

# Relationship among Brand Equity Determinants: The Moderating Role of Product Involvement

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## Abstract:

The development of brand power and the long-term progress have been recognized as a key feature of any business that wants to maintain a competitive market position. From the perspective of the CBBE constructs the question of high and low involvement is rarely discussed. The study includes 275 students from art and science colleges in Madurai district. Data were gathered for two products (smartphone and shampoo). product involvement significantly influences the effect of brand equity dimension on overall brand equity for high involvement product (Smart Phone). product involvement significantly influences the effect of brand equity dimension on overall brand equity for low involvement product (Shampoo).

## I. Introduction

The development of brand power and the long-term progress have been recognized as a key feature of any business that wants to maintain a competitive market position. This can only be done with clearly defined and conceptualised brand equity. According to Antil 1984, the extent of the product involvement is considered to be a significant and efficient variable. High involvement products are classified as less frequently purchased, more complex, more expensive or require high time and commitment measures from buyers (Radder and Huang 2008, Tanner and Raymond 2012), while the reference to goods with a lower involvement is defined as items purchased more regularly for which consumers receive a minimum amount of time and price

## II. Review of Literature:

Literature has a variety of marketing research on brand equity (Srinivasan (1979), Farquhar (1990), Aaker (1991), Keller (1993,2001), Park and

Srinivasan (1994), Yoo, Donthu and Lee (2000), Yoo and Donthu (2001), Ailawadi (2003)). The definition of brand equity has been approached and measured from various perspectives

Customer brand equity (CBBE) is the predominant and favoured by most scholars and marketing research professionals because when a brand does not have a meaning or meaning to the customer, it does eventually have no significance to shareholders, producers or distributors (Cobb-Walgren et al., 1995). Keller (1993) defined consumer-based brand equity as the "differential impact of the brand's knowledge upon the consumer's reaction to the marketing of the brand". Farquhar (1990) points out that CBBE is "the added value endowed by the brand to the product as perceived by a consumer." A large number of researchers and academics generally accept the conceptualizations developed by Aaker (1991) and Keller (1993) among the several brand equity models available in the literature. The

present study refers only to the four dimensions (i.e., awareness, associations, quality, and loyalty) of Aaker's theory and these dimensions are empirically tested in several previous studies (Atilgan et al 2009, Yoo, Donthu, and Lee, 2000, Pappuet al 2005). Aaker (1991) describes brand loyalty as a condition that represents the likelihood of a client switching to another brand, particularly when that brand change its price or product characteristics. Brand awareness refers to "the ability of a prospective buyer to recognize or remember that a brand belongs to a certain category of the product" (Aaker, 1991). According to Aaker (1996), perceived quality is one of the critical elements of brand equity. It has been shown that perceived quality is associated with price premiums, price elasticity, brand use, and extremely stock return. Aaker (1991) describes brand associations as "anything connected to a brand in memory.

Involvement is a significant element mentioned in the literature on marketing and consumer behavior. A number of marketing constructs such as brand awareness, brand commitment, brand commitment, brand equity, perceived quality, product knowledge, and purchasing behavior have also been connected with involvement (RachataRungrakulchai (2014), Alcina G. Ferreira Filipe J. Coelho, (2015), Lotfizadeh, F., & Lotfizadeh, F. (2015), Zaichkowsky (1985) postulates three types of Involvement with the advertisement, product, and with the buying decision. Purchasing involvement has implications of quality perceptions and buying habits while advertisement involvement indicates the degree to which advertising impacts consumer behaviour. The focus of product involvement is on the consumer experience of the product features.. Involvement in decision-making plays a moderating role (Moon, Park & Sang- Choi (2010) ,RachataRungrakulachi (2014)). From the perspective of the CBBE constructs the question of high and low involvement is rarely discussed.

### III. Research Design:

This research is of a cross-sectional and explanatory nature. The study includes 275 students from art and science colleges in Madurai district. Sample respondents should be users of one category of product..A structured questionnaire with open-ended questions for recognizing the brands and to know the most preferred brand is used. Scales used in prior studies (Atilgan et al. (2009), Yoo et al. (2000) ,Zaichkowsky (1994) ) were used to measure the constructs. Data were gathered for two products (smartphone and shampoo). The types of these products were frequently consumed and could result in differing levels of product involvement in terms of price range, buying frequency and the circumstance of consumption. The questionnaires were developed in two similar versions; one for the high-impact product and one for the low-involvement model. The scores for the two products have been determined by using the number of scores for all ten categories. On the basis of mean product category scores shampoo is categorized as low involvement products, and smart phone is categorized as high involvement product. Two hierarchical regression analyzes are used to determine the moderating effect of product engagement on the relationship of brand equity determinants with OBE for each product category.

#### Analysis:

Table 1 indicates that the product involvement significantly influences the effect of brand equity dimension on overall brand equity for high involvement product (Smart Phone). The level of product involvement have a significant effect on perceived quality and does not have a significant effect on brand loyalty, brand awareness and brand association for high involvement product.

**Table 1: Moderating Effect of Product Involvement for high involvement product**

Variables		Smart Phones		
		Step 1	Step 2	Step 3
Independent variables	Perceived Quality (PQ)	0.349**	0.346*	0.217*
	Brand Loyalty (BL)	0.095	0.096	0.131
	Brand Awareness (BAW)	0.019	0.022	0.054
	Brand Association (BAS)	0.843**	0.833*	0.728*
	Product Involvement (PI)		0.009	0.086
Interaction variables	PQ * PI			0.389*
	BL * PI			0.004
	BAW * PI			-0.047
	BAS * PI			-0.246
R <sup>2</sup>		0.615	0.615	0.677
$\Delta R^2$		0.615	0.000	0.062
$\Delta F$		45.941*	0.013	5.249*

\*\*p<0.01

**Table 2: Moderating Effect of Product Involvement for low involvement product**

Variables		Shampoos		
		Step 1	Step 2	Step 3
Independent variables	Perceived Quality (PQ)	0.100	0.123	0.166*
	Brand Loyalty (BL)	0.199*	0.190	0.108
	Brand Awareness (BAW)	0.176*	0.211*	0.142
	Brand Association (BAS)	0.406**	0.313*	0.423**
	Product Involvement (PI)		-0.130	-0.166*

Interaction variables	PQ * PI			0.041
	BL * PI			-0.166*
	BAW * PI			-0.165*
	BAS * PI			0.285*
R <sup>2</sup>		0.559	0.571	0.609
$\Delta R^2$		0.559	0.012	0.038
$\Delta F$		36.427**	3.127	2.691*

\*\*p<0.01; \*p<0.05

Table 2 indicates that the product involvementsignificantly influences the effect of brand equity dimension on overall brand equityforlow involvement product (Shampoo).The level of product involvement have a significant effect on the brand equity dimensions like brand loyalty, brand awareness and brand association for low involvement product. Product involvement strengthens the positive relationship between the brand association and overall brand equity.

#### IV. Conclusion:

The most important finding of this study is the understanding of the effects of involvement on different product categories. For high involvement products, consumers spend time and effort to find more information and to make a purchasing decision and consumers tend to focus more on perceived quality. Hence, consumers are more likely to know about most aspects of the product. This indicates that firms with high involvement products can enhance their brand image and brand awareness by offering quality products. For low involvement products, the findings show statistical evidence that involvement propel information about the brand to the mind of a consumer to create brand associations. This indicates that consumers are more likely to judge the brand by the price for low involvement products.

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