that all six factors exhibit the entire brand equity dimensions and there is highly positive influence among all six factors of the brand equity dimensions.

According to Aric Rindfleisch, Nancy Wong, James E. Burroughs (2004) in their research titled “Seeking Certainty Via Brands: An Examination of Materialism and Brand Resonance” analyzed how materialism is formed and what are the influences in terms of values and collective wellbeing. And also the authors explored the gaps by analyzing the relationship between brand resonance and materialism. The findings of the study indicate that individuals with high means of materialism will have strong influence or ties to their brand which they use with uncertainty. The study was conducted among 363 Americans and extension study was focused on 300 Singapore citizens. The author concludes that their conceptualization encourages materialism customers to form strong connections with their brands they use. Furthermore they concluded that high materialistic consumers are not selfish status seekers but also they are communal meaning seekers.

David Moore and Dayna Wurster (2007) in their research on the topic ”Self-Brand Connections and Brand Resonance: The Role of Gender and Consumer Emotions” analyzed self-brand connections construct with brand association construct for oneself to others as a result a strong bond is formed between brand and the customer self-brand identity. The authors explain in a similar way that brand resonance
indicates customer brand relationship which consists of Brand loyalty, brand attachment, and a sense of brand affiliation. The study reveals that gender has no significant influence on self-brand connections. Furthermore the brand is equally important for both male and female consumers. The researchers conclude that the brand WNBA has a major role in connection with perception of young women today to continue to build strong brand community to the targeted audience. Also the brand resonance helps in customer relationship management between customers and the brand.

Gnana Kumar, P Baba (2009) explored in his PhD dissertation titled "A study on Dissecting The dynamics of leveraging The enterprise Brand Resonance Value through Societal Marketing Needs" the effectiveness of leveraging the various brand equity strategies on interactive effects of three dimensions. They are i) degree of complementary associated between brand building in terms of green marketing, web blogs and social groups, ii) branding effects on various stages of multiple marketing, iii)Marketing judicious program investment that results in number of consumer relating outcomes. The researcher analyzed the key dimension of brand resonance factors about consumer loyalty, brand attachment, brand engagement, with the brand interpreted from various marketing related activities. The author conducted the study among the consumers of high brand equity organizations to portray the importance of social marketing deeds over the brand resonance factors. The researcher discovered the need of creating brand resonance dimensions using collaborative efforts with social groups of particular region. The author aggressively pursues the marketer to create social values to leverage the business of the firms by sticking to social marketing deeds.
Brian Scott Gordon (2010) explored in their study titled “The Impact of Brand Equity Drivers on Consumer Based Brand Resonance in Multiple Product Categories”, the consumer based brand equity of Kevin Lane Keller model (2003) on consumer’s perception influence on brand resonance. The CBBE scale consists of five dimensions such as brand equity, brand awareness, brand associations, brand superiority, brand affect and brand resonance. The findings of the study revealed that brand association has two components in goods context (attributes and benefits) and three components in the service context (attributes, benefits and service personnel). Furthermore there is positive relationship between brand awareness and brand association. And also brand association has high influence on consumer’s cognitive evaluation of brand superiority and affective response on brand affect in the service context.

Norzalita Abd aziz (2012) explored in the paper titled “Analyzing the Brand Equity and Resonance of Banking Services: Malaysian Consumer Perspective” the determinants of Brand equity of customers based brand equity pyramid on customers perception of banking services. The researcher framed a conceptual framework based on brand resonance model which consists of six brand building blocks namely brand salience, brand performance, brand imagery, brand feelings and brand resonance. The researcher conducted factor analysis for all the six constructs. The findings of the study explain Brand salience, brand performance, brand judgements, brand feelings and brand resonance are the only determinants of brand equity. Furthermore there is high positive relationship between brand performance and brand judgement and also relationship between brand performance and brand feelings. The author concludes that only brand feelings, brand judgements and brand performance have higher influence on brand resonance.
According to Devi. Nirmala and Bernouli D David (2012) as explored in their study titled” A Study on Customer Brand Resonance with Regard to Sunglass Brands” the brand resonance was a influential factor for consumer’s perception of a brand. Furthermore consumer’s perception with respect to various factors will develop resonance in the consumers mind. The main objective of this study is to analyze the various dimensions of Kevin Lane Keller’s model of brand resonance (brand awareness, brand performance, brand imagery, feelings, judgement and finally brand resonance) that finally leads to consumer’s perception on their preferred sunglass brands. The authors framed a structured questionnaire, which consists of 90 questions and only 70 are taken for their research work. The findings of the study reveal that consumer’s perception varies from factor to factor and from brand to brand. Furthermore Fast track have high influence to brand resonance factor where as Rayban is preferred for High emotional appeal.

Abdolvand Mohammad Ali and Taghipourian Javad (2013) explored in a research paper titled “Brand Resonance: Comparison of FMCG Brands with Durable Brands”, the brand resonance is the important factor for building the brand equity. The power of brand resonance depends on what remains on the minds of the customers and it includes loyalty, attachment, community and engagement. The researchers analyzed durable brand resonance and FMCG brand resonance and finally compared with each other. The findings of the study reveal that mineral water is the foremost brand resonance factor in terms of FMCG category. Furthermore Television is the foremost resonance in terms of durable category. The authors concluded that durable brand resonance and its four perspectives have high influence in comparison with FMCG brand resonance.
Jacqueline Burgess and Wendy Spinks (2014) revealed in their study titled “An examination of the Four Factors of Brand Resonance and Their Theoretical Application To Video Games” the literature of four dimensions of Keller’s brand resonance theory: Loyalty, attitudinal attachment, Brand community and active engagement, was theoretically applied to video games industry. The authors conclude that when a customer is exhibiting all four dimensions they are the worth consumers. The researchers provided a theoretical application of video game industry of each dimensions of Keller’s brand resonance model and also analyzed the reasons for change in brand resonance in the minds of the customers.

Umesh Ramchandra Raut (2015) submitted his PhD dissertation on “Analysis of Brand Resonance Amongst Young Consumers with Reference to Select Product categories”. The researcher analyzed the relationship between young customers and what they preferred in brand. To examine this researcher employs conceptual model of brand resonance pyramid. The main objective of this paper is to understand the various demographic profiles of customers and the relationship with their brand. The author conducted the research design with two phases. First phase was developed to analyze brand resonance through pilot study and the second phase was final study with data collection and to test the present hypothesis. The author developed twenty four empirically developed measures of brand resonance. The study reveals that female respondents have strong bond in their brand of cell phone and soft drinks as compared to male respondents. Furthermore demographic of consumer helps to identify the potential consumers. The author concludes that marketer should consider brand satisfaction and brand trust as relationship booster factors in order to build relationship with the consumers.
Nirmala Devi (2015) in her PhD dissertation titled “Customers Brand Resonance towards Selected Airline Brands of Indian Domestic Aviation Sector” identified the factors leading to brand resonance with respect to airline brand such as Kingfisher, Jest airways and Air India. The author focuses on the insights and perceptions of consumers with respect to the perception to their airline brand. The area of study is restricted to Coimbatore district only. The researcher collected primary data during the period of 2006 to 2011. The study reveals that majority of respondents are male, most of the respondents are of age group 36-45 years. Furthermore the three factors consumer judgement, consumer feeling and brand resonance highly influence the overall satisfaction of the respondents with regard to Air India, Jet airways and Kingfisher airlines.

According to Vishag Badrinarayanan, Taewon suh and Kyung-minKim (2016) in their research paper titled “Brand Resonance in Franchising relationship: A Franchisee-based Perspective”, the creation of brand centric relationship between franchiser and consumer is most important to the success of every business. Furthermore brand resonance in terms of brand centric relationship is nurtured by psychological attachment with the brand. The main objective of this study is to analyze the antecedents of brand resonance in terms of franchising relationship. The study also analyzes the franchisee perspective from the data observed and collected from various business franchisees in South Korea. The study revealed that the franchisor’s knowledge means, franchisor’s trade equity and franchisor’s trust are the main key factors for the formation of brand resonance among the business owners in South Korea.
Gunther Botschen and Markus Webhofer (2016) submitted a research paper titled “Drivers of Brand Resonance: Developing the Strategic Brand Identity of Organizations.” The main objective of the paper has two components. One is to analyze the drivers of brand resonance in organization in terms of Brand identity. The authors analyzed the historic drivers of brand resonance and identified the attractiveness. The study reveals that the brand becomes the important source for the strategic approach for the entire organization. The authors conceptualize resonance based view of the organization for the long term survival of the firm. The researchers focused the description of drivers of brand resonance procedure where brand resonance based view is explored and the various reflections on a potential based resonance theory is projected to the firm.

According to Ebru Gokaliler and Ayda Sabuncuoglu (2016) as explored in their research paper titled ”The Effect of Social Media Usage on Brand Resonance during and After the Gezi Park Protest in Turkey” the differences between brand resonance of Starbucks during the time of protest and five months after the acquisition on the brand. The findings of the study reveal that brand resonance of Starbucks was highly increased after the Gezi Park events. The researchers conclude that youth social media have greater influence on Starbucks brand resonance during the time of protests and also the consumer’s didn’t purchase the brand products of Starbucks until the events ended and the contents were lessened.

According to Hasnizam Shaari, Intan Ahmad (2017) as revealed in their research paper titled” Brand Resonance Behaviour among online Brand Community”, brand commitment is gained considerable practices in marketing field. Furthermore the consumer’s attitude and behaviour of online brand community is unpredictable. The
study focus on how brand trust and brand commitment on community on online affect the brand resonance behaviour of the consumer. And also consumer behaviour like brand referral and intention to purchase new product of the brand in future. The study was conducted among 167 member of online brand community users. The findings of the study indicates brand trust and brand community have high influence in determining the behaviour of the customers in terms of referral and intention to purchase the new product.

Shieh Hwai–Shuh and Lai Wei-Hsun (2017) revealed in their study titled “The relationships among brand experience, brand resonance and brand loyalty in experiential marketing: Evidence from smart phone in Taiwan” the experimental evidence about how brand loyalty influence the consumer under the brand resonance factor. The researchers combine the study with Schmitt five distinct experience modules and then the author explored the relationship among five perspectives and applies to Kevin Keller’s model. The researcher applied convenient sampling method and collected data through online platform. They selected a sample size of 204 out of 229 total respondents. The findings of the study reveal that five dimensions of brand resonance factor are positively related to brand experience and there is positive relationship between brand experience, brand resonance, and brand loyalty.