Evaluate the Factors Affecting Brand Equity from the Perspective of Customers Using Aaker's Model

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Abstract

Customers and brands are the two most important intangible assets of any organization. Ahead research as evaluate the factors affecting brand equity from the perspective of customers using Aaker's model (Case study: Iran insurance organizations customers, Tonekabon Branch). A descriptive - survey study that aims to determine the effect of marketing mix elements (Price, store image, distribution intensity, advertising , price promotion and family) from the Perspective of customers, the loyalty and then brand equity from the impact path the other dimensions CBBE.(Brand awareness, perceived quality of brand, brand image and brand associations). In order to analyze data from 382 questionnaires collected, with the help from the structural equation modeling software was used Lisrel to test this 24 hypothesis. Research findings indicate that:

• Selected Marketing elements other than price promotion are effective on CBBE dimensions.
• from the brand equity dimensions ,in order to the brand loyalty, brand image, perceived quality of the brand and brand awareness the positive and significant impact on brand equity.
• The positive impact of brand associations on brand equity is unmeaning.

Key words: Brand, Brand equity, CBBE, SEM

1 Introduction

Brands have been considered as the second most important assets for a firm after customers (Ambler, 2000; Doyle, 2001; Jones, 2005). Strong brands, customer awareness, market share and satisfied customers contribute to the creation of shareholder value which depends on the value of a brand. Brand value concerns with the study of how value is created, whereas equity is concerned with the measurement of this value (Jones, 2005). Brand equity perfectly defines the value of a brand. Existing literature divides brand equity into three categories: mental brand equity, that is, the impact of the brand on the consumer's consciousness; behavioral brand equity, that is, the consumer's behavioral response to the brand ; and, financial equity, that is, the financial impact of the brand as expressed through return on investment, profit, turnover, price-to-earnings ratio, etc. (Franzen, 1999). This research focuses on the first two categories of brand equity otherwise known as Customer based Brand Equity (CBBE). The most appropriate definition of CBBE has been given by Keller who defines Customer-Based Brand Equity (CBBE) as the differential effect that brand knowledge has on consumer response to marketing activity with respect to that brand (Keller, 1993, 2003).

The actual nature of different response will depend on how consumers evaluate these associations, as well as the particular marketing activity under consideration. CBBE occurs when the consumer is familiar with the brand and holds some favorable, strong and unique brand associations in memory. There are several assets of CBBE which need to be properly managed in order to build a strong brand. This study would gift the managers a complete holistic component based model to manage and frame strategies for the CBBE of a brand. Both the antecedents as well as the consequences of CBBE have been considered for the study. The study begins with a review of the literature to establish the dimensions of CBBE. Basing on the literature review a conceptual causal model is framed.

This model is further tested for its reliability and validity. Structural equation modeling has been used to prove the differential effects of the assets on CBBE.

2 Consumer-based brand equity

In recent brand equity literature, there are two prominent theoretical views that provide valuable insights into the body of customer based brand equity (see Figure 1). Aaker (1991) defined four basic dimensions of customer-based brand equity: perceived quality, brand awareness, brand associations, and brand loyalty.

These dimensions are reviewed in more detail in the following parts of this article. Another prominent theoretical conceptualization is Keller's (1993) customer-based brand equity model. The basic premise of Keller's (1993). customer-based brand equity model is that "the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time" (Keller, 2003, p. 59). His model is an insightful way to represent how brand knowledge is the key to creating brand equity. Keller (1993) viewed customer-based brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand". He conceptualized the sources of brand knowledge as brand awareness and brand image. In brief, the customer-based brand equity dimensions of both Aaker's (1991) and Keller's (1993) models are strictly intersecting. What Keller (1993) left out from Aaker's framework in defining the customer-based brand equity is the brand loyalty dimension.

Yoo et al. (2000) extend Aaker's (1991) model by placing brand equity as a separate construct between the dimensions of brand equity and the value for the customer and the firm. They also add price, store image, distribution intensity, advertising spending, and price deals as antecedents of brand equity with their significant effects on the dimensions of brand equity.

Yoo and Donthu (2001) also developed and validated a cross-culturally invariant multidimensional consumer-based brand equity scale containing these dimensions. To sum up, the most commonly cited brand equity studies are briefly reviewed in Table 1.

Although all these valuable models define the fundamental pillars of brand equity, there is still want for potential contributions with respect to the quantitative clarifications of the defined dimensions, their measurement, and their adequacy for global brands.

Table1. Mostly cited "Brand Equity" studies

Author	Dimensions of Brand Equity	Related Findings
Keller (1993)	Brand awareness, brand image	When the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory, then customer-based brand equity occurs.
Park and Srinivasan (1994)	Brand associations (Attribute-based and non-attribute-based component of brand equity)	The non-attribute-based component of brand equity appears to play a more dominant role in determining a brand's equity.
Lane and Jacobson (1995)	Brand attitude, brand name familiarity	The stock market participants' responses to brand extension announcements depend on brand attitude and familiarity
Cobb-Walgren, Ruble, and Donthu (1995)	Perceived quality, brand awareness, brand associations, advertising awareness	The brand with greater advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity generated significantly greater preference and purchase intentions.
Aaker (1996)	Brand loyalty, perceived quality, brand awareness, brand associations	Four dimensions of brand equity represent customer perceptions of the brand and could be applied across markets and products.
Yoo, Donthu, and Lee (2000	Brand loyalty, perceived quality, brand awareness/associations	Brand equity is positively related to perceived quality, brand loyalty, and brand associations. The relationship of perceived quality and brand associations to brand equity is much weaker than the relationship of brand loyalty to brand equity.
Berry (2000)	Brand awareness, brand meaning (customer's dominant perceptions)	Positive service brand equity emerges from the synergy of brand awareness and brand meaning.
Yoo and Donthu (2001)	Brand loyalty, perceived quality, brand awareness/associations	A multidimensional brand equity scale is validated across Americans, Korean Americans and Koreans samples

Gil (2007)	Brand loyalty, perceived quality, brand Awareness, brand associations	brand loyalty is much closer to the concept of overall brand equity than brand Awareness-associations and perceived quality.
Atilgan (2009)	Brand loyalty, perceived quality, brand Awareness, Brand associations , Brand Trust	Emergence of brand trust as a new dimension instead of brand awareness complies well with recent literature on global branding,
Mishra and Datta (2011)	Brand Name , Brand Communication , Brand Association , Brand Personality , Brand Awareness , Brand Image ,Perceived Brand quality ,Brand Loyalty	Importance of the effect of the brand assets treated as antecedents like brand name, awareness, personality and consequences like brand preference and purchase intention on customer based brand equity.

3 Proposed model and hypotheses

There are different models on the literature to explain the formation of brand equity (Dyson et al., 1996; Na et al., 1999; Berry, 2000). One of the most commonly used is established by Aaker (1991), where brand equity is determined by its dimensions, and creates value for both the consumer and the firm. Following this schema, Yoo et al. (2000) test the effects of the information perceived by the consumer from different marketing actions on the formation of brand equity and its dimensions.

Based on these models, this work proposes that information provided by the family can also affect the formation of consumer-based brand equity. As mentioned previously, the individual may receive recommendations to buy certain brands from his parents, and also comes into contact with several brands used at his family home. The individual frequently considers his family as a reliable reference in relation to the purchase of certain products (Childers and

Rao, 1992; Moore et al., 2002), and thus, information on a brand obtained from the family may determine the consumer evaluation of a brand, and in consequence, affect the formation of consumer-based brand equity. In this work only positive information of a brand is analysed, since both family recommendations to buy a brand, and observation of a frequently purchased brand in the family, is perceived by the consumer as a manifestation that his parents approve the use of the brand.

The proposed conceptual model can be seen in Figure 1. We have used this model because it is based on the conceptualization of brand equity proposed by Aaker(1991), since this conceptualization has been frequently applied in the literature (Baldauf et al., 2003; Kim et al., 2003; Pappu et al., 2005). Moreover, this selection allows to compare results from this analysis with those obtained in recent works, where some of the relationships had been also studied (Atilgan et al., 2005; Villarejo and Sanchez-Franco, 2005).

Due to the large number of relationships to be analyzed, hypotheses have been classified in three sections. The first section is devoted to the effects of the information provided by both the family and the firm through its marketing actions.

Figure 1. the proposed conceptual model
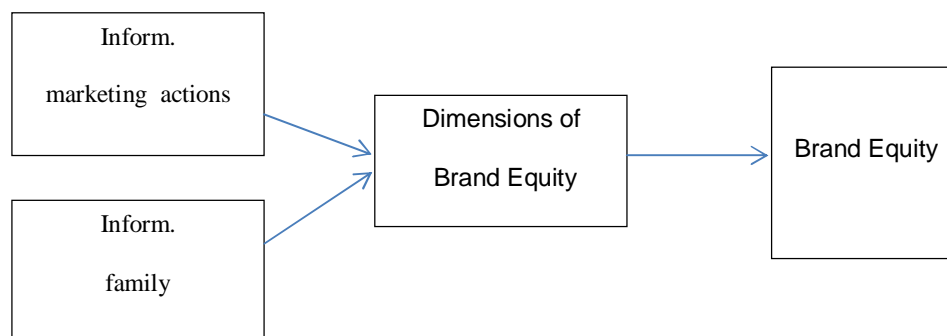
Source: Yoo et al (2000)

The second section refers to the hypotheses concerning the relationships between dimensions of brand equity. Finally, the third section is devoted to the relationships between each dimension and overall brand equity. All the relationships are shown in figure 2 and they will be explained in depth in the following sections.

Figure 2. the Hypotheses and relationships between dimensions of brand equity
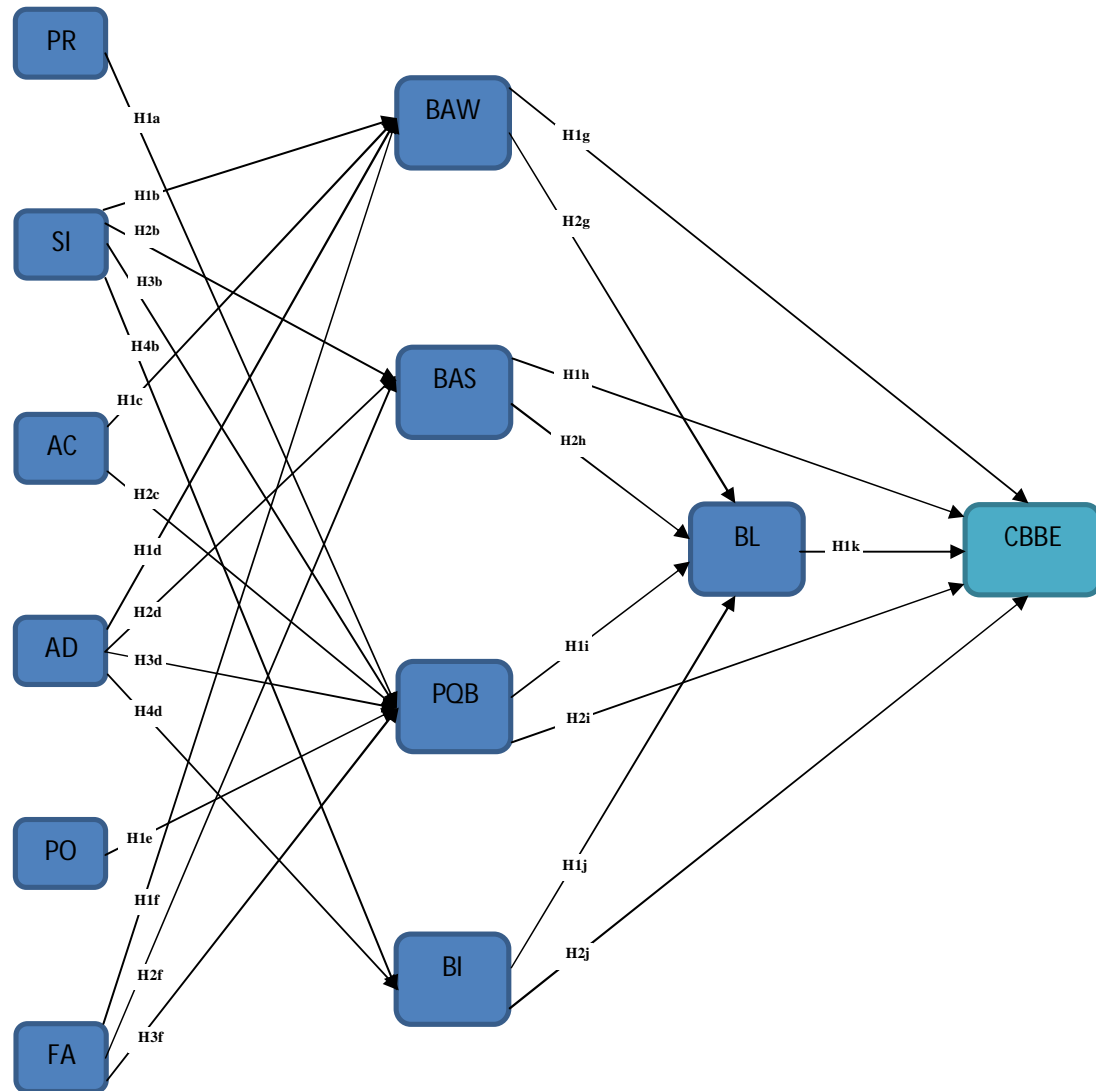
2.1 Brand awareness (BAW)

Brand awareness "relates to the likelihood that a brand name will come to mind and the ease with which it does so" (Keller, 1993, p. 3). It is based on both brand recognition and recall (Aaker, 1991; Keller, 1993). The studies regarding brand awareness are mostly focused on its effect on brand choice. For example, Hoyer and Brown (1990) found that participants with no brand awareness ended to select the high quality brand on the final choice significantly more often than those with brand awareness. Holden (1993) probed the importance of brand awareness in brand choice, and his qualitative research indicates that brand awareness appears to be operating as a cue to brand retrieval. In the context of consumer-based brand equity, Agarwal and Rao (1996) measured brand awareness by unaided recall and familiarity. They found that the familiarity measure is highly consistent with other brand equity measures, but the recall measure is not convergent. Other issues related to brand awareness, such as the sources of brand awareness (Greenberg, 1958), its underlying structure Laurent et al., 1995), and its effect on consumer purchase behavior, are also studied (Bird &Ehrenberg,

1966), but, as with other brand equity dimensions, its effect on overall brand equity is narrowly investigated in the literature.

The studies of Yoo et al. (2000) and Yoo and Donthu (2001) incorporate this dimension into their empirical models but have not detected any direct effect on brand equity. Therefore, in their studies, it is simply combined with brand associations.

2.2 Brand association (BAS)

Brand association is the informational nodes linked to the brand in memory and the meaning of the brand for consumers (Henry, 2004). CBBE is measured from the consumer perspective based on consumers' memory-based brand associations (Chen, 2010). It indicates that in the consumer's memory, for all associate with the brand, if these associations can be assembled all together with some signification, then the impression on this signification would become a brand image (Aaker, 1996b; Chen, 2001; Hu *et al.*, 2010).

2.3 Perceived quality of brand (PQB)

Perceived quality of brand is defined as the consumer's judgment about a brand's overall excellence or superiority with respect to its intended urpose, relative to alternatives (Zeithaml, 1988; Aaker and Jacobson, 1994). Perceived quality is believed to be a type of association warranting elevation to the status of a separate dimension of a brand's equity (Pappu and Quester, 2006). The customers will have a subjective satisfaction at the comprehensive quality or recognition level against the product or service offering under such brand which is perceived quality (Hu *et al.*, 2010).

2.4 Brand image (BI)

Brand image can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory (Rio *et al.*, 2001). Brand image consists of two components; the benefits customer derive from the brand and its attributes which constitute the brand association and the brand personality (Boyle, 2003). Enhancing brand image is beneficial for the increasing of brand equity. Brand equity is driven by brand image (Chen, 2010).

2.5 Brand Loyalty (BL)

Several meanings have been attributed to brand loyalty after the concept was first introduced by Copeland (1923). The concept is examined mainly from two broad aspects, which are behavioral (or purchase) loyalty (Agrawal, 1996; Chaudhuri & Holbrook, 2001; Huang & Yu, 1999) and attitudinal loyalty (Chaudhuri & Holbrook, 2001; Huang & Yu, 1999; Moreau, Lehmann, &Markman, 2001; Pritchard, Havitz, & Howard, 1999). Behavioral loyalty refers to repeat purchases and is related with how often and how much consumers purchase a brand (Aaker, 1991; Keller, 2003). It also encompasses the comparison of the brand with other brands offering similar benefits (Aaker, 1996). Fournier and Yao (1997) and Dekimpe, Steenkamp, Mellens, and Abeele (1997) suggested that an ideal measure of brand loyalty should incorporate both behavioral and attitudinal aspects. For instance, consumers with a great deal of attitudinal attachment to a brand may state that they "love" the brand (Keller, 2003, p. 93) or consider themselves "loyal customer[s]" (Yoo et al., 2000). Another distinguishing feature of brand loyalty is the "sense of community" (Keller, 2003). Identification with a brand community (such as friends or acquaintances) is a necessity for active engagement with the brand (Keller, 2003, p. 93). However, brand loyalty, as one of the most important determinants of brand equity (Aaker, 1991; Yoo et al., 2000), has received relatively less attention in terms of cross cultural issues and empirical approaches (e.g., Yoo & Donthu, 2001).

3 Methodology

The data gathered for the empirical work were obtained through a survey among 400 Iran Insurance customers in Tonekabon Branch. this sample of 400 was taken for the study consisting of both the genders Data were collected via a questionnaire, which required respondents to indicate their level of agreement/disagreement on a 5-point Likert-type scale. At the end of the data collection period, 382 usable questionnaires   . To sum up, Dimensions and overall brand equity scales are briefly reviewed in Table 2.

Table 2. Dimensions and overall brand equity scales

variables	item	No of questions	Cronbach Alpha	Source
Consumer-based brand equity	Brand Preference Purchase Intention	BE1-BE2-BE3 BE4-BE5	0.737	Aaker (1996) - Keller(1993) - Gil (2007)
Brand Loyalty	Attitudinal loyalty Behavioral loyalty	BL8 BL6-BL7-BL9-BL10	0.757	Aaker (1996) - Yoo)2001) - Chen (2010)
Brand awareness	Brand recognition Brand recall	AW16-AW17-AW19 AW18-AW20	0.772	Aaker (1996) - Keller(1993)- Chen (2010)
Brand association	Brand personality Organizational associations	BA25-BA27 BA24-BA26	0.726	Aaker (1996) - Lee (2000) - Gil (2007)
Perceived quality of brand	Dimensions of service quality	PQ11-PQ12-PQ13-PQ14-PQ15	.735	Aaker (1996) - Yoo (2001)
Brand image	Corporate image User Image Product Image	BI23 BI22 BI21	0.724	Keller(1993) – Kim(2004)– Chen (2010)
Price	Product Imagine a customer	PR30 PR28-PR29	0.703	Keller(1993) - Yoo)2001)
Store image	Branch locations Tangibles Physical Appearance	SI31 SI32 SI33	0.728	Keller(1993) – Rao (1989)
Advertising	awareness recall associations	AD37 AD39 AD38	0.773	Krishnan (1993) - Gil (2007)
Brand accessibility	Geographical dispersion Shopping online	AC34-AC35 AC36	0.741	Mc carthy (1984)
Price promotions	Discounts Installment Personal selling	PO40 PO41 PO42	0.720	Gil (2007)
Family	Observed behavior Verbal advice	FA44 FA43-FA45	0.785	Gil (2007) - Yoo (2001)

4 Results

The data was analyzed for its reliability and validity and then the model was tested with Structural Equation Modeling (SEM) using lisrel 8.7. The analyses with its findings are discussed in the following section.

Reliability analysis:

Reliability of the questionnaire was checked by Cronbach's alpha which was more than 0.7 (">0.7 - good) (George and Mallary, 2007). The alpha values of the constructs are shown in the Table 2.

Content or face validity:

The prepared questionnaire was reviewed for face validity by experts in branding (Davis *et al.*, 2009).

Nomo logical validity:

Nomo logical validity refers to the degree that the summated scale makes accurate predictions of other concepts in a theoretically based model. Nomo logical validity is tested by examining whether the correlations among the constructs in a measurement theory make sense (Hair *et al.*, 2007). The results in Table 3 and 4 support the prediction that these constructs are positively related to one another.

Table 3

	BE	BL	AW	BA	PQ	BI
BE	1.000					
BL	0.463	1.000				
AW	0.447	0.489	1.000			
BA	0.386	0.423	0.740	1.000		
PQ	0.413	0.438	0.408	0.303	1.000	
BI	0.465	0.485	0.583	0.446	0.528	1.000
P	0.391	0.348	0.239	0.146	0.710	0.423
SI	0.469	0.432	0.477	0.412	0.534	0.533
AC	0.448	0.320	0.587	0.581	0.361	0.531
AD	0.277	0.287	0.373	0.323	0.319	0.247
PO	-0.215	-0.215	-0.190	-0.146	-0.168	-0.222
FA	0.465	0.456	0.476	0.376	0.489	0.533

Table 4

	P	SI	AD	AC	PO	FA
P	1.000					
SI	0.472	1.000				
AD	0.306	0.607	1.000			
AC	0.345	0.497	0.338	1.000		
PO	-0.163	-0.227	-0.133	-0.118	1.000	
FA	0.480	0.593	0.565	0.387	-0.222	1.000

4.1 Structural equation modeling (SEM)

Confirmatory factor analysis was performed using Structural Equation Modeling (SEM) (Hair *et al.*, 2007).The model was recursive i.e., all paths between constructs proceed only from the antecedent construct to the consequences and not vice versa. The confirmatory factor analysis using SEM revealed the standardized regression weights and t-value of the variable on the constructs and Goodness of Fit Index (GFI) as shown in Table 5 . The constructs show very good GFI above 0.8 ranging from 0.866-1.000. The weights range from 0.372-0.868 showing a positive effect. A t-value above 2 is considered good for the study. In this study path with t-value less than 2, were not included for further analysis.

Table 5. Goodness of Fit Index

	Optimal	**Original Structural**

		model
Global fit indexes		
Chi-square	-	371.026
degrees of freedom	-	48
p-value	<0.05	0.00
GFI	>0.8	0.86
RMSEA	0.05-0.08	0.13
Incremental fit indexes		
NFI	>0.9	0.85
CFI	>0.9	0.82
AGFI	>0.9	0.78

Table 6. Causal relationship

Hypotheses (Causal relationship)	Path coefficient (β)	t-value
H1a .Price - perceived quality of a brand	0.57	13.90
H1b .Store image - brand awareness	0.07	1.17
H2b .Store image - brand associations	0.08	1.36
H3b. Store image - perceived quality of a brand	0.21	4.18
H4b .Store image - brand image	0.33	6.38
H1c .Brand accessibility - brand awareness	0.14	3.06
H2c .Brand accessibility - perceived quality of a brand	0.02	0.56
H1d .Advertising spending - brand awareness	0.42	7.80
H2d .Advertising spending - brand associations	0.51	9.18
H3d .Advertising spending - perceived quality of a brand	0.01	0.31
H4d .Advertising spending - brand image	0.33	6.27
H1e .Price promotions - perceived quality of a brand	-0.01	0.23
H1f.positive brand information provided by the family - brand awareness	0.15	2.77
H2f.positive brand information provided by the family - brand associations	0.04	0.77
H3f .positive brand information provided by the family - perceived quality of a brand	0.09	1.87
H1g .Brand awareness – customer based brand equity	0.11	2.25
H2g .Brand awareness -brand loyalty	0.19	3.94
H1h . Brand associations – customer based brand equity.	0.09	1.84
H2h .Brand associations - brand loyalty	0.13	2.75
H1i .Perceived quality of a brand - brand loyalty	0.21	4.73
H2i .Perceived quality of a brand – customer based brand equity.	0.15	3.23
H1j .Brand image - brand loyalty	0.21	4.39
H2j .Brand image – customer based brand equity.	0.17	3.61
H1k. Brand loyalty – customer based brand equity	0.22	4.26

4.2 Fit measures

The final modified structural equation model and the original model were compared for their goodness of fit measures to test the betterness of fit with the data. The model was evaluated by structural equation modeling method using lisrel. The standard optimal values and the tested values of the original model and the modified structural measurement model were compared as shown in Table 7.

Table 7. Goodness of Fit Index

	Optimal	modified Structural

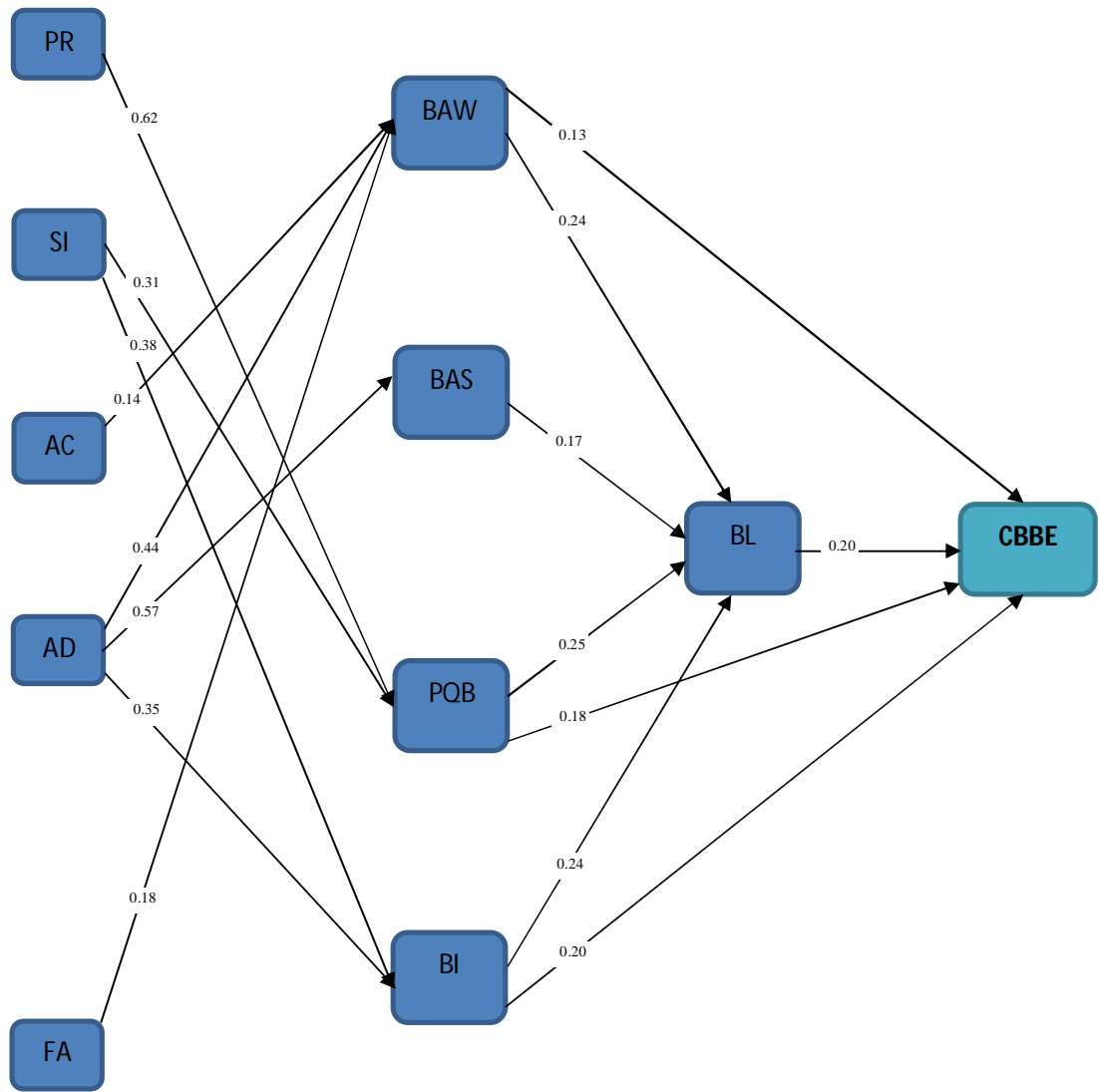|		**model**
Global fit indexes		
Chi-square	-	363.3
degrees of freedom	-	43
p-value	<0.05	0.00
GFI	>0.8	0.92
RMSEA	0.05-0.08	0.073
Incremental fit indexes		
NFI	>0.9	0.88
CFI	>0.9	0.93
AGFI	>0.9	0.96

The Goodness-of-Fit Index (GFI) is 0.86 for the original model and 0.92 for the modified one indicating a good fit of the data in the model as GFI ranges from 0 to 1 (>0.9) with higher values being better (Hair *et al.*, 2007). The adjusted GFI(AGFI) is 0.96 for the modified model in comparison to the conceptual model (0.78). The other fit measures like Normed Fit Index (NFI), Incremental Fit Index (IFI) and Comparative Fit Index (CFI) are more than 0.8 which showed a good fit of the model. Root mean square error of approximation (RMSEA) is 0.13 for the original model and 0.073 for the modified model, the range being 0.05-0.08. The model was further tested with structural equation modeling to confirm the causal relationship and the proposed hypotheses. The strength of causal relationship between the constructs is confirmed by the path coefficients between the Variables and the t –values shown in Table 8 and figure 3.

Table 8

Hypotheses (Causal relationship)*	Path coefficient (β)	t-value
H1a .Price - perceived quality of a brand	0.62	14.40
H3b. Store image - perceived quality of a brand	0.31	5.42
H4b .Store image - brand image	0.38	6.85
H1c.Brand accessibility - brand awareness	0.14	3.14
H1d .Advertising spending - brand awareness	0.44	8.82
H2d .Advertising spending - brand associations	0.57	11.55
H4d .Advertising spending - brand image	0.35	13.98
H1f .positive brand information provided by the family - brand awareness	0.18	3.25
H1g .Brand awareness – customer based brand equity	0.13	2.84
H2g .Brand awareness -brand loyalty	0.24	4.75
H2h .Brand associations - brand loyalty	0.17	3.14
H1i .Perceived quality of a brand - brand loyalty	0.25	5.33
H2i .Perceived quality of a brand – customer based brand equity.	0.18	3.62
H1j .Brand image - brand loyalty	0.24	5.22
H2j .Brand image – customer based brand equity.	0.20	4.04
H1k. Brand loyalty – customer based brand equity	0.20	4.04
* path with t-value less than 2, is removed		

Figure 3. The final modified structural equation model

The results of the final modified structural equation model allowed to accept the majority of the hypotheses proposed. In summary the proposed hypotheses test and the results are shown in Table 9.

Table 9. the proposed hypotheses test and the results

Hypotheses	Hypothese

	s supported
H1a .Price has a direct and positive effect on perceived quality of a brand	Yes
H1b .Store image has a direct and positive effect on brand awareness	No
H2b .Store image has a direct and positive effect on brand associations	No
H3b. Store image has a direct and positive effect on perceived quality of a brand	Yes
H4b .Store image has a direct and positive effect on brand image	Yes
H1c.Brand accessibility has a direct and positive effect on brand awareness	Yes
H2c .Brand accessibility has a direct and positive effect on perceived quality of a brand	No
H1d .Advertising spending has a direct and positive effect on brand awareness	Yes
H2d .Advertising spending has a direct and positive effect on brand associations	Yes
H3d .Advertising spending has a direct and positive effect on perceived quality of a brand	No
H4d .Advertising spending has a direct and positive effect on brand image	Yes
H1e.Price promotions has a direct and positive effect on perceived quality of a brand	No
H1f .positive brand information provided by the family has a direct and positive effect on brand awareness	Yes
H2f. positive brand information provided by the family has a direct and positive effect on brand associations .	No
H3f .positive brand information provided by the family has a direct and positive effect on perceived quality of a brand	No
H1g .Brand awareness has a direct and positive effect on customer-based brand equity	Yes
H2g .Brand awareness has a direct and positive effect on brand loyalty	Yes
H1h . Brand associations has a direct and positive effect on customer-based brand equity.	No
H2h .Brand associations has a direct and positive effect on brand loyalty	Yes
H1i .Perceived quality of a brand has a direct and positive effect on brand loyalty	Yes
H2i .Perceived quality of a brand has a direct and positive effect on customer-based brand equity.	Yes
H1j .Brand image has a direct and positive effect on brand loyalty	Yes
H2j .Brand image has a direct and positive effect on customer-based brand equity.	Yes
H1k. Brand loyalty has a direct and positive effect on customer-based brand equity	Yes

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5 CONCLUSION AND MANAGERIAL IMPLICATIONS

The result of the analysis and the discussion leads to the following conclusions and managerial implications.

The purpose of this study was to examine the interrelationships between the brand equity dimensions and its impact on brand equity. Specifically, we investigated the linkages between five brand equity dimensions as constructed by Aaker (1991) and Keller (1993) and brand equity using a structural equation model in Insurance industries context. This research also extends previous research, which has focused largely on main effects of brand equity dimensions on brand equity, by finding support for the significant interactions among the brand equity assets. It was hypothesized that brand equity – expressed as overall brand perceptions, likeability and popularity – would be influenced by brand awareness, perceived quality, brand associations, brand image, brand loyalty and interactions among the dimensions. We found partial support for this proposed conceptual framework.

Based on the results obtained in this study, brand awareness, perceived quality and brand loyalty were found to significantly contribute to brand equity, among all the five brand equity dimensions. Brand association was insignificant and does not direct effect on brand equity. Regarding the interrelationships among the brand equity dimensions, the results show that the dimensions of perceived quality, brand association , brand image and brand awareness are positively related to brand loyalty. Consequently, perceived quality, brand image and brand awareness has both direct and indirect effect on brand equity. The indirect path includes mediation through brand loyalty.

The brand image is an important dimension to be considered in consumer based brand equity. thus, firms with experienced brands in the marketplace may aim actions at fostering the effects of the brand image on brand equity.

6 LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

First, this research should be regarded as an exploratory study that develops preliminary propositions based on managerial insights.

also , The sample size does not allow to analyses differences in the effects between types of service industries or good industries.

future research is encouraged to replicate or extend the study considering different service industries or good industries in Iran or any other country. also, Studies are needed to refine other marketing mix impact on CBBE.

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