

BRAND EQUITY THROUGH BRAND IMAGE AND BRAND PERCEPTION OF ORAL CARE PRODUCTS : AN ANALYTICAL STUDY

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ABSTRACT

The crucial footstep in the construction of brand equity of any product or brand is creating product image and positive perception in the minds of consumers and people. Brand perception is an outcome-based upon customer's experiences towards product quality, usefulness and performance. It is simply the outcome result of the product in the mind of customers. Brand image and brand perception are the key factors to extend the product life cycle for a longer period that results in creating strong brand equity for products and services. This paper analyses the association of brand equity with Brand Image and Brand perception for oral care products in Pune. The data from 750 respondents were collected using a structured questionnaire with non-probability convenient sampling. The respondents about Image and perception and equity are recorded for analysis. The component analysis and correlation analysis was conducted and It is found that the Brand Image and Brand perception are positively associated with Brand Equity for oral care products.

Keywords : Brand Equity, Brand image, Brand Perception, Oral Care Products

1. INTRODUCTION

Today, many organizations have defined brand and branding concepts in their style. The brand is directly related to the thought process, thinking ability and remembering ability of the consumers. Companies, take a lot of effort related to marketing and communicating activities about the products and brands they deal with. Companies take a lot of pains for converting products into the brand, and brand means under any circumstances consumers will never change their taste and preferences. For getting that stage, the company uses various above the line and below the line marketing strategies. Once this stage achieved, it may be said that products converted into brands and brand means trust and has an emotional connection with consumers.

“A brand can be anything like a name can be a brand, the term can be a brand, design can be a brand, the symbol can be a brand or any other feature which

differentiate products, brands and services from its competitors.” Thus the Brand is the trust which rules the minds of consumers. A brand promises various advantages to consumers such as various benefits, usages, values, Attributes and reasons to purchase.

1.1 Concepts of Brand :

The following are concepts related to branding are brand image, brand perception, and brand equity.

1.1.1 Brand Image :

Every consumer has their expectations about products and services and how fine that the products, brands meet the expectations and prospects of the customers and consumers determine the brand image customer's mind. For customers, those who have purchased and consumed the brands are 100% based on the usage and the overall output as per their expectations and for the customers those who have not used the brands, 100% based upon the company's communication

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strategies.

1.1.2 Brand Perception :

The power of a brand is dependent on consumer perception, experience, feelings, realizations, and other recommendations about the brand or product over time (Keller, 2001). Brand perception is a result of how customers feel towards the products and services which will be visualized through repeated buying of specific products and services.

1.1.3 Concept of Brand Equity :

The researcher has done various works of literature survey and came across various definitions and concepts of brand equity with diverse scope. The following table contains a diversity of existing definitions.

1.2 Research Objectives :

The research question is whether the brand image and brand perception are positively lead to a stage of brand equity and whether the consumers will think to spend the best to buy products. Based on this, the present study has an objective to study the significance of brand equity and analyze the association of brand image and brand perception with brand equity for oral care products in Pune.

2. REVIEW OF LITERATURE

Rangaswamy et al. (1993) studied the relationship between brand name, consumer utility, product's physical attribute, and how it will help in the situation of brand extension. Generally, the brand equity of present products brings marketing productivity for the extension of other products under the same brand. Authors suggested that the consumer-based value in terms of physical quality, resilience, style and reputation should be linked to the brand and not to the product which will enhance product extension in the future.

Keller (2009) viewed that strong brand and brand equity is the effect of strong marketing communication. The different eight types of marketing communication mix explore the knowledge and attributes of products and services to consumers. At the same time, brand equity becomes the goal of marketing communication, or else it may be medium to achieve other goals. Effective marketing communications or programs very well support the consumer-based brand equity models, which

involve thoughts, feelings, perceptions, images, experiences of consumers toward the brand. The author suggested that the brand resonance pyramid can act as a guide to marketing communication in identifying customer loyalty. Integrated marketing communication can affect the consumer's mind and also brand equity.

Magali Jara, Gérard Cliquet (2012) in their article measure the brand equity of retail products and its sources. According to brand awareness and consumer's perceived quality toward retail brands are the major determinants of retail brand equity. Along with that managerial values and brand personalities plays a significant role in retail brand equity.

Ishtiaq Ahmad (2016) analyzed the impact of advertisement, promotion, research and development and profitability on the brand equity of the IT industry. The research was carried out for 20 IT internationals. The result has shown that the research and development have a nominal effect on brand equity, although advertising, promotion and profitability have an active role in brand equity. It is realized that all advertising and promotion have a major influence on the brand equity of the IT industry.

Mohammad Shariq (2018) has reviewed various literature on different dimensions of brand equity. According to him, conceptual research was carried out in the early '90s, whereas a quantitative approach toward brand equity was recognized in post-2000. Brand plays a key role for both consumers and, in different ways. The author argued that brand equity exists in the minds of those who are there in the market. Hence consumer is one part of brand equity. Brand equity does not generate greater cash flows for the company but it also brings a competitive advantage to the firm. The dimensions of consumer brand equity involve "quality, associations, loyalty, awareness, image, personality, attitude, trust, satisfaction, esteem and attachment." The well understanding of brand equity dimensions can help marketers to allocate and utilize resources on different marketing mixes in an effective way.

3. RESEARCH METHODOLOGY

The present study emphasises on analyzing the relationship of brand equity with brand image and brand

perception.

Descriptive research design since the study is focusing on consumer behavior, preferences, taste, beliefs and experiences.

The researcher chose the data collection tool is a questionnaire and survey method. In a questionnaire, Measurement Scales are used to reduce the difficulty and providing the ease for giving answers by the respondents.

The sampling technique used by the researchers

has a non-probability convenient sampling and the 750 respondents were the total sample size. SPSS Software was used for data analysis. The study is restricted to all the users of oral care products in Pune city only.

4. DATA ANALYSIS AND RESULTS

Based on literature review, the researchers has considered the parameters like Advertisements, taste, smell, flavor, color, brand ambassador and the brands of oral care products for the purpose of analysis.

Table 1: Recalling of Oral Care Products

Product	Advertisements	It's taste / smell / flavor / colour	Brand Ambassador	Others	Total Respondents
Tooth Paste	42	88	394	1	525
Tooth Brush	403	3	118	1	525
Tooth Powder	137	85	2	1	225
Mouth Wash	98	4	2	1	105

Table 2: Feeling after using Oral Care Products

Product	It is my daily practice, and I feel happy	I feel Refreshing and Confident	I feel Delighted and Cheerful	I feel Energetic and Stimulating	Total Respondents
Tooth Paste	386	71	53	15	525
Tooth Brush	388	69	55	13	525
Tooth Powder	74	126	16	9	225
Mouth Wash	3	3	82	17	105

Table 3: Assessment of benefits of Oral Care Products

Product	Is as per your expectations	It is more than your expectations	It is less than your expectations	Can't say	Total Respondents
Tooth Paste	152	303	11	59	525
Tooth Brush	356	97	34	38	525
Tooth Powder	47	159	14	5	225
Mouth Wash	28	4	73	2	105

5.1 Component Analysis :

The regression equation was performed for

analyzing the components of BEQ (Brand Equity) and its relationship with brand perception and brand image.

$$\text{Brand Equity} = Y = 3.207 + 3.986 * \text{Brand Perception, (X1)}$$

With r value = 0.967

Once the customers have identified the brand and started purchasing this brand, which will convert it into to

again and again buying, once the company achieves this stage then a very strong and positive image of the brand build in the cognizance of the consumers.

$$\text{Brand Equity} = Y = 8.045 + 4.292 * \text{Brand Image, (X2)}$$

With r value = 0.939

As the brand image develops stronger, the consumers start receiving a positive perception about the brand and start associating themselves with the brand.

5.2 Hypothesis Testing :

Hypotheses developed by the researchers with the intent keeping in mind that the Brand Equity and brand image and brand perception of oral care products in Pune.

Null Hypothesis (H0): There is no positive association between Brand Image, Brand Perception, and Brand Equity.

Alternative Hypothesis (H1): There is a positive association between Brand Image, Brand Perception and Brand Equity.

The Karl Pearson correlation test (KPCC) was used to test the components of brand equity.

Table 4: Results of Karl Pearson Correlation Test

BEQ	Pearson Correlation	BEQ	Sum_Perception	Sum_Image
			1	0.976(**)
	Sig. (2-tailed)		0.001	0.001
	N	750	750	750

** Correlation is significant at the 0.01 level (2-tailed).

In case of brand perception the values of “r” is 0.976 and p-value is 0.001 which is less than 0.005 at 0.001 level of significance for brand perception, Similarly for brand image the values of “r” is 0.963 and p-value is 0.001 which is less than 0.005, at 0.001 level of significance for brand image. Hence, it is inferred in both cases that, the p-value is less than 0.005, and r for Brand Perception and Brand, image are positive so there is a positive correlation between Brand Perception, Brand image and Brand Equity. Hence, the alternate hypothesis (H1) is accepted. So it is concluded that there is a positive relation between Brand Image, Brand Perception, and Brand Equity.

5. FINDINGS AND SUGGESTIONS

It can be incidental from the result of results that a greater part of the consumers are agreeing to the fact that oral care products are very useful and supportive in managing their oral cleanliness, sanitation and overall Hygiene.

Brand awareness creates customer's interest in developing positive thinking, attitudes, trust, and beliefs and thoughtful towards the brands they were resembling in and gradually, an optimistic and positive thought process gets developed in the customer's mind and leads to augment in the Brand Equity.

The oral care brand equity will rely heavily on awareness; strong brand recognition also contributes to good brand equity. However, it is not as simple as that, as other factors like brand recognition, customer retention and perceived brand quality come into play. It is observed that if the company's brand has strong equity, then consumers will have huge faith and confidence in it and this situation converts consumers into repetitive purchases.

The target customers need to stay and purchase the same brands. It will only happen with the exclusive association, bonding that customers build up with the brand, which is probably only by increasing a positive and anticipated conduct being embraced by customers and this could happen with the help of brand equity as a powerful tool to connect the customers into a very extended buying behavior. Whenever they buy the products, they prefer to buy the same products and convert customers into loyal consumers. Brand image and brand identity are very important key factors that will improve the engagement levels of customers towards brands, which ultimately directs to a growth in brand equity.

6. CONCLUSION

The steady and reliable efforts are the most important factors that the majority of the customers might expect in a brand. The efforts narrate to all the marketing communication strategies including above the line and below the line marketing strategies of brands that satisfy their customers. Brand equity tries to create an emotional connection with the customers and this achievement leads towards repeat purchases and this is one of the key factors which will convert customers into loyal customers which ultimately increases brand equity. The framework begins with creating a suitable brand image that contributes to a brand identity and on which customers generate insights into the brand and the brand when they are able to sustain their understanding. Customers start experiencing a label connection. Thus the researchers focused on the investigation with the notion that elements of brand equity may deviate from those of oral care products which are quite distinct from those of other industry sectors. Nevertheless, the brand

equity foundation corresponds exactly in different degrees and their impact also continues to remain the same. Hence, creating a brand image and developing positive brand perception are significant tools for developing the brand equity for oral care products.

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