CUSTOMER-BASED BRAND EQUITY EFFECTS
ON CONSUMER RESPONSES
A STUDY ON MOBILE PHONE BRAND

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UNIVERSITI UTARA MALAYSIA
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CONSUMER RESPONSES
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Abstract

Brand equity is very important to marketers of consumer goods and service. Brand equity facilitates in the effectiveness of brand extensions and brand introductions. This is because consumers who trust and display loyalty toward a brand are willing to accept possible brand extension and willing to recommend the brand to others. While there have been a lot of studies based on the financial value and management of brand equity, research in customer-based brand equity has been lacking. This paper studies the dimensions of customer-based brand equity focusing on the five dimensions that have been suggested by Lassar et al., (1995). Five dimensions are identified: performance, trustworthiness, social image, value/price, and attachment. 16 hypotheses have been constructed in which related to the objective of this study. The objective of this paper is to study the dimensions of customer-based brand equity effect on consumer responses. By way of hypothesis, 10 of the hypothesis have been proposed that these dimensions have no significant relationship on consumer willingness to recommend the brand to other and willingness to accept brand extension. While five of the hypothesis proposed that there have no significant difference on consumer responses based on selected demographic factors. The hypotheses have been tested in the mobile phone market in Ipoh, Perak. The data collected was analysed using descriptive statistic, t-test, ANOVA, and Pearson-Bivariate Correlation Analysis. The results obtained confirm the relationship between the dimensions of customer-based brand equity and consumer responses. However, there is no significant difference in consumer responses based on demographic factors.
Abstrak

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CHAPTER 1

1.0 INTRODUCTION

Generally, brand is a trademark or label used by a marketer to identify their product than other competitors. It also can be defined as the name associated with one or more item in the product line that is used to identify the source or character of the items. According to the American Marketing Association brand can be defined as a name, term, sign, symbol, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler, 1999; Kotler, Ang, Leong & Tan, 1999).

Brands have been a part of the marketing landscape for many years, but in the past few years the future of the brands have been questioned. In response to the brand contentions, researchers have focused their efforts on developing a more sophisticated understanding of how strong brands can be created and nurtured. Due to its importance, there are many practitioners explore the importance of brand equity in marketing. Although brand equity has been proposed as a financial instrument for capturing and measuring the value of brands, perhaps its most important contribution is a metric for discovering the differential consumer behavior effect of the firm’s marketing mix activities.
The contents of the thesis is for internal user only


Neal, W.D. and Crum, K. (t.t.). “Modelling Brand Equity”.


