Chapter II – Literature Review
2.1 Review of Research Literatures

Knowledge of any research field needs adequate familiarity with the literature related to the area selected for study. The concept and measurement of brand equity in the service sector has gained considerable attention from academicians, practitioners, and researchers in recent years. A brief review of literature would be of immense help to the researcher in gaining an insight into the selected problem. It would help in gaining good background knowledge of the area under study. So it is practiced to review the literature available in the related area of the research study. In the area of the research study, related to customer's perception and brand equity several studies, research papers, articles, dissertations are available. References of these earlier studies were found to be relevant to shape the present study.

Brands play a key role in enhancing the value of products and protecting the product from being imitated by competitors (Aaker 1991). In fact, 'A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless' (King, cited in Aaker 1991, p. 1). Therefore, brand equity is one of the most interesting topics to both academic researchers and practitioners (Wood 2000). Two main approaches to brand equity are indicated as the financial and the customer perspective (Myers 2003). Compared to the financial approach of brand equity, customer-based brand equity has dominated the literature on branding. However, customer-based brand equity has received considerable attention in the individual consumer context, but relatively little in a business-to-business context. In short, the development of branding theory from service rendering brands will make a significant contribution to both brand managers and marketing researchers.
J. Douglas McConnell (1968) has conducted a research study titled, “The Development of Brand Loyalty: An Experimental Study”, A field experiment with a factorial design showed that consumers developed preferences for three brands of a physically homogeneous product (beer), identical except for brand name and price. The significance of the experiment for marketing researchers lies mainly in the relative importance of perceived quality as a determinant of brand loyalty. Obviously price is only one cue to quality in the real world, and this makes perceived quality more difficult to measure than purchases over time. Nevertheless, it is considered that more complex models having such variables will provide considerably greater predictive power than the stochastic models being suggested.

Jagdish N. Sheth (1968), in the paper, “A Factor Analytical Model of Brand Loyalty”, With factor analysis as a method of estimating parameters, an empirical model of measuring brand loyalty for individual consumers based on frequency and pattern of purchases is presented. Since we are more accustomed to probability notions, an interesting extension of this research would be to establish isomorphic transformation of brand loyalty scores into probability measures. The resulting probabilities would then be functions of both frequency and pattern (history) of purchases because brand loyalty scores are themselves based on both frequency and pattern of purchases. Despite some limitations, the method seems superior to stochastic models for generating robust measures at the individual level. Reviews in brand loyalty are restricted though it is an exhaustive area to explore complete reviews and it may deviate from the title.


Kevin Lane Keller (1993), has contributed a paper in the topic, “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”. The author presents a conceptual model of brand equity from the perspective of the individual consumer. Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory. The article also explores some specific aspects of this conceptualization by considering how customer-based brand equity is built, measured, and managed. Building brand equity requires creating a familiar brand name and a positive brand image—that is, favorable, strong, and unique brand associations. Strategies to build customer-based brand equity are discussed in terms of both the initial choice of the brand identities (brand name, logo, and symbol) and how the brand identities are supported by and integrated into the marketing program. Two basic approaches to measuring customer-based brand equity are outlined. The indirect approach measures brand knowledge (brand awareness and image) to assess the potential sources of brand equity. The direct approach measures the effects of the brand knowledge on consumer response to elements of the marketing mix. This article provides the base for this research study.

Chan Su Park and V. Srinivasan (1994), their study on “A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility” the authors develop a new survey-based method for measuring and understanding a brand's equity in a product category and evaluating the equity of the brand's extension into a different but related product category. It uses a customer-based definition of brand equity as the added value endowed by the brand to the product as perceived by a consumer. It measures brand equity as the difference between an individual consumer’s overall brand preference and his or her brand preference on the basis of objectively measured product attribute levels. To understand the sources of brand equity, the approach divides brand equity into attribute-based and non attribute-based components.


The method provides the market share premium and the price premium attributable to brand equity. The survey-based results from applying the method to the toothpaste and mouthwash categories show
that the proposed approach has good reliability, convergent validity, and predictive validity.

- **Cathy J. Cobb-Walgren, Cynthia A. Ruble and Naveen Donthu (1995)** in their paper titled *Brand Equity, Brand Preference, and Purchase Intent*, explores some of the consequences of brand equity. In particular, the authors examine the effect of brand equity on consumer preferences and purchase intentions. As a result of the study, across the two categories hotels and household cleansers, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.

- **Deepak Agarwal (1996)**, in their research study, “Effect of Brand Loyalty on Advertising and Trade Promotions: A Game Theoretic Analysis with Empirical Evidence”, In this paper the authors examined the issue of balancing media advertising (pull strategy) and trade promotions (push strategy) for manufacturers of consumer packaged goods. The analysis indicates that, if one brand is sufficiently stronger than the other and if advertising is cost effective, then the stronger brand loyalty requires less advertising than weaker brand loyalty, but a larger loyal segment requires more advertising than a smaller loyal segment. The analysis indicates that the retailer promotes the stronger loyalty brand more often but provides a smaller price discount for it compared to the weaker loyalty brand. In this sense, the stronger brand plays "offensive" by using more trade promotions, and the weaker brand plays "defensive" by emphasizing advertising. The results shows that, the retailer promotes stronger loyalty brands more often but provides a smaller price discount on average for them compared to weaker loyalty brands.


- **Lauranne Buchanan, Carolyn J. Simmons and Barbara A. Bickart (1999)**, written an article labeled as *Brand Equity Dilution: Retailer Display and Context Brand Effects*. In this research, the authors demonstrate that the retailer’s display decisions can negate the equity of an established brand. Specifically, the results demonstrate that high-equity brand valuations are influenced by an unfamiliar context brand when (1) a mixed display structure leads consumers to believe that the context brand is
diagnostic for judging the high-equity brand, (2) the precedence given to one brand over another in the display makes expectations about brand differences or similarities accessible, and (3) the unfamiliar context brand disconfirms these expectations.

Tülin Erdem, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noël Kapferer, Michael Keane, John Roberts, Jan-Benedict E. M. Steenkamp and Florian Zettelmeyer (1999), contributed a research study in the title, Brand Equity, Consumer Learning and Choice, The objective of this paper is to explore the links between brand equity, consumer learning and consumer choice processes in general and considering two recent trends in the market place: Store brands and the Internet. Brand equity has generally been defined as the incremental utility with which a brand endows a product, compared to its non-branded counterpart. The study amplified this definition and proposed that brand equity be the incremental effect of the brand on all aspects of the consumer's evaluation and choice process.

Arjun Chaudhuri and Morris B. Holbrook (2001), conducted a study in the topic, “The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty”.

The authors 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 results indicate that when the product- and brand-level variables are controlled for, brand trust and brand affect combine to determine purchase loyalty by high market share and attitudinal loyalty by high relative price.

Lampo, Sandra Scamardo (2001) in his Ph.D study titled as “An exploration of services branding, explored the reasons for branding of services. He quoted in his study that, brand development is crucial
in services, and may be even more important to services than to products. This dissertation contributes a theoretically- and empirically-based model of services brand preference to the literature providing academicians and brand managers a useful framework for understanding the relationship between services brand associations, service type, and services brand preference. The results outlined the importance of fundamental aspects of services branding, which gives more emphasis for the present research.

James B. Faircloth, Louis M. Capella and Bruce L. Alford (2001)\textsuperscript{11}, in their research paper titled, the Effect of Brand Attitude and Brand Image on Brand Equity operationalizes brand equity and empirically tests a conceptual model adapted from the work of Aaker (1991) and Keller (1993) considering the effect of brand attitude and brand image on brand equity. The results indicate that brand equity can be manipulated at the independent construct level by providing specific brand associations or signals to consumers and that these associations will result in images and attitudes that influence brand equity. The results suggest that focusing on the constructs that create brand equity is more relevant to managers than trying to measure it as an aggregated financial performance outcome.


James B. Faircloth; Louis M. Capella; Bruce L. Alford (2001) The Effect of Brand Attitude and Brand Image on Brand Equity.: Journal of Marketing Theory and Practice, Vol. 9, No. 3 (Summer, 2001), pp. 61-75 Publisher(s): M.E. Sharpe, Inc.

Steve Hoeffler and Kevin Lane Keller (2002)\textsuperscript{12}, conducted a research study in the topic, “Building Brand Equity through Corporate Societal Marketing”. In this article, the authors describe six means by which CSM programs can build brand equity: (1) building brand awareness, (2) enhancing brand image, (3) establishing brand credibility, (4) evoking brand feelings, (5) creating a sense of brand community, and (6) eliciting brand engagement. The authors also address three key questions revolving around how CSM programs have their effects, which cause the firm should choose, and how CSM programs should be branded. The results identified through hypothesis are Co branding through a CSM program is most appropriate as a means to complement the brand image with the specific associations leveraged from the cause. Self-branding a CSM program is most appropriate as a means of augmenting existing
consumer associations through emotional or imagery appeals.

Susan M. Broniarczyk and Andrew D. Gershoff (2003)\textsuperscript{13}, conducted a research in the topic, “the Reciprocal Effects of Brand Equity and Trivial Attributes”. The authors present two experiments that examine the effect of brand equity on consumer valuation of such trivial attributes and the reciprocal effect that may have on brand equity. The results show that both high and low equity brands benefit from offering an attractive trivial attribute in the absence of a disclosure of its true value. Competing low equity brands benefit by sharing the trivial attribute with a higher equity brand, whereas competing high equity brands benefit from uniquely offering a trivial attribute.


Peter J. Danaher, Isaac W. Wilson and Robert A. Davis (2003)\textsuperscript{14}, in their paper, A Comparison of Online and Offline Consumer Brand Loyalty, the authors’ compared consumer brand loyalty in online and traditional shopping environments for over 100 brands in 19 grocery product categories. They compared the observed loyalty with a baseline model, a new segmented Dirichlet model, which has latent classes for brand choice and provides a very accurate model for purchase behavior. The results show that observed brand loyalty for high market share brands bought online is significantly greater than expected, with the reverse result for small share brands. In contrast, in the traditional shopping environment, the difference between observed and predicted brand loyalty is not related to brand share.

Casey, Russell Allan (2003)\textsuperscript{15} in his study, the effect of brand equity on brand knowledge: An empirical and comparative analysis focuses on the reciprocal effects of brand extensions on brand
knowledge and its effect on the parent brand. Previous findings state that luxury brands appear to be able to extend into unrelated categories. The findings also suggest that students that attend a Historically Black College/University (HBCU) perceive brand extensions differently than students that attend a Predominately White Institution (PWI). Conclusions suggest that companies desiring to make an unrelated brand extension should take into consideration their target population prior to launching a brand extension.

Woo Gon Kim and Hong-Bumm Kim (2004) in their study, Measuring Customer-based Restaurant Brand Equity: Investigating the Relationship between Brand Equity and Firms' Performance stated that Strong brand equity is significantly correlated with revenues for quick-service restaurants.


The study tested four elements of brand equity, namely, brand awareness, brand image, brand loyalty, and perceived quality. Of those attributes, brand awareness had the strongest direct effect on revenues, while loyalty had the least effect. One of the contrary finding was that, awareness showed the smallest effect on brand equity, far eclipsed by image, loyalty, and product quality.

Girish N. Punj and Clayton L. Hillyer (2004), conducted a research work in the topic, A Cognitive Model of Customer-Based Brand Equity for Frequently Purchased Products: Conceptual Framework and Empirical Results research. Four cognitive components are labeled as global brand attitude, strength of preference, brand knowledge, and brand heuristic. The results indicate that all the identified cognitive components are important determinants of customer-based brand equity. Specifically, the brand heuristic component serves as an important mediator in 2 "cognitive chains" that link global brand attitude to brand knowledge and global brand attitude to strength of preference, respectively.
Pankaj Aggarwal (2004)\(^{18}\), in his paper titled, "The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior" quoted that, when consumers form relationships with brands they use norms of interpersonal relationships as a guide in their brand assessments. Two relationship types are examined: exchange relationships in which benefits are given to others to get something back and communal relationships in which benefits are given to show concern for other's needs. Results also show that when the request for a return favor is immediate, the evaluation of the communal and exchange participants is not significantly different. A notable finding of the research is that the participants' responses were not limited to the specific action of the brand but extended to their overall brand evaluations as well.


Roland T. Rust, Katherine N. Lemon and Valarie A. Zeithaml,(2004)\(^{19}\), in their paper on, "Return on Marketing: Using Customer Equity to Focus Marketing Strategy", The authors present a unified strategic framework that enables competing marketing strategy options. The change in the firm's customer equity is the change in its current and future customers' lifetime values, summed across all customers in the industry. To demonstrate how the approach can be implemented in a specific corporate setting and to show the methods used to test and validate the model, the authors illustrate a detailed application of the approach by using data from the airline industry. Their framework enables what-if evaluation of marketing return on investment, which can include such criteria as return on quality, return on advertising, return on loyalty programs, and even return on corporate citizenship, given a particular shift in customer perceptions.

Janell D Townsend (2005)\(^{20}\) in his Ph D research titled, Sources and consequences of brand equity in the automotive industry, focused to understand the effect of firm level strategic actions on consumer-based dimensions of brand equity, conceptualized as awareness, intended loyalty, perceived quality, perceived economy, and image. The results indicate a positive effect of advertising, as measured by
annual expenditures, on all the dimensions of brand equity, except luxury image. Innovativeness, as 
defined by new product introductions, positively affects all the dimensions except perceived value. The 
contextual factors of region of origin and global brand reach have mixed effects on the consumer-based 
dimensions of brand equity.

Thomas Bamert and Hans Peter Wehrli (2005) in their research work titled as Service quality as an 
important dimension of brand equity in Swiss services industries assess the quality dimension in CBBE 
measurers in the context of services and to compare it with consumer goods.


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21. Thomas Bamert, & Hans Peter Wehrli. (2005). Service quality as an important dimension of brand equity in 

The results highlight the importance of the customer service in both consumer and service industries. 
Customer service is important in consumer markets because it enriches a product in different ways and 
influences brand equity dimensions as, in other words, perceived quality. In the service industry 
customer service is a part of the perceived quality; more precisely it stands for the functional quality.

Jelena Jokanovic (2005) in her research study, titled Corporate Brand equity valuation in the Food 
and beverage Industry in Slovenia, All other corporate brands do not add as much value to the overall 
companies’ market values. The results of the study reveal that these companies are less sensitive to 
consumer perceptions. Owners of the corresponding corporate brands, have to keep in mind that the 
brand equity valuation is crucial for their companies. While measures such as profitability ratios must be 
considered short term, the value of the brand is a long term strategic measure, which gives indication of 
the future potential of both product and company. One of the implications of the study states that the 
influence of equity of individual corporate brand on the overall value of the company differs from one 
company to another.
Sreedhar Madhavaram, Vishag Badrinarayanan and Robert E. McDonald (2005) contributed a research paper titled, Integrated Marketing Communication (IMC) and Brand Identity as Critical Components of Brand Equity Strategy: A Conceptual Framework and Research Propositions. This paper presents integrated marketing communication (IMC) and brand identity as critical components of the firm's brand equity strategy. The findings of the study reveals that synergy among the various marketing communication activities should potentially make IMC more effective. This paper proposes that a well-conceived and well-communicated brand identity contributes to building brand equity by positively influencing the IMC processes.


James B. Faircloth (2005) has conducted an exploratory research study in the topic, "Factors Influencing Nonprofit Resource Provider Support Decisions: Applying the Brand Equity Concept to Nonprofits". The study examines the influence of antecedent factors on resource provider based brand equity for a NPO. The study, utilizing a telephone survey, applies brand equity for the first time to the nonprofit sector and provides initial empirical evidence of the multidimensional influence of brand personality, brand image, and brand awareness antecedents of the resource providers' biased decision to support the nonprofit organization after controlling for the influence of altruistic volunteerism. This extension of the branding literature is adapted from the much more common customer based conceptualizations of Aaker (1991) and Keller (1993). The results suggest an opportunity for nonprofits to compete for these vital resources by nurturing and leveraging the antecedent factors which create resource provider based brand equity.

Eda Atilgan, Safak Aksoy and Serkan Akinci, (2005), conducted a research study on "Determinants of the brand equity: A verification approach in the beverage industry in Turkey". This research study aims to examine the practicality and application of a customer-based brand equity model, based on Aaker's well-known conceptual framework of brand equity. The study concludes that brand loyalty is the most influential dimension of brand equity. Weak support is found for the brand awareness and perceived quality dimensions.
Kevin Lane Keller and Donald R. Lehmann (2006) in their paper Brands and Branding: Research Findings and Future Priorities quoted that, Branding has emerged as .......... 


A top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms’ have. Their paper identifies some of the influential work in the branding area, such as brand positioning, brand integration, brand-equtiy measurement, brand growth, and brand management. The paper also outlines some gaps that exist in the research of branding and brand equity and formulates a series of related research questions.

Bohrer Monty F (2007) in his study titled, Discriminant analysis of Aaker's brand equity model on top-of-mind awareness/brand preference congruence in prospective hospital patients, he examined Aaker's (1991) theory of brand equity and the influence the assets of brand equity (brand association, brand awareness, perceived quality, and brand loyalty) had on a prospective patient's top-of-mind awareness/brand preference congruence of a hospital. Aaker's theory suggests that these assets are linked to the brand and add value to the product or service being offered. The results indicated that incorporation of Aaker's theory of brand equity would be significant in predicting a prospective patient's brand preference of a hospital.

Ruchan Kayaman (2007) in his research paper, titled Customer based brand equity: evidence from the hotel industry emphasizes to explore interrelations of the four brand equity components. The paper aims to explore interrelations of the four brand equity components; brand awareness, brand loyalty, perceived quality and brand image in hotel industry and improve the conceptualization of customer-based hotel brand equity. Brand awareness dimension was not found significant in the tested model for hotels. The present study contributes to the understanding of customer-based brand equity
measurement by examining the dimensionality of this construct. The paper shows that hotel managers and executives should try to influence; perceived quality, brand loyalty, brand image and brand awareness and design their service delivery process by considering relations between CBBE components.


Florence Benoit-Moreau and Béatrice Parguel (2007), in their research paper, "Building brand equity with environmental communication: an empirical investigation in France", examines the relationships between consumers' country-level and product-level images of a country, and the equity they associate with a brand from that country. Results indicate that the consumer-based equity of a brand was significantly associated with both the macro and micro images of the country of origin of the brand. Furthermore, each CBBE dimension contributed differently to the relationship according to the product category, while the contribution of both country image dimensions (macro and micro) was also product category specific. Results also showed that cars, as a product category, are more sensitive to country image than televisions.

Steven A. Taylor, Gary L. Hunter and Deborah & L. Lindberg, (2007) "Understanding (customer-based) brand equity in financial services", The purpose of this study is to advance marketers' understanding of customer-based brand equity (CBBE) within the context of a B2B financial service marketing setting. The results suggest that these customers do differentiate brands, and that Netemeyer et al.'s model of CBBE is generally supported. In addition, the extended model of CBBE proposed herein explains more variance in loyalty intentions, while simultaneously demonstrating the importance of customer satisfaction in CBBE models, and incorporates customer attitudes into conceptualization of CBBE.

Ralf van der Lans, Rik Pieters and Michel Wedel (2008) Competitive Brand Salience, This study proposes a methodology to determine the competitive salience of brands, based on a model of visual search and eye-movement recordings collected during a brand search experiment.


31. Ralf van der Lans; Rik pieters; Michel Wedel, Competitive Brand Salience, Marketing Science, Vol. 27, No. 5 (Sep. - Oct., 2008), pp. 922-931. Publisher(s): INFORMS.

They estimate brand salience at the point of purchase, based on perceptual features (color, luminance, edges) and how these are influenced by consumers' search goals. The results reveal that the salience of brands has a pervasive effect on search performance, and is determined by two key components: The bottom-up component is due to in-store activity and package design. The top-down component is due to out-of-store marketing activities such as advertising. We show that about one-third of salience on the shelf is due to out-of-store and two-thirds due to in-store marketing.

Venkatesh Shankar, Pablo Azar and Matthew Fuller (2008) contributed a research study in the topic, "A Multi category Brand Equity Model and Its Application at Allstate", they developed a robust model for estimating, tracking, and managing brand equity for multi category brands based on customer survey and financial measures. They apply this model to estimate the brand equity of Allstate--a leading insurance company--and its leading competitor, which compete in multiple categories. The model captures the brand's spillover effects from one category to another. In addition, the study identifies the dimensions that drive a brand's image, examine the relationships among advertising, brand equity, and shareholder value, and build a decision support simulator for the focal brand. The model provides reliable estimates of brand equity, and the results show that advertising has a strong long-term positive influence on brand equity, which is significantly positively related to shareholder value.

Haizhong Wang, Yujie Wei, Chunling Yu, (2008) in their research paper, "Global brand equity model: combining customer-based with product-market outcome approaches" aimed to explore the structural relationship between Corporate Ability Association and consumer-based brand equity variables and its product-market outcomes. The results indicate that CAA is an important factor in building and preserving brand equity.

32. Venkatesh Shankar; Pablo Azar; Matthew Fuller, A Multicategory Brand Equity Model and Its Application at Allstate, Marketing Science, Vol. 27, No. 4 (Jul. - Aug., 2008), INFORMS.
CAA and brand awareness have impact on quality perception, which has positive impact on brand resonance, brand extensibility, and price flexibility. Brand resonance has positive influence on brand extensibility and the intention to repurchase.

Florence Benoit-Moreau & Béatrice Parguel, (2008)\textsuperscript{34}, in their research paper titled, “Building brand equity with environmental communication: an empirical investigation in France”, investigated the impact of the firm’s environmental communication on brand equity, and specifically its impact on brand image, through the strength and favourability of brand environmental associations. The findings state that the environmental communication positively influences the strength and favourability of brand environmental associations, therefore improving brand equity. Two moderators reinforce the impact of environmental communication on brand equity through the strength of brand environmental associations: the perceived congruence between the brand and the cause, and the perceived credibility of the claim.

Kerri-Ann L. Kuhn, Frank Alpert, Nigel K. Li. Pope, (2008)\textsuperscript{35}, “An application of Keller’s brand equity model in a B2B context”, This paper aims to discuss the suitability and limitations of Keller’s customer-based brand equity model and tests its applicability in a B2B market. Findings suggest that amongst organizational buyers there is a much greater emphasis on the selling organization, including its corporate brand, credibility and staff, than on individual brands and their associated dimensions. The study investigates real brands with real potential buyers, so there is a risk that the results may represent industry-specific factors that are not representative of all B2B markets. Future research that validates the importance of the Keller elements in other industrial marketing contexts would be beneficial.


ς David N. Bibby (2009) 36, in the research study titled, "Brand image, equity, and sports sponsorship", explores the relationship between brand image and brand equity in the context of sports sponsorship. Keller’s (1993, 2003) customer-based brand equity models are the conceptual inspiration for the research, with Faircloth, Capella, and Alford’s (2001) conceptual model – adapted from the work of Aaker (1991) and Keller (1993) – the primary conceptual model. The study focuses on the sponsorship relationship between the New Zealand All Blacks and their major sponsor and co-branding partner, adidas. Results support the view that Keller (1993, 2003) proposes that brand image is antecedent to the brand equity construct. Results are also consistent with the findings of Faircloth et al. (2001) that brand image directly impacts brand equity.

ς Maria Teresa Cuomo, Gerardo Metallo, Debora Tortora, Mario Testa, Philip J. Kitchen, (2009) 37 contributed a research paper on "Building brand equity: the genetic coding of Mediterranean brands". The objective of the study is to stimulate reflection on the concept of Mediterranean brands, to map and qualify their specific genetic make up and their influence on brand equity. This paper shows how the properties of Mediterranean elements are reconciled with branding models and more in general, with sustainable business. The paper highlights the generating drivers of value from a Mediterranean marketing perspective. Management has to govern these strategically in order to retain lasting competitive advantage.

ς Wei Shi Lim and Soo-Jiuan Tan (2009) 38, in their research study, “Using Brand Equity to Counter Outsourcing Opportunism: A Game Theoretic Approach”, stressed that outsourcing has since become so sophisticated that some companies are even outsourcing core functions such as engineering, marketing, and R&D and as a consequence, could be unknowingly nurturing its outsourcing partners as future competitors.


Through formal game theoretic analysis, the study shows that in addition to learning, outsourcing firms could also make use of brand equity to safeguard themselves from the threat of potential market entry by their outsourcing suppliers when the outsourced component is a core competence, particularly when the rate of learning is at best moderate.

Hilgenkamp & Heather (2009), conducted a research study in the topic, “Brand equity: Does the brand name and/or price affect perceptions of quality?”, This project included the studies that looked at how the brand name and price of consumer products can affect intended purchasing decisions. It is found that when just looking at price, subjects were more likely to purchase the cheapest product. Hence the results seems that the brand name associated with a product can cause people to rate the quality of that product as either higher or lower depending on the strength of the brand. Although they did not directly measure quality, participants' purchase intentions were based on their perceived quality for consumable products. Overall, people tend to buy products based on their perceptions of a brand name and the price of the product itself, as well as other variables that how one look at in the future.

Norzalita Abd Aziz & Norjaya Mohd Yasin (2010) in their study on Analyzing the Brand Equity and Resonance of Banking Services: Malaysian Consumer Perspective focuses on the conceptual framework of this study and is based on customer-based brand equity called the Brand Resonance model, which comprises six building blocks, namely, brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance. The results indicate that there are strong, positive and significant relationships between brand performance and brand judgment, and between brand performance and brand feelings, also between brand performance and brand resonance, brand judgment and brand resonance as well as between brand feelings and brand resonance. The multiple regression results show that only Brand Feelings, Brand Judgments and Brand Performance have a significant influence on Brand Resonance. This article is considered to be the base for data analysis.

H Anil Degermen Erenkol and Adnan Duygun (2010) quoted in their article titled, Customers' Perceived Brand Equity and A Research on the Customers of Bellona Which is a Turkish Furniture Brand
having the primary goal of the study is to measure the brand equity and the factors affecting the brand equity of one of the leading brands of Turkey, namely Bellona, according to the perceptions of Bellona's customers. From their research study, it is observed that not only the perceived quality but also all other factors such as brand image, brand loyalty, and brand awareness have a positive impact on the brand equity. Within this context, the managers, should review their marketing strategies and goals under the light of factors that contribute to the brand equity and rebuild them for the success of these factors.

Xiao Tong and Jana M. Hawley (2010) in their research work in the topic, Measuring Customer Based Brand Equity Empirical Evidence from the Sportswear Market in China, examine practicality and applications of a customer-based brand equity model in the Chinese sportswear market. Based on Aaker's conceptual framework of brand equity, this study employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity in the sportswear industry. The findings conclude that brand association and brand loyalty are influential dimensions of brand equity. Weak support was found for the perceived quality and brand awareness dimensions. The paper shows that sportswear brand managers and marketing planners should consider the relative importance of brand equity in their overall brand equity evaluation, and should concentrate their efforts primarily on building brand loyalty and image.


Rojanasak Chomvilailuk and Ken Butcher (2010), contributed a research paper, "Enhancing brand preference through corporate social responsibility initiatives in the Thai banking sector", The paper investigated the efficacy of three corporate social responsibility (CSR) initiatives on brand preference in the Thai banking sector. The results reveal that, all three CSR initiatives had a modest but significant
effect on brand preference. The level of influence varied according to age, CSR predisposition and cultural values. While older customers placed more emphasis on perceived brand quality overall it was also found that the type of CSR programme could significantly affect brand preference. The results shows brand preference is an important factor with regard to individualism & commitment to CSR. Similarly in those groups with a high power distance, brand preference was more influenced by CSR initiatives.

Rosa E. Rios and Hernan E. Riquelme (2010)⁴⁴, in the study sources of brand equity for online companies, has the main objective to test the predictability of sources of brand equity and the influence of selected internet marketing activities as antecedents of the sources. The study supports the use of a traditional approach to explain brand equity. The brand associations customers make in relation to brand recognition and trust, together with brand loyalty, create brand equity for internet brands such as Amazon.com, eBay. These sources of brand equity can be built by developing marketing activities that create fulfillment, web functionality and customer service online.


Hongquan Li, Houzhong Jin and Guoying Yuan(2011)⁴⁵ in their research study on Brand Equity of Sports-Take the Replacement of the Brand Lining as Example. The authors thought: The brand equity of Lining is important intangible properties of their enterprise. The replacement of the brand not only builds new brand image and appeal, but also inherits accumulated brand assets. The establishment and promotion of brand identity are just a starting point and stage in building a brand, so enterprises should seize key work according to general logic that brand equity forms.
Arthur W. Allaway, Patricia Huddleston, Judith Whipple and Alexander E. Ellinger (2011) in their paper, Customer-based brand equity, equity drivers, and customer loyalty in the supermarket industry stated that the purpose of the paper is to measure consumer-based brand equity in the supermarket industry and to identify the strategy drivers associated with levels of brand equity for consumers' typically patronized supermarkets. This paper is the first to link consumer-based brand equity and the supermarket branding efforts that drive it for specific retail brands. In an industry with numerous choices in nearly all market areas and low switching costs, successful branding can translate into emotional commitment, shopping loyalty, and even person-to-person promotion of the brand to others.

Steven Pike, Constanza Bianchi, Gayle Kerr, Charles Patti, (2010) in their research title, "Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market", The purpose of this paper is to test the effectiveness of a model of consumer-based brand equity (CBBE) for a country destination. The paper reports the results of an investigation into brand equity for Australia as a long-haul destination in an emerging market.


The results indicate Australia is a well-known but not compelling destination brand for tourists in Chile, which reflects the lower priority the South American market has been given by the national tourism office. The paper suggested that CBBE measures could be analysed at various points in time to track any strengthening or weakening of market perceptions in relation to brand objectives.

Preethi Chamikutt & Sruthi Radkakrishnan (2011) have conducted a survey titled, As online travel plans gain popularity in India, agencies beef up presence on net [Brand Equity]. The survey was conducted across 200,000 websites across all major cities in India and more than 7 million search terms were tracked to understand trip planning behaviour exhibiting how internet is used as information source for planning pleasure trips. The study highlights that "Word of mouth about good or bad
experience that a customer has with the brand spread longer and faster through the web which enhances equity of the brand.” Travel has become easier with the advent of online, but it’s the experience that makes a vacation memorable. It holds true as much for the players offering their services as it does for the ordinary traveller.

Chieng Fayrene Y.L. and Goi Chai Lee, (2011) in their research study on “Customer based brand equity: A literature review” envisaged that, Brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of companies. Brand equity has been examined from financial and customer-based perspectives. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity.


Rajat Roy and Ryan Chau, (2011) titled a research paper about, "Consumer-based brand equity and status-seeking motivation for a global versus local brand", The purpose of this research is to explore how a successful global and a local brand may compete side by side in an existing market place based on consumer-based brand equity and consumers' status-seeking motivation for purchasing a global versus local brand. The results show that a global brand is generally preferred in terms of all the dimensions of consumer-based brand equity over a local brand. A global brand is strongly favoured in terms of awareness, perceived quality and overall brand equity by high status seekers while a local brand seems to enjoy loyalty and overall brand equity among low status seekers. Further, a local brand is clearly preferred in terms of consumer-based brand equity over the global brand by Australians whereas the global brand remains a clear favorite with non-Australians.

Abhijeet Agashe, Rupesh Pais and Rashmi Shahu(2011) studied about Customer Perception Based Brand Equity Analysis of Dinshaw's Ice-Cream. The study focuses on the study of the basic four dimensions of
customer-based brand equity on consumer’s perceptions of a brand viz. brand awareness, brand loyalty, brand image, brand performance. This is based on the assumption that all these dimensions of customer-based brand personality have influence on consumer’s perception of brand. Most of the customers are aware of the brand and majority of them are associating with quality and flavor for the brand association. Regarding the association between the brand loyalty and perceived quality of the brand, the study reveals that the customers’ loyalty towards the brand Dinshaw is influenced by perceived quality to an extent.

Amanda Spry, Ravi Pappu and T. Bettina Cornwell (2011) conducted a research study in the title, “Celebrity Endorsement, Brand Credibility and Brand Equity” of the endorsed brand. The mediating role of brand credibility and the moderating role of the type of branding (parent versus sub-brand) employed by the endorsed brand on the endorser credibility-brand equity relationship are also being examined. Results suggest endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. However, the "endorser credibility-brand credibility" and "endorser credibility-brand equity" relationships did not vary according to the type of branding employed. In support of past findings, the present study shows that a celebrity endorser should be one who is perceived as credible based on their attractiveness, expertise and trustworthiness.

Ji-Hern Kim; Yong J. Hyun (2011), conducted a research study in the topic “A Model to Investigate the Influence of marketing-mix Efforts and Corporate Image on Brand Equity in the IT Software Sector”. A model is developed to examine the relationships among marketing-mix efforts, corporate image, three dimensions of brand equity (brand awareness with associations, perceived quality, and brand loyalty), and market performance. The model considers three distinctive aspects of business markets. After-sales service is taken as a key marketing-mix effort. Corporate image is placed as a mediator from the marketing-mix efforts to the dimensions of brand equity. Personal selling is defined as a main component of promotion.

52. Amanda Spry; Ravi Pappu; T. Bettina Cornwell, Celebrity Endorsement, Brand Credibility and Brand Equity, European Journal of Marketing Vol.: 45, No.: 6, May, 31 2011 [Page 882-909].
Hence, the test results show that all the marketing-mix efforts positively affect the overall value of brand equity, which is a proxy of market performance, via the three dimensions of brand equity. Corporate image mediates the effect of the marketing-mix efforts on the three dimensions of brand equity.

The research literatures reviewed for the conduct of the study was useful from the stage of objective and questionnaire construction till the discussion chapter. The past findings had given more emphasis on customer based brand equity dimensions, its relationships, influence of each model to brand resonance and equity. Most of the studies were carried on for single products or general product or service categories. Hence, present study is focused to know the customers' brand resonance with regard to the airline brands.