

Evaluation of Brand Equity for Automobile Car Industry: Perception of Customers in Karachi

Masood Hassan*

Abstract

Establishment of strong brand equity is now one of the most priorities to numerous Car Automaker companies, but achieving that objective is become difficult due to the reason that the services and products of several companies are homogenous and their ways of distributions channels are also similar. Nowadays, brand equity is one of the possible ways through that customers can discriminate one brand among others. By providing better brand perceptions, the companies could have satisfied base of consumers. In view of its significance, the study subjects to measure the brand image's effects and the effects of brand loyalty, brand awareness, and perceived quality of the brand equity in automobile car sector of Karachi. Our findings confirmed about brand image, brand loyalty, brand awareness, and perceived quality that these mentioned attributes are the antecedents of brand equity for this research, revealing that increases in any of these variables would generate higher levels of brand equity. Results suggest that there will be larger impact of parameter brand image on the brand equity in the comparison with other parameters. This would carry the implication that a Car Auto Maker & Selling company if anxious to increase brand equity then it should try attempts to build customers' brand image that may lead in generation of brand equity with higher levels.

Keywords: *Car Automobile, Brand Perception, Brand Equity, Brand Image, Brand Loyalty, Brand Awareness, Perceived Quality*

INTRODUCTION

Global market is changing rapidly and competition is rising which is making “Brand Management” significant than ever. Good brand management comes with a clear discrimination among products while making sure about consumer preferences and loyalty that then lead to the greater market share for the firms. Customers always look for such brand which have such

Correspondence:

* Senior Lecturer at Institute of Business Management (IoBM), Karachi. masoodhassan1@hotmail.com

names, term, symbol, design, or other features that make them free from worries of selection and then they go for buying. When brands are strong then they become lucrative for the customers' buying or customers show inclination towards a particular brand that gives companies more chances to earn high market share, profits, share values, and good will. Datta, Ailawadi, and Van Heerde (2017) focused how to build such brands, which are said to be as popular, and how to manage such brands. According to Keller (2016), it is termed as Brand Equity when customers react to the marketing of a brand or product with different views of brand knowledge and it has become the important phenomenon that supports to firm that a customer would be able to pay a premium price. Several researches have been done on Brand Equity (Aaker, 2014; Yasin, Noor, & Mohamad, 2007). For adding brand value, it is necessary for the marketers and managers that they would be able to understand the concept of brand equity (Keller & Brexendorf, 2017).

Perception of consumers towards any brand depends upon several factors or variables that forms brand equity and variables leading to brand equity have been tested by several researchers (Huang & Sarigollu, 2014). Researchers have tested concepts for dimensions of brand equity for different categories of products such as film, television sets (Yoo, Donthu, & Lee, 2000), paper towels, sports shoes, cars, televisions, electronics, sportswear and soft drinks, holiday destinations (Ekinci, 2018), tourist satisfaction (San Martín, Herrero & García de los Salmones, 2018), Employer Branding (Theurer et al., 2018), higher education brands (Khanna, Jacob, & Chopra, 2018), social media (Colicev, Malshe, & Pauwels, 2018). The researches extend to different parts of the globe inclusive of US, Spain, Turkey, India, Austria, Korea and UK among many other countries but no study had been conducted for product category of cars at South Asia region in the recent days. Several brands of this product category are similar in nature, which creates a requirement for building unique associations for a brand so it can do competition in the market (Keller, 2001). This study is subjected to a framework of the antecedents of brand equity and examines within specific environment of Automobile Car Industry in Pakistan.

The conceptualization of integrated brand equity model in this study will test brand equity and measure relationship of brand equity with brand image, brand loyalty, brand awareness and perceived quality of consumers' perceptions' towards Car brands such as Toyota, Honda, Suzuki, Daihatsu, Mitsubishi, Nissan, Volkswagen etc. Customers look for such brand always that makes them free from worries of selection and then buying. When brands are strong then they become lucrative for the customers and then the customers buy the brands or products or show inclination towards a particular brand which gives companies chances to earn high market share, profits, share values and good will. Last year, Pakistani government's Automotive Development Policy (2016-2020), which had been introduced after around more than two years of discussion, offering breaks in taxation to the new assemblers for set up plants and tightening quality assurance rules for the existing domestic manufacturers. It was highly silent as on imports of Japanese cars, which are refurbished and are destroying the small car market for the Japanese-affiliated local manufacturers while in future it will affect the big car market. That is why if companies will not do focus on the brand equity then there will be no chances to gain market shares, which compel companies in finding the solutions of their fear for losing market shares. Research has been carried out for revealing worth of four independent variables (brand awareness, brand loyalty brand image, perceived quality) on consumer perceptions of a brand and we want:

- To assess relationship between brand equity and independent variables (brand image,

brand loyalty, brand awareness and perceived quality)

- To explore relationship between brand image and brand equity
- To examine relationship between brand loyalty and brand equity
- To investigate relationship between brand awareness and brand equity
- To ascertain relationship between perceived quality and brand equity

Pakistan is growing in the Automobile sector and despite the fact that this sector is the key driver of economy growth; we do not have relevant literature present which can tell us properly about perception of brand equity in the consumers' minds. This study is subjected to a framework for the antecedents of brand equity and examines within specific environment of Automobile Car Industry in Pakistan. Understanding of this research will help marketing and brand professionals in allocation of appropriate resources for executing their marketing plans as well as for the car maker & selling companies so to focus on four variables that are brand image, brand loyalty, brand awareness and perceived quality to the customers

LITERATURE REVIEW

Brand Equity

It is said to be a commercial value which a customer or consumer derive in his or her mind at the time of perceiving the brand name of any particular product or the service without having product or service itself while measurement and conceptualization of brand equity caters different views (Keller & Lehmann, 2003; Ailawadi, Lehmann, & Neslin 2003; Erdem et.al., 2006; Christodoulides & de Chernatony, 2010). Set of behaviors and associations refers to brand equity on the part of channel members, parent corporations and customers of the brand that allows the brand to grab greater margins or volume as compare to going without brand name and also give brand a retainable, sturdy and discriminated benefits over the competitors (Keller, 2001). Aaker (2004) elaborates brand equity as one of those assets that add up to consumers' value and for firms that they obtain from service or product. Actually, it is the additional value that generates for the reason that product possessed brand name as comparing to the situation where value generates after the product was referred without having a brand name (Pappu et al., 2005). With the passage of time and on the perceptions for marketing activities by the firms, consumer experiences the brand and brand equity depends on it and Keller (2008) agrees with that and elucidates that the gained knowledge and the experience that consumers drive from the brands, are the reflections formed into brand equity. As affirmed by above definitions, brand equity can be viewed according to the perspective of customers or of firms (Ruzeviciute & Ruzevicius, 2010).

Impact of Brand Image on Brand Equity

An integrated model of "brand power" has been formed by Keller (2013). It is based on the brand image that is how customers think about any product and it is the perception about brands in consumers' minds. For developing brand awareness, brand/ marketing officials have to emphasis on creation of a good and positive image of brand. It gives a measure to the customers that how they can perceive about the brands because of its associations that are brand benefits and brand attributes (Keller, 2013). It is imperious for brands that they should be consistent in terms of image as well as with design while portraying the marketing activities

so that they have strong associations for consistency with the positioning of the products (Yoo et al., 2000, Chen, 2001). For creation of brand awareness, focus of marketers should be on the creation of a positive brand image as inclusive one of appropriate steps. Brand Image is the perception measurement that consumers possess for brand of any type that in reality, based on some associations like brand benefits or attributes (Keller, 2013). It is crucial to the brand that they are consistent with nature in terms of their image and the design as they are portraying for their marketing activities because brands have gotten values by associations with consumers that they are in consistent with the positioning of the products and consumers can recognize them (Yoo et al., 2000; Chen 2001). Customers select brands that according to their thinking are suitable in face of perceived quality, fulfilling needs, meeting tangible benefits to them in the time of increasing competition (Keller, 2008). Surpasses brands are those who deliver same benefits which are required by the customers because customers not merely but the product as well possesses intangible factors associated with the brand which forms an attractive package to them (Keller, 2008). Consumers are intend to buy and give values to those brands that portray and prop up against the required self-image that is why we say that brand serve as the expressive functions. Tong and Hawley (2009) empirically validated this correlation.

It has been proposed that either directly or indirectly and through brand attitude and brand image, brand equity can be created (Faircloth et al., 2001). They found and showed that there is some significantly positive influence of brand image on the brand equity. Biel (1993) elaborates that brand image derives the brand equity. Keller (2008) explains that for establishing brand equity, it is required to create a recognized brand name that possessed a positive brand image and should have unique, favorable and strong brand associations. Ha and Jang, (2010) designate positive brand evaluation, positive brand attitude and a compatible brand image as three necessary elements for establishment of strong and positive brands with the consumers.

Impact of Brand Loyalty on Brand Equity

As defined by Kotler and Keller (2012), a core dimension of brand equity is Brand Loyalty. Singh (2015) defined that Brand loyalty is a commitment level that is felt by a customer to a specific brand due to which continued purchase takes place. An essential dimension of brand equity is the Brand Loyalty. Relationship and relatedness of a customer towards a brand was labeled as the 'brand resonance' that is found in those customers who have higher brand loyalty level (Keller, 2003). It is the pattern of the consumer behavior where consumers or customers are committed and loyal to the brands and do repeat purchases of same brand over the time. In that regards, they do not care whatever the convenience or price may be. Continually willingness and preference of the consumers for purchasing specific brand is consider being as brand loyalty (Freeland, 2002; Moon, Park, & Choi, 2010). Aaker (2014) states as it is core of brand equity when a consumer is loyal with brand. Inverse relationship between competitive risks and brand loyalty has been drawn attention (Agarwal, 2004; Tong et. al, 2009). The strongest measure for the value of any brand is the loyalty that a brand causes among competitors. Aaker (2004) elucidates further that qualitatively, brand loyalty is different as compared to other brand equity's dimensions because it is associated with the experience of the consumers with the brands while other dimensions are characteristics of brands that a consumer might never have been used before. Once the consumer buys the product, has a feeling of comfort, liking, trust, and respect for the brand and the desire satisfaction then the brand loyalty can exist. Brand Loyalty can exist when consumer purchases the product, possess feeling of liking and warmth for it, do respect and trust in brand with the total satisfaction. According to Aaker and Mcloughlin

(2010), it is a dimension of brand equity. Chi, Yeh, and Yang (2009) claimed that behavioral loyalty is not that if a customer is continuously buying the same brand. Brand Loyalty is a form of repeat purchase, which happen due to the feeling and association for customer towards the brand (Singh, 2015).

Impact of Brand Awareness on Brand Equity

As defined by Aaker (2004), brand awareness is the strength of brands in the minds of customers or consumers. Singh (2015) defined that for a target market where awareness of brand is present; it is a measure of percentage for that particular market. Through continuous advertising and publicity, awareness could be create among the target audience while a brand adds high value of customers when it has a high brand awareness and positively distinguished associations (Riezebos, Kist, & Kootstra, 2003). Customers identify existence and availability of a branded product in the market to the extent. They become familiar with the image and other qualities of the brand of services or goods due to the extent. Brand awareness is considers as the ability of a potential customer for acknowledgement or recalling about some brand that it is a member of an existing product category. Brand that maintains sturdy, top of mind awareness creates the brand salience and brand awareness that later prevent the recall of other brands. Awareness has an impact on familiarity and reputation (Yasin et al., 2007). In some cases, brand awareness is consider as to serve the reason for discrimination among brands (Kotler & Keller, 2012; Washburn & Plank, 2002). Brand awareness is consider as the simplest form of brand equity (Lehmann, 2005; Moon et. al., 2010). In support of this argument, it has been highlighted how brand awareness is mostly admitted as providing a retainable competitive edge of those sectors where there are other alike products are present in terms of attributes and functions (Aaker and McLoughlin, 2010). A pre-requisite of brand equity is brand awareness as it is in the knowledge of customer that brand exists (Buil, Martinez, & De Chernatony, 2013). Brand awareness is significant in making of decision (Keller, 2003). According to Aaker (2014), it is a dimension of brand equity. Brand awareness has become very important for customers and they choose and buy only famous and familiar brands (Keller & Brexendorf, 2017).

Impact of Perceived Quality on Brand Equity

Perceived quality is extent due to which customers perceive overall quality of the products in relation to planned purpose relative to alternative products. According to Moisescu, & Gica (2007), perceived quality is referring towards the certain level of quality which customer associates with any specific brand. Perceived quality distinguishes the brand from the other brands. Purchase decision influenced by the perceived quality (Ha et al., 2010). Perceived Quality is perception in customer mind about good qualities of brand which later direct towards the consideration of buying (Chandswang, 2009). According to Moisescu & Gica (2007), perception about quality in the consumers' minds is due to utilizing that product or brand directly is through the information provided by other consumers or through the promotion activities by the concerned company. An individual judgment on the quality of product is the perceived quality when it caters experience, needs and situations for consumptions. In several frameworks, perceived quality is common dimension of brand equity (Keller, 2016; Moon et al., 2010; Yoo, Donthu, & Lee, 2000). It indicates that many consumers position different brands and then attain it, which become the basis of their purchasing decisions (Aaker & McLoughlin, 2010). It directly influences brand loyalty and purchase decision on those situations when the consumers are not motivated or not are able to execute a pre-purchase analysis (Bick, 2011;

Buil et al., 2013). According to Aaker (2014), it is a dimension of customer based brand equity. The overall feeling about a brand that associates with quality or product advantage by any customer is the perceived quality (Aaker, & Mccloughlin, 2010).

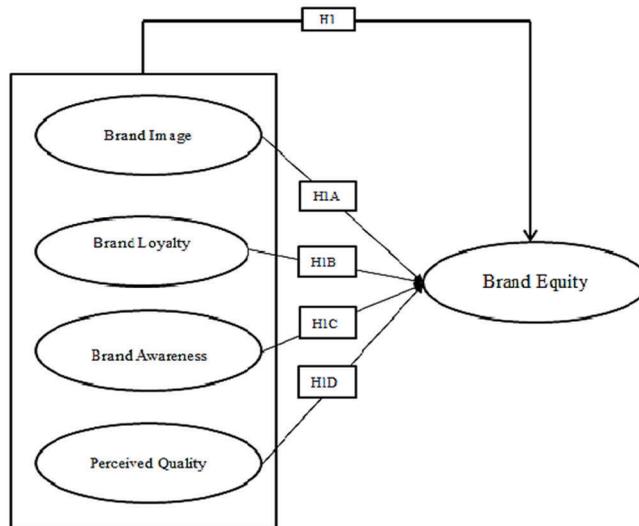


Figure 1: Framework

Based on the variables defined in the framework (See Figure 1), the following assumptions have been developed:

H1: Brand Image, Brand Loyalty, Brand Awareness, and Perceived Quality have combined significant relationship with Brand Equity

H1_a: There is a significant relationship in between Brand Image and Brand Equity

H1_b: There is a significant relationship in between Brand Loyalty and Brand Equity

H1_c: There is a significant relationship in between Brand Awareness and Brand Equity

H1_d: There is a significant relationship in between Perceived Quality and Brand Equity

METHODOLOGY

Data of this study was collected by both sources i.e., primary and secondary. For primary data we made the questionnaire survey on Google Form website, and then the link of that questionnaire was sent to all individuals that are educated people of Karachi and have basic understanding of brand and cars. It was easy to collect by confidential means because they can go for the answer just by the link which in turn collects the results automatically to the Google online drive without mentioning the participant's name, so the results became easy and way better than manually method. A structured questionnaire is used as an instrument for proving hypothesis and then the results. The secondary data was collected from thesis, research papers, publications in academic journals and professional journals.

Population of this study is all the educated people residing in Karachi having basic understanding of brand. According to Pakistan Bureau of Statistics 2017, population of Karachi

is 14,910,352. The used sampling technique for this study is Non-Probability Purposive and Convenience sampling. We used this technique because we are targeting through Social Networking Channels to the educated people having basic knowledge of brand, which cannot be possible, if we would select the Probability sampling due to the unavailability of sampling frame. It made us an easy way to get the right sample, making it the only option. These educated people were being contacted through educational and professional forums, which were made on Whatsapp and email, and our personal exposure to both sectors helped us in making contact to them. Almost 500 people have been approached through social networking channels out of which 400 people responded so the sample size for this study is 400.

Five instruments were utilized to do investigation about interlink of Brand Equity with Brand Loyalty, Brand Awareness, Brand Image and Perceived Quality. The items for measuring brand image had been adapted from Cho (2011). The items for measuring brand awareness, perceived quality and brand loyalty had been adapted from Yoo et al. (2000), and Yasin et al. (2007) and items for measuring overall brand equity had been taken from the scale developed by Yoo et al. (2000). The instrument consists of 36 items according to the constructs that we used for this study. The scale used in instrument is Likert Scale five points. This scale shows the range of One to Five, One is for strongly disagree and five is for the strongly agree.

RESULTS AND FINDINGS

To analyze the gathered information, methods of Quantitative research had been used. In Quantitative analysis we tabulated the data and diagrams or different tables to show the resulted frequencies and we also use statistics modeling to find out comparisons by obtaining relationships of interrelated variables. (Saunders et al.,2007). Results had been analyzed through SPSS 17 and then converted into tables and percentage. Reliability, validity, correlation, regression analysis, and exploratory factor analysis (EFA) and discriminant validity had been found through analysis. Then these results had been analyzed to find out the perceptions of those who filled the questionnaire.

Table 1: Descriptive Statistics

Constructs	Mean	Std. Dev.	Skewness	Kurtosis
<i>Brand Image</i>	4.40	0.40	-0.08	-0.50
<i>Brand Loyalty</i>	4.38	0.42	-0.31	0.09
<i>Brand Awareness</i>	4.45	0.42	-0.17	-0.90
<i>Perceived Quality</i>	4.44	0.45	0.08	-1.58
<i>Brand Equity</i>	4.37	0.42	0.26	-1.26

Table 1 shows that brand loyalty (Mean=4.38, SD= .42) has the highest Skewness (SK=-0.31) and brand image (Mean= 4.40, SD= 0.4) has the lowest Skewness (SK=-0.08). The highest Kurtosis (KT=-1.58) is for perceived quality (Mean = 4.44, SD= 0.45) and lowest Kurtosis is (KT= 0.09) is for the brand loyalty (Mean=4.38, SD= .42). All constructs' fall in ± 1.5 range that's why we can say that data which has been gathered has a normal tendency (Flick, 2015). Hence through descriptive statistics, the basic features of the data for this study have been described.

Table 2: Reliability Analysis

Construct	Cronbach's Alpha	Standardized Cronbach's Alpha	Mean	Standard Deviation
<i>Brand Image</i>	.920	.920	4.40	0.40
<i>Brand Loyalty</i>	.709	.709	4.38	0.42
<i>Brand Awareness</i>	.820	.820	4.45	0.42
<i>Perceived Quality</i>	.824	.824	4.44	0.45
<i>Brand Equity</i>	.821	.822	4.37	0.42

The reliability values have been revealed in Table 2 varies from $\alpha = 0.92$ to $\alpha = 0.71$. The lowest reliability exists for brand loyalty ($\alpha = .71$, Mean=4.38, SD=.42) while on another side, the brand image has the highest Cronbach's Alpha ($\alpha = .92$, Mean=4.40, SD= .40). The Standardized Cronbach's Alpha for all values is above than 0.7, indicating acceptable reliability (Leech et.,al, 2015). Hence it has been checked that data is reliable and if we repeat the measurements a number of times then we would able to get consistent results.

Table 3: Correlation

Construct	Avg BI	Avg BL	Avg BA _w	Avg PQ	Avg BE
<i>Brand Image</i>	1.00				
<i>Brand Loyalty</i>	.676	1.00			
<i>Brand Awareness</i>	.812	.598	1.00		
<i>Perceived Quality</i>	.630	.454	.573	1.00	
<i>Brand Equity</i>	.810	.666	.727	.635	1.00

The highest correlation ($r = .812$) is between the pairs brand awareness (Mean= 4.45, SD=.42) and brand Image (Mean= 4.40, SD=.40). In addition, the lowest correlation ($r = .454$) is between the pair perceived quality (Mean=4.44, SD=.45) and brand loyalty (Mean=4.38, SD=.42). All the pairs are in between ranges of .30 and .90 mentioning that no issue of multi-collinearity exists and all constructs are identifiable overall. Hence the strength of linear relationships between pair of variables has been quantified.

Table 4: CFA for the Constructs

Construct	Kaiser-Meyer-Olkin Test	Bartlett's Sphericity Test (P<0.05)	Cumulative Factor loading Test (%)	Items
<i>Brand Image</i>	.873	1753.998	62.26	18
<i>Brand Loyalty</i>	.735	142.109	53.65	6
<i>Brand Awareness</i>	.817	379.036	52.87	4
<i>Perceived Quality</i>	.704	221.390	74.02	3
<i>Brand Equity</i>	.804	335.573	58.48	5

Factor loadings for each construct are above than 0.50 that is acceptable (Hair et.al., 1995). Hence through this test, hypothesis have been tested that there exist relationship in between observed constructs.

Table 5: Convergent Validity

Construct	Cronbach's Alpha	Variance Explained	Mean	Standard Deviation
Brand Image	.920	.622	4.40	0.40
Brand Loyalty	.709	.536	4.38	0.42
Brand Awareness	.820	.528	4.45	0.42
Perceived Quality	.824	.740	4.44	0.45
Brand Equity	.821	.584	4.37	0.42

Table 5 clears that explained variance is as high as (V=.74) for the perceived quality (Mean=4.44, SD=.45), and as low as (V=.528) for brand awareness (Mean=4.45, SD=.42). The lowest reliability is for brand loyalty (α =.709, Mean=4.38, SD=-0.42) while the brand image has the highest Cronbach's Alpha (α =.92, Mean=4.40, SD= .40). As variance explained for all the constructs are more than 0.40, while the reliability is at least .709, therefore the constructs measure what they intend to (Kline, 2015). Hence, theoretically related relationship has been found to be related as actual which was the purpose of using Convergent Validity as a parameter.

Table 6: Dependent Variable: Brand Equity

$R^2 = .712$, Adjusted $R^2 = .706$, $F = (4, 200) = 120.671$, $p < 0.05$.

	Unstandardized coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
Brand Equity	-.002	.203		-.008	.994		
Brand Image	-.479	.081	.448	5.926	.000	.258	3.876
Brand Loyalty	.198	.053	.194	3.698	.000	.535	1.869
Brand Awareness	.144	.068	.142	2.127	.035	.330	3.026
Perceived Quality	.171	.047	.183	3.671	.00	.592	1.690

The results shows that predictors (brand loyalty, brand awareness, brand Image, and perceived quality) aggregately explain 71% of variance $F(4, 200) = 120.671$, $p < 0.05$. It had been ascertained that brand image ($\beta = .479$, $p < .05$) significantly influences brand equity, followed by brand loyalty ($\beta = .198$, $p < .05$); perceived quality ($\beta = .171$, $p < .05$) and brand awareness ($\beta = .144$, $p < .05$). The developed model is explaining the effects of branding parameters on brand equity, which is obvious, forming the following regression equation: Brand Equity = $.002 + .479 \cdot \text{Brand Image} + .198 \cdot \text{Brand Loyalty} + .144 \cdot \text{Brand Awareness} + .171 \cdot \text{Perceived Quality} + .203 \cdot$. Hence relationship between the variables has been found.

Table 7: Dependent Variable: Brand Equity

$R^2 = .657$, Adjusted $R^2 = .655$, $F(1, 200) = 378.580$, $p < 0.05$.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Brand Equity	.561	.197		2.853	.005
Brand Image	.867	.045	.810	19.457	.000

Results of regression shows brand loyalty explains 66% of the variance ($R^2 = .657$, $F(1, 200) = 378.580$, $p < .05$). It has been ascertained that brand image ($\beta = .867$, $p < .05$) significantly influences brand equity and as per Leech et.al. (2015), it is considered to be a big effect. The regression equation is: Brand Equity = $0.561 + .867 \times \text{brand image} + .197$. Hence relationship between the variables has been found.

Table 8: Dependent Variable: Brand Equity

$R^2 = .443$, Adjusted $R^2 = .440$, $F(1, 200) = 157.449$, $p < 0.05$.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Brand Equity	1.404	.238		5.905	.000
Brand Loyalty	.678	.054	.666	12.548	.000

Regression results shows brand loyalty explains 44% of the variance ($R^2 = .440$, $F(1, 200) = 157.449$, $p < .05$). It had been found also that brand loyalty ($\beta = .678$, $p < .05$) significantly influences brand equity and according to Leech et.al. (2015), it is a big effect. The regression equation is: Brand Equity = $1.404 + .678 \times \text{brand loyalty} + .238$. Hence relationship between the variables has been found.

Table 9: Dependent Variable: Brand Equity

$R^2 = .529$, Adjusted $R^2 = .527$, $F(1, 200) = 220.368$, $p < 0.05$.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 Brand Equity	1.098	.221		4.973	.000
Brand Awareness	.737	.049	.727	14.912	.000

Regression clears that brand Awareness explains 53% of the variance ($R^2 = .527$, $F(1, 200) = 220.368$, $p < .05$). It has been found that brand awareness ($\beta = .737$, $p < .05$) significantly influences brand equity that according to Leech et al. (2015), it is a big effect. The regression equation is: Brand Equity = $1.098 + .737 \times \text{brand Awareness} + .221$. Hence relationship between the variables has been found.

Table 10: Dependent Variable: Brand Equity

$R^2 = .404$, Adjusted $R^2 = .401$, $F(1, 200) = 133.948$, $p < 0.05$.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Brand Equity	1.741	.229		7.616	.000
Perceived Quality	.592	.051	.635	11.574	.000

Regression results shows perceived quality elucidates 40% of the variance ($R^2 = .401$, $F(1, 200) = 133.948$, $p < .05$). It has been found that perceived quality ($\beta = .592$, $p < .05$) significantly influences brand equity that according to Leech et al. (2015), it is a big effect. The regression equation is: Brand Equity = $1.741 + .592 \times$ perceived quality + $.229$. Hence relationship between the variables has been found.

DISCUSSION

It has been revealed through the empirical research that all measured variables affect consumer perceptions in relation with brand equity and that is for car brands. All the independent variables have effect on brand equity. From findings of the research, it can be deduced that customers buy the physical product along with the intangible benefits inclusive of brand image, in the combination of product, which makes an attractive package for the customers. At the time of increasing competition, consumers can select only those brands that are according to their values and fulfill their intangible needs with the perceived quality level. Overall, our findings confirmed that brand image, brand loyalty, brand awareness and perceived quality are the antecedents of brand equity and increase to any one of these variables will generate higher levels of brand equity for car brands. Regression coefficients of brand image, brand loyalty, brand awareness and perceived quality are 0.45, 0.19, 0.14 and 0.18 respectively and it suggests that brand image will have a larger impact on brand equity than other parameters, can. It carries the implication that if a Car Auto Maker & Selling company interested to increase its brand equity and finding the ways for it then it should focus on establishing brand image to customers so producing higher levels of brand equity. So objectives of this research study have been attained. First, brand image has a larger impact on brand equity as compare to other variables and this helps brand and marketing professionals that now they can target the investments in way that is more efficient. Second, the relationships in between antecedents and brand equity have been confirmed which elucidates that brand equity should assume as main important factor. Relationship exists on product and service brands here. Thus, companies need to strengthen their perceptions to win chances to increase market share.

CONCLUSION

This research states that brand equity will make a brand strong and confirms its benefits that are in simple words is its antecedents. In addition, this research gives full empirical support to integrated brand model while the following discussion will act as an advice for brand and marketing professionals that are willing to generate brand equity. For this purpose, brand and marketing professionals need to manage the four variables that are brand image, brand loyalty,

brand awareness and perceived quality. Among four antecedents (brand image, brand loyalty, brand awareness and perceived quality), it is found that brand image having a greater total impact on the construct, brand equity. This could be said as an opportunity for the car maker & selling companies so to make visualization of their products while car maker & selling companies can convey a message of excellent communication quality of their consumers through innovation in their advertising, and thus, can develop a brand image in favor of them. Furthermore, the findings can guide marketing and brand professionals to allocate appropriate resources for executing their marketing plans.

REFERENCES

- Aaker, D. A. (2014). Building and Managing Brand Equity. *DA Aaker, Strategic Market Management*, 10, 150-165.
- Aaker, D.A. & McLoughlin, D. (2010) *Strategic Market Management: Global Perspectives*. Chichester: John Wiley & Sons.
- Aaker, D.A. (2004). *Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage and Clarity*. New York: The Free Press.
- Agarwal, P. (2004). The effects of Brand relationship norms on Customer attitudes and behaviours. *Journal of Consumer Research*, 3(2), 87-101.
- Ailawadi, K.L., Lehmann, D.R. & Neslin, S.A. (2003). Revenue premium as an outcome measure of Brand Equity. *Journal of Marketing*, 2(3), 1-17.
- Bick, G. (2011). Brand Equity and brand valuation. In: Klopper, H.B. & North, E. (eds.) *Brand Management*. Cape Town: Pearson.
- Buil, I., Martinez, E. & De Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62-74.
- Chen, A.C.H. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity. *Journal of Product & Brand Management*, 10(7), 439-451.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
- Cho, E. (2011). *Development of a brand image scale and the impact of lovemarks on brand equity*. Graduate Theses and Dissertations. Paper 11962.
- Christodoulides, G. & De Chernatony, L. (2010). Consumer-based brand equity Conceptualization and Measurement: A literature review. *International Journal of Research in Marketing*, 52(1), 43-66.

- Colicev, A., Malshe, A., & Pauwels, K. (2018). Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry. *Administrative Sciences, 8*(3), 55.
- Datta, H., Ailawadi, K. L., & Van Heerde, H. J. (2017). How well does consumer-based brand equity align with sales-based brand equity and marketing-mix response?. *Journal of Marketing, 81*(3), 1-20.
- Ekinci, Y. (2018, June). A model of consumer based brand equity for holiday destinations. In *8th advances in hospitality and tourism marketing and management (AHTMM) conference* (p. 830).
- Erdem, T., Swait, J. & Valenzuela, A. (2006). Brands as signals: a cross-country validation study. *Journal of Marketing, 70*(1), 34-49.
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice, 9*(3), 61-75.
- Freeland, J.G. (ed.) (2002). *The Ultimate CRM Handbook: Strategies and Concepts for Building Enduring Customer Loyalty and Profitability*. New York: McGraw-Hill.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International journal of hospitality management, 29*(3), 520-529.
- Huang, R., & Sarigpllu, E. (2014). How brand awareness relates to market outcome, brand equity, and the marketing mix. In *Fashion Branding and Consumer Behaviors* (pp. 113-132). Springer, New York, NY.
- Keller, K. L. (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. *AMS review, 6*(1-2), 1-16.
- Keller, K.L, & Brexendorf, T.O.(2017). Measuring brand equity, *Handbuch Markenführung*, 1-32.
- Keller, K.L. & Lehmann, D.R. (2003). How do brands create value. *Marketing Management, 12*(3), 21-36.
- Keller, K.L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Management, 12* (7), 15-19.
- Keller, K.L. (2008). *Strategic Brand Management: Building, Measuring And Managing Brand Equity*. Harlow: Pearson.
- Keller, K.L. (2013). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Harlow: Pearson.
- Khanna, M., Jacob, I., & Chopra, A. (2018, July). Analyzing factors that influence brand resonance among alumni (as past customers) to develop brand equity for higher education brands. In *2018 global marketing conference at Tokyo* (pp. 385-385).

- Kotler, P. & Keller, K.L. (2012). *Framework for Marketing Management*. India: Pearson Education.
- Lehmann, D.R. & Winer, R.S. (2005). *Product Management*. New York: McGraw Hill.
- Moisescu, O. I., & Gica, O. A. (2007). An analysis regarding descriptive dimensions of brand equity. *Management & Marketing*, 5(1), 132-139.
- Moon, B.J., Park, W. & Choi, S.C. (2010). Relationships among brand equity components: an exploratory study of the moderating role of product type. *Journal of Global Academy of Marketing Science*, 20(1), 98-108.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: Improving the measurement empirical evidence. *Journal of Product & Brand Management*, 14(3), 143-154.
- Riezebos, R., Kist, B. & Kootstra, G. (2003). *Brand Management: A theoretical and Practical Approach*. Essex: Pearson Education Limited.
- Ruževičiūtė, R. & Ruževičius, J. (2010). Brand Equity Integrated Evaluation Model: Consumer-based Approach. *Economics and Management*, 1(1), 719-725.
- San Martín, H., Herrero, A., & García de los Salmones, M. D. M. (2018). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 1-22.
- Singh, S. M. T. (2015). Impact of Advertising on buying behaviour of Consumers-A special reference to Fast Food Restaurants. *Global Journal of Multidisciplinary Studies*, 4(11).
- Theurer, C. P., Tumasjan, A., Welp, I. M., & Lievens, F. (2018). Employer branding: a brand equity-based literature review and research agenda. *International Journal of Management Reviews*, 20(1), 155-179.
- Tong, X. & Hawley, J.M. (2009) Measuring customer-based brand equity: empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*, 18(4), 262-271.
- Washburn, J. H., & Plank, R. E. (2002). Measuring brand equity: An evaluation of a consumer-based brand equity scale. *Journal of Marketing Theory and Practice*, 10(1), 46-62.
- Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & Brand Management*, 16(1), 38-48.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211. <http://dx.doi.org/10.1177/0092070300282002>