CHAPTER – III

REVIEW OF LITERATURE

The review of relevant literature is always a standard chapter of a thesis, where its purpose is to provide the background to and justification for the research undertaken. It seeks to describe summaries, evaluate, clarify and/or integrate the content of primary reports. The reasons for reviewing the earlier literature is to identify gaps in the literature, to carry on from where others have already reached, to identify other people working in the same fields (a researcher network is a valuable resource), to increase the breadth of knowledge of the subject area, to identify information, methods and ideas that may be relevant to the present study. This chapter provides a brief review of relevant literatures collected from previous research studies.

- **Park, W., Lessig, P. (1981)** has conducted a research to study the impact of brand familiarity on consumer decision biases and heuristics. The study examining the choice of various models of microwave ovens based on the subjects' familiarity with them showed that high familiarity with the features of microwave ovens allowed for a faster and more confident choice. The result of the study has indicated that the familiarity heuristic increases the likelihood that customers will repeatedly buy products of the same brand. This concept is known as brand familiarity in consumer behavior. Due to the familiarity heuristic, the customers have the rule of thumb that their past behavior of buying this specific brand's product was most likely correct and should be repeated.

- **Aggarwal (1983)** has identified that the Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product namely basic necessities or luxuries they have single or multi brand loyalty. This brand loyalty on their part has been found to be affected both
by their brand choice as well as by their store loyal behaviour. Retailer continues to have an influence over the brand choice and loyal behaviour of the consumers as the store loyalty has contributed in a big way to brand loyalty in the case of a large majority of the consumers surveyed.

- **Kenneth D Bahn (1986)** in his study has focused to find out the children’s brand discrimination and preference formation using multidimensional scaling techniques to capture children’s perceptions and preference for cereal and beverages, the study discovered several dimensions that underline these two processes. The study has revealed that the number of dimensions that underline brand perceptions and brand preferences differ by cognitive stage (pre-operational Vs concrete operation) and by product category.

- **Itamar Simonson, Joel Huber and John Payne (1988)** have done a research to study the relationship between prior brand knowledge and information acquisition order. They have build the research upon the conceptualization that consumers form expectations about the value of additional information and these expectations guide decisions about search and finally the search for information should be continued only if the expected gain in utility associated with the additional information is greater than the expected costs of search. Their focus was on both the content and the certainty associated with prior beliefs about the attribute values of various brands. The authors have also examined the role of prior beliefs about the overall attractiveness of brands and the overall search importance of attributes on the order in which new information is acquired. The results for prior attractiveness have indicated an interesting interaction with the nature of the decision task – choice or ranking. Specifically, information about the most attractive brands was acquired earlier when making a choice; on the other hand, the earlier acquisitions of information were for the moderately attractive brands in the ranking task.
• **Simonson Itamer (1989)** has conducted a study to explore the reasons of choice and found that consumers tend to choose the alternative supported by the test reasons under preference uncertainty and shows that brands tend to gain share when they become compromise alternatives.

• **Wayne D. Hoyer and Steven P. Brown (1990)** have conducted a research to investigate the effects of brand awareness on choice, brand sampling and the frequency with which the highest-quality brand is chosen following a series of trials. Results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness-group subjects. Subjects with no brand awareness tended to sample more brands and selected the high quality brand on the final choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may “pay a price” for employing simple choice heuristics such as brand awareness in the interest of economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities.

• **Krishnamurthi and Raj (1991)** have identified that the loyal customers are less price sensitive and the presence of a loyal customer base provides the firm with valuable time to respond to competitive actions because a large number of loyal customer is construed as a competitive strength for a brand that has been identified as a major determinant of its equity.

• **William B. Dodds, Kent B. Monroe and Dhruv Grewal (1991)** have undertaken an empirical effort to examine the effects of the extrinsic cues of price, brand, and store information on buyers’ perceptions of product quality and value, as well as purchase intentions. Moreover, the design of the experiment allows additional analyses on the relative differential effects of price, brand name, and store name on the three dependent variables. Results
have indicated that price had a positive effect on perceived quality, but a negative effect on perceived value and willingness to buy. Favourable brand and store information positively influenced perceptions of quality and value, and subjects’ willingness to buy.

- **Martin Roth (1992)** has conducted a research study based on both secondary environmental data and survey responses from international marketing managers to know what marketing conditions do managers consider when deciding whether to standardize or customize their global brand image; and also to know to what extent do those market conditions moderate the effects of brand image customization/standardization strategies on brand preference? The results of the study have shown that although managers consider some cultural and socio-economic conditions of foreign countries in forming international brand image strategies, those conditions moderate the market share effects of their brand image strategies. Managers can enhance the brand preference by broadening the information they use in making global brand image strategy decisions.

- **Kevin Lane Keller (1993)** has presented a conceptual model of brand equity from the perspective of the individual consumer and provided a conceptual framework of what consumers know about brands and what such knowledge implies for marketing strategies. He has defined Customer-based brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand. A brand is said to have positive (negative) customer-based brand equity when consumers react more (less) favorably to an element of the marketing mix for the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service. Brand Knowledge is conceptualized according to an associative network memory model in terms of two components, brand awareness and brand image (ie.,
a set of brand associations). Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favourable, strong and unique brand associations in memory.

- **Yigang Pan and Donald Lehmann (1993)** have explored the impact of a new brand entry on consumers subjective brand judgments. Three specific effects have been hypothesized and tested namely range, frequency and categorization. Results from the experiments have demonstrated that the new entrant has a significant impact on subjective brand judgment, brand preference and choice.

- **George S. Low and Ronald A. Fullerton (1994)** have examined the history of Brand Management by tracing its developments in the context of marketing environment for 1870-1994. They have developed six theses regarding the evolution of brand management and its implementations and substantiate them utilizing a historical approach. They have demonstrated that the brand manager system originated well after the leadership of branded products was established and it was adopted following a conventional adoption curve pattern. Further, it has proven that it was quite adaptable to differing firm and marketing environments over the past several decades.

- **Allan Shocker, Rajendra Srivastava and Robert Ruekert (1994)** have attempted to find out the major environmental forces affecting the market behaviour of a brand. They have observed that brand managers should have acknowledged the evolving needs of the buyers, global competitors and the opening of territorial markets, technological changes, growing power and independence of the channels of distribution, pressure from the investors to produce more, predictable growth in the revenues, profits and cash flows and thus benefit from cost reduction.
Paul R. Prabhaker and Paul Sauer (1994) have developed a conceptual framework for analyzing the process by which consumers evaluate brand quality based on multiple cues. The representative design nature of this theory provides a strong analytical foundation for comparing the use of hierarchical versus nonhierarchical heuristics by consumers in making overall brand evaluations. It also enabled the modeling of individual differences among consumers in their choice of heuristics to evaluate brands. The results of the study have shown that individual consumers seem to use a variety of heuristics in overall brand evaluations, given the same set of cues and the hierarchical processing enables consumers to create higher-level attributes, directly associated with brand names, from lower level attribute information.

Kent and Allen (1994) have explained that brand familiarity captures consumer’s brand knowledge structures, that is, the brand associates that exist within a consumer’s memory. Although many advertised products are familiar to consumers, many others are unfamiliar, either because they are new to the market place or because consumers have not yet been exposed to the brand. Consumers may have tried or may use a familiar brand or they may have family or friends who have used the brand and told them something about it.

Scott Davis (1994) has suggested two new practical mechanisms on how best to ensure a brand’s future viability; developing a key brand insurance strategy and measuring return on brand investment. A Key brand insurance strategy is a defensive strategy companies should use to help combat a number of threats a brand may face over its lifetime. This strategy allows companies to take a proactive not reactive stance. Measuring return on brand investment gives company a simple formula for charting their brand from several different perspectives.
• **Walfried Lassar, Banwari Mittal and Arun Sharma (1995)** have focused their study on how brand equity is measured by the customers and found that 5 dimensions configure brand equity they are performance, value, social image, trust worthiness and commitment.”

• **Amit K Ghosh, Goutam Chakraborty, Debra Bunch Ghosh (1995)** have pointed out that since consumers are seldom familiar with all the competing brands or the attributes of these brands, brand uncertainty exists in every market. They have presented theoretical and empirical evidence from several disciplines to demonstrate that brand uncertainty affects brand attitude and preferences and consequently affects brand performance. They have also demonstrated the importance of actively managing brand uncertainty and identified marketing tools that can be used to reduce brand uncertainty at different stages in the consumer decision process. Further the study has revealed how managers can modify these tools to deal with high involvement versus low involvement products and how these tools should be scheduled for maximum impact and the amount of control managers have over each tool.

• **Joseph Arthur Rooney (1995)** has observed that branding is an effective marketing strategic tool that has been used with frequent success in the past. Today branding is experiencing a new popularity resulting from new, innovative applications. Although there have been instances where branding has been less than successful, marketers are beginning to find appropriate applications in a given setting. Issues and problems concerning branding strategy today include the selection of a brand name. This fundamental issue will impact on the success of a branding strategy. Once a name is selected marketers have to choose the advertising strategy to support and communicate the name. Finally, keeping the brand in a strong position is a critical concern. New areas of branding include corporate, industrial and service branding. These non-traditional brand environments are becoming
the future for marketers using brand strategy. To add to the new branding areas there are now branding techniques. These techniques include brand extensions and ingredient branding.

- **Alexander and Schouten (1995)** have explained the multiple dimensions of brand knowledge. The reality that emerges from the varied activity in branding through the years is that all different kinds of information may become linked to a brand, including the following:

  Awareness – Category identification and needs satisfied by the brand.

  Attitudes – Descriptive features that characterize the brand name, product either intrinsically (e.g., related to product performance) or extrinsically (e.g., related to brand personality or heritage)

  Benefits – Personal value and meaning that consumers attach to the brands’ product attributes (e.g., functional, symbolic or experiential consequences from the brands purchase or consumption)

  Images – Visual information either concrete or abstract in nature.

  Thoughts – Personal cognitive responses to any brand related information.

  Feelings – Personal responses to any brand related information.

  Attitudes – Summary judgments and overall evaluation to any brand related information.

  Experiences – Purchases, consumption behaviours and any other brand related episodes.

- **David A. Aaker (1996)** in his article “Measuring Brand Equity Across Products and Markets” has emphasized the need for developing a valid brand equity measurement system. He has proposed the ‘Brand Equity Ten’ to create a set of brand equity measures that could be applied across markets and products. The ten sets of measures were grouped into five categories, where the first four categories represent customer perceptions of
the brand along the four dimensions of brand equity – loyalty, perceived quality, associations and awareness. The fifth includes two sets of market behaviour measures that represent information obtained from market based information rather than directly from customers.

- **Chris Macrae and Mark David Uncles (1997)** have revealed in their study that brand managers face many challenges (including questions of brand strength, world class culture, “glocal” branding, seeded marketing channels, “service smart” integration, brand architecture and brand organizing). A Framework has been presented for thinking about the challenges and how to deal with them. This process called as “Brand Chartering” has three principal elements; Creating and communicating the brand, Managing the brand organization and Directing and structuring the brand. The study has illustrated how this framework is of help in management practice and has shown how it can be used as a tool for organizational learning.

- **Nathan (1997)** has found that the product category is an important factor in the purchase decision making process. While for some product purchases, husband may be most influential, for others wife or other family members may decide about all or most dimensions of purchase. Role specialization of wives is observed to be high for purchase of groceries, furniture and clothing, while that of husband is significant for the purchase of automobiles and life insurance. Vacations and housing decisions are seen to fall under the joint consensus category and those of savings, investments and household appliances under the autonomic category.

- **Frank (1997)** has conducted a study to identify the correlates of buying behaviour of grocery products and found that there is no significant association between the socio-economic variables namely social class, sex, intelligence, marital status, family size and education of the buyers and their brand loyalty.
• **Leslie de Chernatony (1997)** has observed as to how brand management is becoming a team-based activity, undertaken by senior managers from different backgrounds. While this results in a more experienced team, there is a likelihood that perceptions about the nature of the brand may differ between individuals due to large quantities of information presented and perceptual processes. New brand taxonomies can be a useful mechanism for surfacing diversity among the brand’s team and helping to achieve a more coherent implementation of brand strategy. The study has also presented a process to identify and resolve any diversity among the brand’s team.

• **Simon Knox (1997)** has examined the difference towards brands that motivated yesterday’s consumers to purchase as no longer so evident in today’s shopping environment. As consumers become more sophisticated in their assessment of brand and more demanding in their requirements brand management will need to develop more substantive market models to regain the initiative. The study has outlined an empirical model of brand loyalty that provides diagnostic data to support the management of brand loyal behaviour and customer equity in grocery markets.

• **S.Fournier (1998)** have attempted to analyze how consumers develop brand equity and it was found that brand awareness and brand image are the important steps in building brand equity.

• **Mary W. Sullivan (1998)** has conducted a research to examine the effect of brand names on product demand by analyzing the relative prices of twin pairs in the used-car markets. The study has addressed three issues. First, how much do brand names affect demand? Second, what aspects of brand names are important to consumers? Third how important is the parent brand’s reputation, as a component of the brand name? The results of the study have shown that brand names do affect product demand. The relative prices of most of the twin pairs in the sample differ from unity, which
implies that consumers do not perceive the twin models to be perfect substitutes. Parent-brand quality has a significant, positive effect on the relative prices of the twin pairs which implies that car buyers use information about parent-brand quality to infer the quality of models made by the parent. Parent-level measures of advertising and the size of the dealer network also are found to affect the demand for the individual models.

- **Erdem Tulin (1998)** has made an attempt to study the consumer’s perception about brand and found that consumers have chance to experience different brands and as a result their perceptions of product quality may change.

- **Latha (1998)** in her study has clearly indicated that high percentage of consumers have brand consciousness in their purchase leading to brand loyalty. It is easy for the producers to market the electronic product under a brand.

- **Michael Armstrong (1999)** in his article has explored that a strong brand acts as an ambassador when companies enter new markets or offer new products. It also shapes corporate strategy helping to define which initiatives fit within the brand concept and which do not. That is why companies that once measured their worth strictly in terms of tangibles such as factories, inventory and cash have realized that a vibrant brand, with its implicit promise of quality is an equally important asset.

- **Dhillon et al., (1999)** have identified that the number of all durable goods possessed by urban home makers was more than the rural ones. The desire to acquire the latest model of durable goods and to enhance the working efficiency for reducing the drudgeries of daily household chores were found to be the major factors for replacement of durable goods both for rural and urban home makers.

- **Gustav Puth, Pierre Mostert and Michael Ewing (1999)** have made a research on the processes of consumer perception and decision making. One way in which these processes may be influenced is through the explicit
mentioning of product attributes in advertising. This study has investigated consumer perceptions of mentioned product attributes in magazine advertising for a specific product category. Results have confirmed a clear relationship between attributes specifically mentioned in advertising for the three selected brands and respondents rating of those attributes against evaluative criteria for the product category. Factor analysis of respondent’s rating has indicated a clear convergence of factors extracted and the mentioned attributes for each brand.

- A research study undertaken by **Pamela L. Alreck, Robert B. Settle, (1999)** on “Strategies for building consumer brand preference” has revealed that the marketer’s principal objective is to build a relationship with buyers, rather than merely to make a single sale. Ideally, the essence of that relationship consists of a strong bond between the buyer and the brand. The study has outlined six strategies for building that relationship; linking the brand to a particular need, associating it with a pleasant mood; appealing to subconscious motives; conditioning buyers to prefer the brand through reward; penetrating perceptual and cognitive barriers to create preference; and providing attractive models for buyers to emulate.

- **Merrie Brucks (2000)** has conducted a study on price and brand name as indication of quality dimensions for consumer durables. Using qualitative study, the author first developed quality dimensions for durable goods that include ease of use versatility, durability, performance and prestige. Process tracing laboratory experiment was done to examine price, brand name and product attributes. Results of the study have indicated that consumer use price and brand image differently to judge the quality dimensions. They search for price and brand name much frequently when evaluating prestige and any other quality dimension.
• **William K. Dillon Thomas J. Madden Amna Kirmani and Soumen Mukherjee (2001)** have presented a de-compositional model for analyzing brand ratings and understanding the sources of brand equity. The consumer’s perceived level of a brand has been rated into brand specific-associations and general brand impressions.

• **David A. Aaker (2001)** has made an attempt to study and assess the extent to which brand attitude, a key component of brand equity has a value relevance that it helps to predict future earnings and thus firm value in high-technology markets. It has been found that equity has value relevance and has predicted that not only changes in brand attitude changes with stock return, but this association is also incremental to information contained in accordance with financial measures.

• **Arjun Chaudhuri and Morris B. Holbrook (2001)** have conducted a research study to examine two aspects of brand loyalty, purchase loyalty and attitudinal loyalty, as linking variables in the chain of effects from brand trust and brand affect to brand performance (market share and relative price). The model has included product-level, category-related controls (hedonic value and utilitarian value) and brand-level controls (brand differentiation and share of voice). The authors have compiled an aggregate data set for 107 brands from three separate surveys of consumers and brand managers. The results have indicated that when the product- and brand-level variables are controlled for, brand trust and brand affect combine to determine purchase loyalty and attitudinal loyalty. Purchase loyalty, in turn, leads to greater market share, and attitudinal loyalty leads to a higher relative price for the brand.

• **Sarwade and Ambedkar (2002)** in an attempt to study the dimensions of buyer behaviour in rural area have revealed that the level of brand awareness among the rural is comparatively lesser. The important sources
of brand awareness among them are word of mouth, advertisement and retailers. The availability and price of the products are the main factors which influenced the rural consumers to select a particular brand.

- **Francis Gnanasekar (2003)** has made an attempt to study the cultural influences on buyer behaviour in Canada and India. The study has revealed that the consumers compare and evaluate their brand attitudes and purchasing behaviour in the context of the reference groups to which they belong. Reference group may be relative, friend, neighbour, family member, wife, husband, children and celebrities like Cinema actor, actress, Sports player, leader and so on. Culture, a factor consisting of religion, value, occupation, income and communication, education and reference group influences buyer behaviour in Canada and India.

- **Marnik, G. Dekimpe Martin Mellens, Jan-Benedicts, E.M., Steenkarnp and Piet Vanden Abeele 2003**: A firm’s ability to retain customer and foster brand loyalty is crucial for its continued success. Loyal customers are typically less price sensitive than others and a loyal customer base providing firms with usable time to respond to competitive conditions. Indeed the cost of attracting a new customer has been found be to costlier by six times than the cost of retaining a current customer.

- **Rachis Trojan (2003)** has made an attempt to study that urban and rural consumers are significantly different in considering brand image, Guarantee, Warranty, Credit availability, Foreign Collaboration and latest technology; and there is no significant difference between the two populations in consideration of durability and price while making purchase decision. Most important factors in the rural market are price, credit availability and durability whereas in urban market are price, latest technology and durability.
• **N. Sivakumar & Dr. D. Raghunatha Reddy (2003)** have conducted a study on the Growth and Evolution of Washing Machine Industry in India with the product profile of major players namely LG Electronics, Whirlpool and Samsung. Price sensitivity, low penetration levels in rural areas, rising level of disposable income, consequent change in aspiration levels, availability of hire purchase schemes, product customization and replacement demand have been identified as the determinants of the industry. The findings of the study have revealed that there exists an intense competition between the existing firms; the new entrant will also face the threats in terms of cost and differentiation. The bargaining powers of the consumer and the distribution channel members are high. The Anova test result have shown that the purchase behaviour of different regions differ significantly whereby demographically the north and south are showing a higher share of purchase of Washing Machines than the east and west regions.

• **Verma and Munjal (2003)** have identified the major factors in making a brand choice decision namely quality, price, availability, packaging and advertisement. The brand loyalty is a function of behaviour and cognitive patterns of customer. The age and demographic variables affect significantly the behaviour and cognitive patterns of the customer while other demographic characteristics such as gender and marital status are not significantly associated with these behavioural and cognitive patterns of the consumers.

• **Selvaraj and Mahendran (2003)** have made an attempt to study the brand preference of washing machine and identified the availability of number of brands of washing machines in the market at different prices, quality, capacity, type etc. The consumers prefer to purchase their desired brands due to various reasons namely quality, price, advertisement, brand name, dealer’s network and after sales service. The majority of the respondents prefer to buy Videocon washing machine for its best quality and reasonable price.
• **Raghbir Singh and Pavleen Kaur (2004)** have found that husbands in urban families exert maximum influence on purchase of two-wheelers whereas wives have greatest influence on purchase of a refrigerator. Both spouses together have the strongest influence for all durables. Children exercise little influence individually over durable purchases while all members together use greatest power for purchase of television and two-wheelers. More control is exercised by both spouses for purchase of all durables in rural area.

• **Dilip Roy and Saikar Banerjee (2004)** have found that the causes behind the purchase decision on consumer durables are price, guarantee, after sales services, colour and design, previous experience of usage, recommendations by dealers, advertisement and sales promotion. The branded players are enjoying different brand equity under different parameters. Price-wise non-branded or other small players are enjoying a competitive edge over branded players. Dealers are interested in pushing non-branded products due to higher margins offered by them.

• **William D Neal (2005)** has expressed that branding is a very complex subject in its own right and getting your corporate identity on the beginning will set you. It is a good path for the future. Brands matter to every company because what they capture is distinctive and it is the primary source of our competitive advantage and the ability to create value. According to him branding is about 95 percent emotional and a larger part of that 95 percent is at an unconscious level.

• **Dr. D. Venkatrama Raju and S. Saravanan (2005)** have made an empirical analysis of consumer behaviour in the marketing of one of the household appliance, namely Washing machine in Chennai city of Tamil Nadu. The findings of the study have revealed that, the major reason for the purchase of Washing machine is to reduce the physical strain. Based on the
collective decision taken by the family members, the respondents prefer to buy Washing machines with 4 kg capacity that too on ready cash payment system rather than credit /installment payment. Twin tub automatic machines are preferred over single tub or semi automatic by majority of the respondents.

- **Robin Fisher Roffer (2006)** has focused in her study that “Branding is not marketing rather it is an integral part of your marketing strategy. It’s also an important part of how you interact with your clients, prospects, vendors, employees and any one else with whom you come in contact. Branding creates an image. Moreover, she has pointed out in her excellent book “Make a name for yourself” (Broad way books), “if you don’t brand yourself, someone else will brand your product, so best to create your own”.

- **Norjaya Mohd. Yasin, Mohd. Nasser Noor and Osman Mohamad (2007)** have made a study to explore the effects of brand’s country of origin image on the formation of brand equity. To accomplish this, the brand equity of household electrical appliances, particularly televisions, refrigerators and air-conditions in the Malaysian market have been examined. The findings of the study has revealed that Factor analysis conducted on brand-equity dimensions produced three factors namely brand distinctiveness, brand loyalty and brand awareness/associations. The regression analysis results have shown that brand’s country of origin image positively and significantly influences dimensions of brand equity. Further the study has revealed that brand’s country of origin image influences brand equity either directly or indirectly through the mediating effects of brand distinctiveness, brand loyalty and brand awareness/associations.

- An article by **Robert J. Oxoby and Hugh Finnigan** entitled **Developing Heuristic-Based Quality Judgments: Blocking in Consumer Choice (2007)** provides an experimental demonstration of how the sequential order in
which consumers receive information can influence the way information is processed and affect consumers’ decisions. Specifically, when participants initially receive information regarding brand/quality or price/quality associations, these associations can block consumers’ attention to more relevant quality-determining physical attributes. Moreover, this process of blocking can carry over to affect quality judgments pertaining to similarly branded or priced products beyond the product in which blocking were initiated. This implies that consumers’ judgments of quality may be heavily dependent on first impressions that develop into brand and price heuristics.

- **Harish R. (2007)** has attempted to study the emerging trends in the marketing of consumer durables in India, since the annual market for consumer durables in India is currently very high. In recent years, intense competition had led to a decline in prices; consequently market growth has mainly been in terms of quality rather than prices. It has been found that Indian consumer is brand consciousness, but not necessarily brand loyal and might even pick up reliable private label if it offers good price and quality value. Domestic durable manufacturers are responding by expanding their product range to ensure higher bargaining power. However, as Indian consumers continue to attach a high degree of importance to value for money, both manufacturers and traders would be compelled to explore very conceivable method to improve operational efficiencies in order to achieve sustainable and profitable business growth.

- **Bravo Gil R., Fraj.E Andres, and Martinez E. Salinas (2007)** have made a research work with an objective to analyze the role played by the family on consumer based brand equity. In the proposed model, information about a brand provided by both the family and the firm (via price, promotion and adjusting spending was analyzed as a source of consumer based brand equity and its dimensions. An empirical study has been conducted in young
adults (18-35) via structural equations model. Brand equity was analyzed in six different brands of milk, toothpaste and olive oil. The results have proved that positive brand information provided by the family, has an effect on the information of brand awareness- associations and perceived quality and this may lead in turn to brand loyalty and overall brand equity. The effects of the information provided by the family have been higher than those of the marketing variables studied.

- **Leonard M. Lodish and Carl F. Mela (2007)** have made a research to find out why brands are managed quarterly when they are building for a long period. It has been observed that companies routinely over invest in promotions and under invest in advertising, product development and new forms of distribution. As a result, brands have been weakened often beyond recovery. Changes in consumer behaviour diluted brand equity and competitive response made brands appear less differentiated. Also it has been found that the use of short term sales data as a yardstick for brand preference can interact in unfavourable ways with the tenure of a brand manager, which is typically quite brief often less than a year. It has been observed that in the face of an increasingly fragmented media and powerful retailers, brand managers cannot afford to be steering their brands in the wrong direction. Mounting evidence has suggested that a short term orientation erodes a brands ability to compete in the market place. Accordingly managers are well advised to refocus their attention on the basic principles that once made their brands ascendant.

- **Bholanath Dutta (2008)** has discussed about the significance of a loyalty programme for retaining customers and converting them from trial buyers into repeat buyers. He has also suggested the ways of defining the primary goals of a loyalty programme and; strategies to fulfill it.
• **Bholanath Dutta (2008)** has presented various dimensions of brand knowledge and stressed the importance of a clear understanding of these dimensions namely perceptions, beliefs, attitudes, thoughts, feelings, images, behavior and experience of a brand in designing a winning brand. He has also discussed the origins of branding and its importance and role in delivering brand value and the right brand experience to different consumer segments. He concludes by saying that brand is the major enduring asset and an effective brand management serves as a major marketing tool.

• **Kaushik Mukerjee (2008)** has emphasized the need for brand revitalization strategies when the brands fails to maintain their images due to reasons such as loss of relevance, hackneyed imagery and better positioning by competing brands. Also, he has stressed the need for implementing new methods of brand revitalization such as going back to basics, developing a new brand associations or by adding new elements by brand managers to live up to the challenges of the modern era.

• **K. Jayashri Shetty (2009)** has discussed about the concept of brand and the essential steps to stay alive for long providing good returns to the owners. The major requisites are relevance, good customer experience, distinct identity, value for money quality etc.

• **C. Boshoff, C. Schlechter and S. J. Ward (2009)** have conducted a study to assess the direct influence of perceived risks on consumer’s intention to purchase on a branded web site. A secondary objective of the study was to assess whether the consumer’s brand knowledge (brand awareness and brand image) mediates the impact of risk perceptions on the intention to purchase from the website. The results of the study have shown that consumers perceived three types of risk associated with online purchase intention, namely performance, social and personal risk. It was found that both performance risk and social risk exert a strong negative influence on
intentions to purchase on a branded website. Personal risk, however, do not impact on intentions to purchase on a branded website. Furthermore brand knowledge does act as an intervening variable between performance risk and intentions to buy on a branded web site. Brand knowledge, however does not mediate the impact of social risk on intentions to buy on a branded web site.

- **Dr. S. Saravanan (2010)** has conducted an empirical study to analyze the factors influencing women’s purchasing behaviour and also to find out the problems faced by women during and after purchase. The findings of the study have revealed that the buying behavior of housewives and working women differ with regard to frequency of purchase and the distinctive feature of the higher income group respondents is that, they shop as and when they like. Among various factors influencing purchase behavior like convenience, quality, quantity, cost, service etc., 71% of the respondents were influenced by quality. It further reveals that education also plays a key role in shopping behavior, in the sense that, compared to respondents with no formal education, women having a good educational background shop more often.

- **Kuan-Yin Lee and Yin-Chiech Hsu (2010)** have conducted a research study to analyze and understand the process through which consumers become loyal to a retail service brand. The authors have identified the key constructs that play a role in the basic consumer-brand relationship. The study was intended to test whether consumers’ perceptions of effective and appropriate planned communication regarding a focal retail service brand have a positive impact upon their brand knowledge and brand loyalty or not and also to test whether consumers’ positive brand knowledge of a focal retail service brand have a positive impact upon their brand loyalty or not. The results of study have shown that planned communication brought negative influence on brand loyalty to a competitor brand in retail format of convenience store. In the retail
format of cosmeceutical store, only when strong brand knowledge was established in the minds of consumers and they identify with the brand value of the retail service store, they reduce their loyalty with a competitor brand.

- **Gillian K. Oakenfull and Michael S. McCarthy** have conducted an exploratory study to examine how the usage rates for a particular brand influence the structure and contents of consumer brand association networks and the strength of various types of associations in those networks. The findings of the study have indicated that as usage increases consumers tend to have more brand-specific associations, and that those associations are more multidimensional in nature. Conversely, as usage brand decreases, consumers tend to have more product category associations that are more monolithic in nature. The study also has revealed that increased usage is related to a greater proportion of brand-specific associations and stronger brand-specific associations, whereas decreased usage is tied to a similar pattern for product category associations.

- **Syed Shah Alam and Norjaya Mohd. Yasin** have done an empirical study to investigate the factors that influence consumer’s perception of online brand trust in Malaysia. Based on past research, the authors have identified six factors that influence online brand trust namely good online experience, the quality of information provided by the website, word-of-mouth by friends and family, brand reputation, security of the website and perceived risk of purchasing online. The results have depicted that perceived security/privacy has a significant effect on online brand trust and perceived risk has a significant and negative effect on online brand trust. This implies that the lower the perceived risk the higher the level of brand trust the consumer will have. The study has also confirmed that word-of-mouth has a significant affect on level of brand trust. The relationship is a positive relationship which means the better the word-of-mouth the higher the level of brand trust the consumer has.
• **Jirawat Anuwichanont (2011)** has conducted a study to examine the relative effects of perceived value dimensions on brand affect and brand trust and also to examine the impact of brand affect and brand trust on loyalty in the airline context. In addition, the moderating effect of consumers’ price perception was also investigated in explaining service loyalty. The empirical findings strongly supported the significant impact of quality/emotional response/reputation, behavioural price on brand affect and brand trust. But no support was found for the hypothesized relationships between monetary price and brand affect and brand trust. Moreover, brand trust was found to significantly predict both attitudinal loyalty and behavioural loyalty, as hypothesized. Contrary to expectations, brand affect exerted no impact on both loyalty constructs. The moderating effect of price perception on the relationships between brand affect and loyalty constructs was supported.