

A Study on the Impact of Brand Equity on Business and Consumer Perception

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ABSTRACT

Today's scenario customers are having good opinion towards brands. Consumers are well known about various types of brands through many ways like friends, family, social media etc. Brand equity plays a vital role in each every in business. Brands are built on the product level. Customer satisfaction talks about the product and share on to friends or relatives. This study aims to study on impact of brand equity on business and consumer perception. The main goals are to examine the attitude, preference of the respondents and their valuable suggestions. This study is based on the purely original collected data. The data were collected on the basis of questionnaire method from 100 respondents. SPSS statistical tools like percentage, cross tabulation were used to check the reliability of data which was collected. Thus, this study analyzed the impact of brand equity and consumer perception.

Keywords: Brand advertisement, Brand quality, Customer satisfaction

1. INTRODUCTION

Brand plays vital role in marketing field. Brands are ideas, perceptions, and promises. A brand name is the name of the distinctive product, service, or concept and often expressed in the form of logos, graphic representations of the brand. Brand images influence the consumers through their unique style, color and image. Brands are built on the product level. Customer satisfaction talks about the product and share on to friends or relatives. So because of this, branding is the effective tool used by organization. According to Lisa wood Sheffield University UK (2000) the term brand equity defined the relationship between customer and branded product. During product development stage if any problem occurs means name of the particular product will affect it. After choosing appropriate name according to aimed audience, marketer needs to create advertising strategy to support the brand among target market. Maintaining brand position is the hardest job in a concern. The main motive of this research is to analyze the customer's attitude and behavior related to branding and its importance in order to get benefits of brand equity.

2. SIGNIFICANCE OF THE STUDY

This study was conducted in the context of impact of brand equity on business and customer perception. Demographic variables (age, gender, education level and income level) and non-demographic variables (brand influence, trust in brand, care about brand) deeply investigated to see whether these variables will have a relationship with customer perception

3. STATEMENT OF THE PROBLEM

Today's scenario customers are having good opinion towards brands. Consumers are well known about various types of brands through many ways like friends, family, social media etc. Brand equity plays a vital role in each every in business. Consumer purchasing level on particular brand is purely depends upon the brand equity. Several researches have been done by researchers in recent years on the brand equity. In this study, researcher is going to study about impact of brand equity on business and customer perception.

4. REVIEW OF LITERATURE

Keller, 1993, defined customer equity as “the differential effect of brand knowledge or customer response to the marketing of the brand”. It “occurs when the customer is familiar with the brand and holds some favorable strong and unique associations in memory”.

Park and Srinivasan, 1994 conducted survey based research. His approach was aimed to collect the consumers' views and attitudes to decide the potential factors those contribute towards the development of brand equity value. These factors in turn will help managers to make informed decisions about brand.

Lisa wood Sheffield University UK, 2000 the term brand equity defined the relationship between customer and branded product.

Yoo and Donthu, 2001 Brand Equity is defined as the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features.

Aaker and Jacobson, 2001 found a positive link between perceived brand quality and attitude and stock prices.

Keller and Lehman, 2006 Many of the authors have explained about brand knowledge. From all the authors opinion brand equity is the most relevant treats it as the differential effect of brand knowledge of consumer response to the marketing of the brand.

Farris et al, 2010 depicts that the purchase decisions made by consumers on a cognitive level are influenced significantly by the brand image and its awareness amongst the target market. Research also provides that brands that have a higher level of associated brand image and awareness amongst the consumer are likely to be purchased again and again by consumers.

5. OBJECTIVE OF THE STUDY

The specific objectives this study is

- To study about the demographic conditions of the consumers.
- To examine the customer's attitude and behavior related to branding and its importance in order to get benefits of brand equity.

6. HYPOTHESIS OF THE STUDY

- H_0 : There is no significant relationship among brand equity and consumer perception

SAMPLE DESIGN

Primary data will be collected using the simple random sampling method and a self-administered questionnaire distributed to the respondent. This sampling method is chosen for its easiness and cost efficiency to collect responses using a sample.

SOURCES OF DATA

The present study is based on both primary and secondary data. The primary data will be collected from consumers of various organic shops with the help of questionnaire. The secondary data were collected from various Journals, Books, Dailies, Past Thesis works, Libraries and also from various Websites.

SAMPLE SIZE

The data were collected using questionnaire method from 100 respondents. Since the study period is very short.

SCOPE OF THE STUDY

The study was conducted in a very short period

7. DATA ANALYSIS AND INTERPRETATION**DEMOGRAPHICS OF THE RESPONDENTS**

Gender	GENDER	NO. OF RESPONDENTS	PERCENTAGE
	Male	44	44.0
	Female	56	56.0
	Total	100	100.0
Age of the Respondents	AGE	NO. OF RESPONDENTS	PERCENTAGE
	18-25	32	32.0
	25-35	12	12.0
	35-45	44	44.0
	Above 45	12	12.0
	Total	100	100.0
Marital Status of the Respondents	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
	Married	16	16.0
	Unmarried	84	84.0
	Total	100	100.0
Education Level of the Respondents	EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
	Higher Secondary	24	24.0
	Under Graduate	42	42.0
	Post Graduate	34	34.0
	Total	100s	100.0
Monthly Income of the Respondents	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
	Below Rs.50000	14	28.0

	50000 to 100000	26	52.0
	100000 to 200000	3	6.0
	Above 200000	7	14.0
	Total	50	100.0

Source: Primary Data

TABLE NO 1

The above table shows that demographic conditions of the respondents

GENDER AND BRAND INFLUENCE CROSS TABULATION

GENDER	BRAND INFLUENCE							TOTAL
	AD	SHOP DISPLAY	WORD OF MOUTH	FRIEND/FAMILY/RELATIVES	ATTRACTIVE OF PACKAGE	DEALERS	OTHERS	
Male	18	6	5	5	8	0	3	45
Female	24	9	7	6	8	0	1	55
Total	42	15	12	11	16	0	4	100

Source: Primary Data

TABLE NO 2

The above table shows that 42 percent answered that they usually influenced by advertisement and 16 percent influenced by attractive packages. And the 15 percent buy brand because of shop display, 12 percent influenced by word of mouth. 11 percent buy brand influenced by family/ friends/ relatives, only 4 percent influenced by dealer or other means.

GENDER AND PURCHASED BRAND CROSS TABULATION

GENDER	TRUST IN BRAND				TOTAL
	ALWAYS	NEVER	QUALITY IS IMPORTANT	RARELY	
Male	3	2	24	12	41
Female	5	5	35	14	59
Total	8	7	59	26	100

Source: Primary Data

TABLE NO 3

The above table shows that 59 percent answered that they buy branded product when quality is important and 8 percent always buy branded product. And 26 percent respond, that they rarely buy and 7 percent never buy branded product.

GENDER AND CARE ABOUT BRANDS

GENDER	CARE ABOUT BRANDS				TOTAL
	SLIGHTLY	STRONGLY	NOT MUCH	NEVER	
Male	16	20	14	2	52
Female	12	14	16	6	48
Total	28	34	30	8	100

Source: Primary Data

TABLE NO 4

8. CONCLUSION

Many of the researcher and academicians explaining about brand equity in words only but customer perception about branding is the subject to identify whether customer buy just because of brand or any other reason behind their purchase. This research tells about brand equity and customer perception towards branding to unbranded products. In order to implement branded strategy without failure, marketers have to reform the appropriate branding strategy which will generate greater turnover than expected.

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