

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**AN EVALUATION OF THE EFFECTS OF BRAND
EQUITY ON CONSUMER RESPONSES: EMPIRICAL
EVIDENCE ON MALAYSIAN PERSPECTIVE**



SULEIMAN GARBA AMINU

MASTER OF SCIENCE MANAGEMENT

UNIVERSITI UTARA MALAYSIA

May, 2016

**AN EVALUATION OF THE EFFECTS OF BRAND EQUITY ON CONSUMER
RESPONSES: EMPIRICAL EVIDENCE ON MALAYSIAN PERSPECTIVE**



By:

SULEIMAN GARBA AMINU

UUM

Universiti Utara Malaysia

**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
In Partial Fulfillment of the Requirement for the Award of Master of Sciences
(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

Saya, mengaku bertandatangan, memperakukan bahawa

(I, the undersigned, certified that)

SULEIMAN GARBA AMINU (817535)

Calon untuk Ijazah Sarjana

(Candidate for the degree of)

MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas penyelidikan yang bertajuk

(has presented his/her research paper of the following title)

**AN EVALUATION OF THE EFFECTS OF BRAND EQUITY ON CONSUMER RESPONSES: EMPIRICAL
EVIDENCE ON MALAYSIAN PERSPECTIVE**

Seperti yang tercatat di muka surat tajuk dan kulit kertas penyelidikan

(as it appears on the title page and front cover of the research paper)

Bahawa kertas penyelidikan tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

(that the research paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the research paper).

Nama Penyelia

(Name of Supervisor)

DR. NORZIEIRIAN BT. AHMADI

Tandatangan

(Signature)

Tarikh

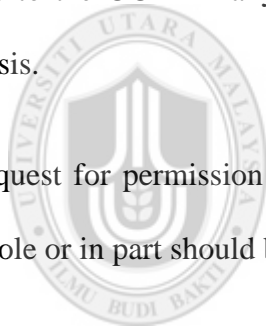
(Date)

09 MAY 2016

PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in her absence, by the Dean of School of Business Management where I did my thesis. It is understood that any copying or publication or use of this thesis or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my thesis.

Request for permission to copy or to make other use of materials in this thesis in whole or in part should be addressed to:



UUM
Universiti Utara Malaysia

Dean of School of Business Management,

Universiti Utara Malaysia,

06010 UUM Sintok,

Kedah Darul Aman.

ABSTRACT

The purpose of this study is to evaluate the outcomes of brand equity on consumer responses by investigating the effects of the overall brand equity on consumer willingness to pay price premium, attitude towards brand extension, brand preference, purchase intention and how brand equity can lead to reduction in the cost of searching information by consumers. Using the automobile product category in Malaysia as stimuli, cross-sectional survey data were collected and analyzed using partial least square structural equation modeling technique. Result showed that brand equity plays a significant role in firms by creating and developing additional value to organisations and their products. A causal relationship among the antecedents of brand equity was also established. Among the antecedents of brand equity, brand loyalty was found to be the dominant driver of overall brand equity while perceived quality's influence on overall brand equity was not supported by the result of the hypotheses. Moreover, the effect of brand equity on consumer responses was substantiated and found to be positive. The study used a single high involving product category. Future studies should use product categories with short consumption length and high purchase frequency. Findings of this study provide more insight to managers on how to manage brand equity. Outcomes of brand equity can be used to measure the performance of brand in the market. The study also provides additional clarification to the existing literature on the need for managers to develop a post-brand equity marketing strategy in order to achieve sustainable competitive advantage.

Keywords: Brands, Brand equity, Consumer responses, Consumer-based brand equity.

ABSTRAK

Tujuan kajian ini adalah untuk menilai hasil ekuiti jenama kepada maklum balas pengguna dengan menyiasat kesan ekuiti jenama keseluruhan kepada kesanggupan pengguna untuk membayar premium harga, sikap terhadap jenama lanjutan, pilihan jenama, niat pembelian dan bagaimana ekuiti jenama boleh membawa kepada pengurangan dalam kos mencari maklumat oleh pengguna. Dengan menggunakan kategori produk automobil di Malaysia sebagai rangsangan, data kajian keratan rentas telah dikumpulkan dan dianalisis menggunakan teknik pemodelan persamaan separa kurangnya persegi struktur. Keputusan menunjukkan bahawa ekuiti jenama memainkan peranan penting dalam syarikat dengan mewujudkan dan membangunkan nilai tambahan kepada organisasi dan produk mereka. Hubungan sebab akibat antara latar belakang ekuiti jenama juga telah ditubuhkan. Antara latar belakang ekuiti jenama, kesetiaan jenama didapati pemandu dominan keseluruhan ekuiti jenama manakala pengaruh kualiti dilihat pada keseluruhan ekuiti jenama tidak disokong oleh hasil daripada hipotesis. Selain itu, kesan ekuiti jenama kepada maklum balas pengguna telah dibuktikan dan didapati positif. Kajian ini menggunakan tinggi tunggal yang melibatkan kategori produk. Kajian masa depan perlu menggunakan kategori produk dengan panjang penggunaan pendek dan kekerapan pembelian yang tinggi. Hasil kajian ini memberi gambaran yang lebih kepada pengurus tentang bagaimana untuk menguruskan ekuiti jenama. Hasil ekuiti jenama boleh digunakan untuk mengukur prestasi jenama di pasaran. Kajian ini juga memberi penjelasan tambahan kepada kesusasteraan yang sedia ada mengenai keperluan bagi pengurus untuk membangunkan strategi pemasaran ekuiti pasca jenama untuk mencapai kelebihan daya saing yang mampan.

Kata kunci: Jenama, Jenama ekuiti, jawapan Pengguna, ekuiti jenama berdasarkan Pengguna.

ACKNOWLEDGEMENT

All praises are due to Allah (SWT) the Omnipotent, the Beneficial, the Merciful for giving me the health, wealth, and wisdom to seek for knowledge. I thank Him for sparing my life to successfully complete my MSc program and put up this piece of work.

First and foremost, i will like to thank my supervisor, Dr. Norzieiriani Ahmad for her valuable contribution to the completion of this task. Her painstaking and thorough study of the draft and the positive suggestions she gave, made my work a whole lot easier.

I am greatly indebted to Bauchi State University for sponsoring my studies and giving me the privileged opportunity to study at Universiti Utara Malaysia (UUM). The knowledge, skill and experiences gained would last a life time Insha Allah. My special thanks also goes to my colleague and course mate Mohammed Inuwa, my new found brother Salisu Aliyu Abubakar, and my Malaysian friend Rozita Murad. Special appreciation also goes to all my colleagues at BASUG for their moral support, and the Nigerian community in UUM for making my stay in the University a worthwhile.

I owe a debt of gratitude to my mother for giving me her all and constantly praying for my success. To my brothers and sisters as well as the family of my father-in-law, I say a big thank you. Finally, words cannot express how grateful I am to my wife Aisha for her sacrifice, support, encouragement and the love she showed me even when she had to endure my long absence. My son Sageer will grow up to find out I was not there for his first and second birthdays. I am sorry about that.

TABLE OF CONTENTS

TITLE	i
PAGE	
PERMISSION TO USE	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
LIST OF TABLES.....	x
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Objectives of the Study	6
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Definition of Key Terms	7
1.8 Organisation of the Study	8
CHAPTER TWO: LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Brand Equity	10
2.3 Antecedents of Brand Equity	12
2.3.1 Brand Awareness	13
2.3.2 Brand Association	15
2.3.3 Perceived Quality	19
2.3.4 Brand Loyalty	20
2.3.4.1 Loyalty Phases	21
2.4 Overall Brand Equity Effect on Consumer Responses	23
2.4.1 Willingness to Pay Price Premium	24
2.4.2 Brand Extension	25
2.4.3 Brand Preference and Purchase Intention	28
2.4.4 Information Costs Saved	30
CHAPTER THREE: METHODOLOGY	33

3.1 Introduction	33
3.2 Theoretical Framework	33
3.3 Hypotheses Development	35
3.4 Research Design	38
3.5 Unit of Analysis	39
3.6 Population and Sample Size	39
3.7 Sampling Technique	39
3.8 Research Instruments	40
3.9 Data Collection Procedures	41
3.10 Statistical Techniques	42
3.11 Pilot Test	42
3.12 Summary of Chapter	44
CHAPTER FOUR: DATA ANALYSIS AND FINDINGS	45
4.1 Introduction	45
4.2 Response Rate	45
4.3 Data Coding and Data Entry	46
4.4 Profile of the Respondents	48
4.5 Assessment of Measurement Model	50
4.5.1 Indicator Reliability	51
4.5.2 Convergent Validity	51
4.5.3 Discriminant Validity	55
4.6 Assessment of Structural Model	58
4.6.1 Hypotheses Testing	58
4.6.2 Assessment of Coefficient of Determination (R^2)	62
4.7 Summary of Chapter	65
CHAPTER FIVE: DISCUSSION AND CONCLUSION	66
5.1 Introduction	66
5.2 Summary of Findings	66
5.3 Discussion of Findings	67
5.4 Research Implication	69
5.5 Limitation of the Study and Future Research direction	70
5.6 Conclusion	71
REFERENCES	72
APPENDICES	84
Appendix A	84
Appendix A1: Questionnaire (Perodua)	86
Appendix A2: Questionnaire (Proton)	89
Appendix B: Structural Model (Bootstrapping Output)	91

LIST OF TABLES

Table 3.1 Reliability test result	43
Table 4.1 Response rate	46
Table 4.2 Analysis of missing values	47
Table 4.3 Demographic profile of respondents	49
Table 4.4 Convergent validity	52
Table 4.5 Cross loadings	53
Table 4.6 Discriminant validity	57
Table 4.7 Result of hypotheses test	60



LIST OF FIGURES

Figure 3.1 Theoretical Framework	34
Figure 4.1 Measurement Model	64



LIST OF ABBREVIATIONS

ASS – Brand association
AVE – Average variance extracted
AW- Brand Awareness
BPR – Brand preference
EXT – Brand extension
IC – Information costs saved
LO – Brand loyalty
OBE – Overall brand equity
PhD – Doctor of philosophy
PI – Purchase intention
PLS-SEM – Partial least square- structural equation modeling
PPR – Price premium
PQ – Perceived quality
SPSS – Statistical package for social sciences
TOMA – Top of mind awareness
UK – United Kingdom
USA – United States of America
UUM - Universiti Utara Malaysia



UUM
Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The practice of branding is as old as history itself when craftsmen and artists tried to distinguish their products from those of others by way of marking or signing (Hakala, Svensson, & Vincze, 2012). With the increasing need to differentiate products, the brand has now become one of the most powerful marketing tools used by organisations. The most widely used definition of a brand is the one proffered by the American marketing association. A brand adds dimensions to products or service, differentiate it in some ways from other products or services produced to satisfy the same needs (Hakala et al., 2012). The overall value of a brand for the company and what the brand represents in the customers' mind is considered to as the brand equity (Keller, 1991).

There has been a vast array of literature and studies conducted regarding brand equity, but not as much empirical studies paid attention on the relationship between how consumers respond and consumer based-brand equity (Buil, Martinez, & de Chernatony, 2013). Similarly, Leone, Rao, Keller, Luo, Mcalister, & Srivastava (2006) argue that contemporary marketing interest has been centered on brand equity and customer equity without commensurate research attempts to reconcile the relationship between the two concepts. Still in the same vein, many researchers have observed that in international marketing, the role that brand equity plays has not been examined in detail (Pappu, Quester, & Cooksey, 2006; Broyles Leingpibul,

The contents of
the thesis is for
internal user
only

REFERENCES

- Aaker, D. A. (1992). The value of brand equity. *Journal of business strategy*, 13(4), 27-32.
- Aaker, D.A. (1991) Managing brand equity. capitalizing on the value of brand name, *The Free Press, New York, NY*
- Aaker, D.A. (1996). “Measuring brand equity across products and markets”, *California Management Review*, Vol. 38 No. 3, pp. 102-20.
- Ailawadi, K., Lehmann, D. & Neslin, S. (2003). “Revenue premium as an outcome measure of brand equity”, *Journal of Marketing*, 67(4), 1-17
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 411-454.
- Alreck, P. L., & Settle, R. B. (1999). Strategies for building consumer brand preference. *Journal of Product & Brand Management*, 8(2), 130-144.
- Ballantyne, R., Warren, A., & Nobbs, K. (2006). The evolution of brand choice. *The Journal of Brand Management*, 13(4), 339-352.
- Biel, A. L. (1993). Converting image into equity. *Brand equity and advertising: Advertising's role in building strong brands*, 67-82.
- Blattberg, R. C., & Wisniewski, K. J. (1989). Price-induced patterns of competition. *Marketing Science*, 8(4), 291-309.

- Blythe, J. (1997), *The essence of consumer behaviour*, Prentice-Hall Europe, Hertfordshire
- Bravo, R., Fraj, E. & Martinez, E. (2007). "Family as a source of consumer-based brand equity", *Journal of Product and Brand Management*, 16(3), 188-99.
- Broyles, S.A., Leingpibul, T., Ross, R.H. & Foster, B.M. (2010). "Brand equity's antecedent/consequence relationships in cross-cultural settings", *Journal of Product and Brand Management*, 19(3), 159-69
- Buil, I., Martínez, E., & de Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of Consumer Marketing*, 30(1), 62-74.
- Burnkrant, R. E., & Unnava, H. R. (1995). Effects of self-referencing on persuasion. *Journal of Consumer Research*, 17-26.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: Qualitative and quantitative methods*. John Wiley & Sons Australia.
- Chaudhuri, A. (1995). Brand equity or double jeopardy?. *Journal of product & brand management*, 4(1), 26-32.
- Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modelling. *MIS quarterly*, 22(1), 7-16
- Chin, W. W., & Gopal, A. (1995). Adoption intention in GSS: relative importance of beliefs. *ACM Sig MIS Database*, 26(2-3), 42-64. doi: 10.1145/217278.217285

- Christodoulides, G. & de Chernatony, L. (2010). "Consumer-Based Brand Equity Conceptualisation and Measurement", *International Journal of Market Research*, 52(1), 43-66.
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: lessons learned from an international study. *International Marketing Review*, 32(3/4), 307-328.
- Cobb-Walgren, C., Ruble, C.A. & Donthu, N. (1995). "Brand Equity, Brand Preference and Purchase Intent", *Journal of Advertising*, 24(3), 25-40.
- Creswell, J. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications, Incorporated.
- Davcik, N. S., Vinhas da Silva, R., & Hair, J. F. (2015). Towards a Unified Theory of Brand Equity: Conceptualizations, Taxonomy and Avenues or Future Research. *Journal of Product & Brand Management*, 24(1), 3-17.
- De Chernatony, L., & Riley, F. D. O. (1997). The chasm between managers' and consumers' views of brands: the experts' perspectives. *Journal of Strategic Marketing*, 5(2), 89-104.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of marketing research*, 307-319.
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131-157.

- Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: A cross-country validation study. *Journal of Marketing*, 70(1), 34-49.
- Farquhar, P. H., Han, J. Y., & Ijiri, Y. (1991). Recognizing and Measuring Brand Assets. *Report/Marketing Science Institute (USA)*.
- Farquhar, P. H., Han, J. Y., Herr, P. M., & Ijiri, Y. (1992). Strategies for leveraging master brands: How to bypass the risks of direct extensions. *Marketing Research*, 4(3), 32.
- Fetscherin, M. (2010). The determinants and measurement of a country brand: the country brand strength index. *International Marketing Review*, 27(4), 466-479.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.
- Hair, J. J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, New Jersey: Prentice Hall
- Hakala, U., Svensson, J., & Vincze, Z. (2012). Consumer-Based Brand Equity and Top-of-Mind Awareness: a Cross-Country Analysis. *Journal of Product & Brand Management*, 21(6), 439-451.
- Henseler, J., Ringle, C., & Sinkovics, R. (2009). The use of partial least squares path modelling in international marketing. *Advances in International Marketing (AIM)*, 20, 277-320. doi: 10.1108/S1474-7979(2009)0000020014

- Hoeffler, S. & Keller, K.K. (2003). "The Marketing Advantages of Strong Brands", *Brand Management*, 10(6), 421-45.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 132-140.
- Hooley, G. J., Greenley, G. E., Cadogan, J. W., & Fahy, J. (2005). The Performance Impact of Marketing Resources. *Journal of Business Research*, 58(1), 18-27.
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92-99.
- Jacoby, J., & Olson, J. C. (1985). *Perceived quality: How consumers view stores and merchandise*. Lexington, MA: Lexington Books.
- Jahanzeb, S., Fatima, T., & Mohsin Butt, M. (2013). How service quality influences brand equity: The dual mediating role of perceived value and corporate credibility. *International Journal of Bank Marketing*, 31(2), 126-141.
- Jamal, A., & Goode, M. M. (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence & Planning*, 19(7), 482-492.
- Johanson, G. A., & Brooks, G. P. (2009). Initial scale development: sample size for pilot studies. *Educational and Psychological Measurement*.

- Kamakura, W. A., & Russell, G. J. (1993). Measuring Brand Value with Scanner Data. *International Journal of Research in Marketing*, 10(1), 9-22.
- Kapferer, J. (2005). "The post-global brand." *The Journal of Brand Management* 12(5) 319-324.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *The Journal of Marketing*, 1-22.
- Keller, K.L. & Lehmann, D.R. (2003). "How Do Brands Create Value?", *Marketing Management*, May/June, Pp. 27-31
- Keller, K.L. (2003). Strategic Brand Management: *Building, Measuring, and Managing Brand Equity*, (2nd Ed)., Prentice Hall, New York, NY.
- Kiesel, K., & Villas-Boas, S. B. (2013). Can Information Costs Affect Consumer Choice? Nutritional Labels in a Supermarket Experiment. *International Journal of Industrial Organization*, 31(2), 153-163.
- Kim, J. H., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management*, 40(3), 424-438.
- Kim, W. G., & Kim, H. B. (2004). Measuring Customer-Based Restaurant Brand Equity. *Cornell Hotel and Restaurant Administration Quarterly*, 45(2), 115-131.
- Kimpakorn, N., & Tocquer, G. (2010). Service brand equity and employee brand commitment. *Journal of Services Marketing*, 24(5), 378-388.

- Kotler, P. (2009). *Marketing management: A south Asian perspective*. Pearson Education India.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educ psychol meas.*
- Krishnan, H. S. (1996). Characteristics of memory associations: A consumer-based brand equity perspective. *International Journal of research in Marketing*, 13(4), 389-405.
- Kuhl, J., & Beckmann, J. (1985). Historical perspectives in the study of action control. In *Action control* (pp. 89-100). Springer Berlin Heidelberg.
- Laroche, M., Kim, C., & Zhou, L. (1996). Brand Familiarity and Confidence as Determinants of Purchase Intention: An Empirical Test in a Multiple Brand Context. *Journal of Business Research*, 37(2), 115-120.
- Leone, R.P., Rao, V.R., Keller, K.L., Luo, A.M., Mcalister, L. & Srivastava, R. (2006). "Linking Brand Equity to Customer Equity", *Journal of Service Research*, 9(2), 125-138.
- Martinez, E. & Pina, J.M. (2009). "Modeling the Brand Extensions' Influence on Brand Image", *Journal of Business Research*, 62 (1), 50-60.
- Mehta, A. (1999). Using self-concept to assess advertising effectiveness. *Journal of Advertising Research*, 39(1), 81-81
- Meyers-Levy, J. (1989). The influence of a brand name's association set size and word frequency on brand memory. *Journal of Consumer Research*, 197-207.

- Meyvis, T., & Janiszewski, C. (2004). When are broader brands stronger brands? An accessibility perspective on the success of brand extensions. *Journal of Consumer Research*, 31(2), 346-357.
- Milberg, S.J. & Sinn, F. (2008). "Vulnerability of Global Brands to Negative Feedback Effects", *Journal of Business Research*, 61, 684-90.
- Mourali, M., Laroche, M., & Pons, F. (2005). Antecedents of Consumer Relative Preference for Interpersonal Information Sources in Pre-Purchase Search. *Journal of Consumer Behaviour*, 4(5), 307-318.
- Myers, C. A. (2003). Managing brand equity: a look at the impact of attributes. *Journal of Product & Brand Management*, 12(1), 39-51.
- Nedungadi, P. (1990). Recall and consumer consideration sets: Influencing choice without altering brand evaluations. *Journal of consumer research*, 263-276.
- Netemeyer, R., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. & Wirth, F. (2004). "Developing and Validating Measures of Facets of Customer-Based Brand Equity", *Journal of Business Research*, 57, 209-24.
- Oliver, R. L. (1999). Whence Consumer Loyalty?. *The Journal of Marketing*, 33-44.
- Oliver, R. L., Rust, R. T., & Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of retailing*, 73(3), 311-336.
- Pappu, R., Quester, P.G. & Cooksey, R.W. (2005). "Consumer-Based Brand Equity: Improving the Measurement. Empirical Evidence", *Journal of Product and Brand Management*, 14(3), 143-54.

- Pappu, R., Quester, P.G. & Cooksey, R.W. (2006). "Consumer-Based Brand Equity and Country-of-Origin Relationships", *European Journal of Marketing*, 40(5/6), 696-717.
- Park, C. S., & Srinivasan, V. (1994). A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility. *Journal of Marketing Research*, 271-288.
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *The Journal of Marketing*, 135-145.
- Percy, L., & Rossiter, J. R. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology & Marketing*, 9(4), 263-274.
- Persson, N. (2010). An exploratory investigation of the elements of B2B brand image and its relationship to price premium. *Industrial Marketing Management*, 39(8), 1269-1277.
- Ringle, C. M., Wende, S., & Will, A. (2005). SmartPLS 2.0 (beta): Hamburg, Germany.
- Romaniuk, J., & Nenycz-Thiel, M. (2013). Behavioural brand loyalty and consumer brand associations. *Journal of Business Research*, 66(1), 67-72.
- Sanchez-Franco, M. J. (2006). Exploring the influence of gender on the web usage via partial least squares. *Behaviour & Information Technology*, 25(1), 19-36.
- Saporito, B. (1986). Has-been brands go back to work. *Fortune*, 113(9), 123-124.

- Seitz, V., Razzouk, N., & Wells, D. M. (2010). The importance of brand equity on purchasing consumer durables: an analysis of home air-conditioning systems. *Journal of Consumer Marketing*, 27(3), 236-242.
- Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). New York, NY: John Wiley and Sons.
- Sekaran, U. Bougie. M (2009). “*Research Methods for Business: A Skill Building Approach*”. UK: John Wiley & Sons.
- Shimp, T. A. (2010). *Integrated Marketing Communication in Advertising and Promotion* (8th ed) . International Edition. Printed in China.
- Shugan, S. M. (1980). The cost of thinking. *Journal of consumer Research*, 99-111.
- Simon, C. J., & Sullivan, M. W. (1993). The Measurement and Determinants of Brand Equity: A Financial Approach. *Marketing Science*, 12(1), 28-52.
- Sinha, A., & Pappu, R. (1998). Parcelling of the Sub-Components Of Consumer-Based Brand Equity Using Factorial Survey: An Empirical Investigation in The New Zealand Consumer Electronics Sector. In *Proceedings, Australia New Zealand Marketing Academy Conference (ANZMAC), University Of Otago, Dunedin,(December)* (Pp. 156-57).
- Srivastava, R. K., Fahey, L., & Christensen, H. K. (2001). The Resource-Based View and Marketing: The Role of Market-Based Assets in Gaining Competitive Advantage. *Journal of Management*, 27(6), 777-802.

- Swaminathan, V. (2003). Sequential brand extensions and brand choice behaviour. *Journal of Business Research*, 56(6), 431-442.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed.). Boston: Pearson Education.
- Taylor, S. A., Celuch, K., & Goodwin, S. (2004). The Importance of Brand Equity to Customer Loyalty. *Journal of Product & Brand Management*, 13(4), 217-227.
- Torres, P. M., Augusto, M. G., & Lisboa, J. V. (2015). Determining the causal relationships that affect consumer-based brand equity: The mediating effect of brand loyalty. *Marketing Intelligence & Planning*, 33(6), 944-956.
- Tsiotsou, R. (2005). Perceived quality levels and their relation to involvement, satisfaction, and purchase intentions. *Marketing Bulletin*, 16(4), 1-10.
- Wang, H., Wei, Y. and Yu, C. (2008). "Global brand equity model: combining customer-based with product-market outcomes approaches", *Journal of Product and Brand Management*, 15(5), 305-16.
- Whitelock, J. & Fastoso, F. (2007). "Understanding International Branding: Defining the Domain and Reviewing the Literature", *International Marketing Review*, 24(3), 252-70.
- Wold, H. (1982). Soft modelling: The basic design and some extensions. In K. G. Jöreskog (Ed.), *Systems under indirect observation, Part II* (pp. 36-37). Amsterdam: North Holland Publishing.

- Woodside, A. G., & Wilson, E. J. (1985). Effects of consumer awareness of brand advertising on preference. *Journal of Advertising Research*, 25(4), 41-48.
- Yasin, N.M., Noor, M.N. & Mohamad, O. (2007). “Does Image of Country-of-Origin Matter to Brand Equity?”, *Journal of Product and Brand Management*, 16 (1), 38-48.
- Yoo, B. & Donthu, N. (2001). “Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale”, *Journal of Business Research*, 52, 1-14.
- 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.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *The Journal of Marketing*, 2-22.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2013). *Business research methods*. Cengage Learning.