A Review of the Affecting Factors on Brand Equity from the Customer Perspective (By Using Aker Views)

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Abstract
One of the most valuable assets of any company is its brand equity. Brand equity, of customer’s perspective (CBBE) is a value that subjective estimates make for a brand and if the estimate of customer is higher than the value of a brand, the company in the shadow of this value could earn more benefits from consumers. The result shows that: Except the promotion of selected elements of marketing, they are effective in CBBE dimensions. From Dimensions of brand equity, respectively loyalty to the brand, brand image, perceived quality of brand, awareness of brand, have a significant positive effect on brand equity. Repeat a brand, have a positive and non-significant effect in brand equity.

Keywords: Brand - brand equity - brand loyalty - the Perception quality

1. Introduction:
Since the late 1980s, the concept of brand equity has become an important concepts marketing. One reason for the importance of brand value is that they can help organizations gain a competitive advantage. Another reason is that, in competitive conditions in market, gaining appropriate place in the mind of the consumer so that the consumer is loyal to the organization is important. Among the factors that may help to reach such a position ii customer mind is brand equity of organization. Therefore, due to the mentioned reason focus on long-term brand management is very important. On the other hand, we can say marketing occasions is influence on brand equity. And that mix elements of the marketing, because they are controllable factor that provide for managers and decision makers, if we could achieve relationship between this components with equity brand and its special its dimensions, Company decision makers can easily make a decision on how to apply the marketing mix factors. In order to achieve maximize company’s brand equity and eventually sustainable profitability. Effective factors of brand equity in this study, has been extracted from the results of some marketing researchers experts, including Aker, Keller and Gil And the effect of these factors on the brand equity of Iran insurance organization with specific delay in Aker model of brand equity Will be investigating.

2. A review of historical brand developments:
Trademarks of pottery man in ancient Egypt shows the history of using sign as a trademarked more than 400 years. 200 years ago, Chinese artisans use their name as a trade mark into a half-circle on the back of their porcelain products. But brand as a name stat its life in ancient Nordic time. The word brand is derived from a word in the German language. After walking to the industrialization of large countries of the world, for exporting its products to other countries, they need to carve their economic logo on their products. In this way brand word became a holder of trademark (Milshra,2011).

3. Brand Definitions
Definition that American Marketing Association has about brand is such as: A name, term, sign, symbol, design or a combination of them to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. [woo, 2000]
A brand can be act as forensic tool, logo, company recognition system, images, personalities, relationships as an added value.

4. Brand Importance:
Strong brand create significant image in the minds of customers. A strong and famous image, increased differentiation and provides a positive effect on buyer behavior. People choose the brand not the product. Brand should be such that be family members, this believes in Aker commitment and presence .a brand can protect Customers and suppliers against competitors that are trying to provide products.
5. **Brand name benefits**

Customer and organization, both use the benefits of Brand name. When consumers experience using a Brand name, will have more comfortable with it, the desire to use it with personal name brand products will go up. Also perceived risk of the use of the product will decrease. Specific Brand name will bring mental confidence or reward for the consumer. Brands that has highly reliable, undoubtedly will give its owner a sense of contentment and satisfaction And this satisfaction is like that saying good thing about them. Even brands that have less validity can also be an effective communication tool (Zarbi, 010).

6. **Brand equity definitions:**

There are definitions of brand equity, that they are classified in two groups.
1. A definition that includes the customer's financial aspects.
2. Definitions that are consider client financial aspects of this concept.

7. **Financial perspective of Brand equity:**

Simon and Sullivan, know brand value from financial point equal to cash flows that consider increasing the benefits of the product without any brand. This evaluation included the brand in company assets on the balance sheet. [Kim et al, 2003]

According to kapferer view, brand equity is the result of assess brand that include brand awareness, brand image, perceived quality and brand attraction. This elements of brand assets, brings added value to products. High Brand equity is considered as a competitive advantage. Because the company with it foundation could determine a higher price for its products, Creating better brand named, to increase sales and profit margins and reduce their vulnerability in competition. [Bandixon & et al, 2003]

8. **Special brand quality base on consumer opinion:**

Second case is brand quality base on customer opinion that aim of it are analyze Consumer respond to a brand name that cause a mental image of brand and loyalty to body [ Shocker & et al, 1994]

According to Aaker, the value is derived from a consumer view, the financial perspective and marketing activities are more likely to be located [Aaker, 1991].

Definition of brand equity based on consumers is close to the consumers view. The client is an individual or organization they claim to be that value of a brand should be considered valuable by customers. Thus, the power of the brand hides in what customers learned through time and experience or seen or heard about brand. [Keller, 2003 ]

In addition, brand equity, will play a special role in service firms. Because of strong brand names, make sure to intangible products and able customers to understanding and ability to make the diagnosis.

**The benefits of brand equity for consumers:**

According to Hills, Brands play an important information Guide to customers and customers can understand Brands and their value reach a good quality. Therefore, we can say that from the perspective brand equity in the interpretation and storage of high volume information, improve about product.

9. **Aker brand equity model:**

The first and most famous brand equity model proposed by Aker. Aker tried to combine aspects of both cognitive and behavioral needs. Conceptual dimensions, including those that are related to consumer perceptions, such as brand awareness, brand associations, perceived quality and behavior dimensions provide consumer behavior and included brand loyalty.
Aker model is described and shown widely the following

- Providing valuable To customers by strengthening:
  - Interpretation / Data Processing
  - Confidence in decision
  - Satisfaction with the use of brand

- Create value for the company by increasing:
  - The efficiency and effectiveness of marketing programs
  - Price / Earnings margins
  - Expanding the brand
  - Competitive rate

- Reducing costs of leverage commercial marketing
- Attract new customers
- Create awareness
- Reassurance
- Time to respond to competitive threats

- Support for other links to famous Name of
  - A sign of commitment to sustainability taking into account

- Reason to buy brand differentiation / position detection
- Price
- Attracted interest spread distribution channel members

- Helping to distinguish data processing / order status
- Reason to buy brand
- To develop and promote positive feelings

Loyalty to Brand name

Brand Awareness

Perceived quality

Links of brand name

Competitive advantage

Other specific brand assets

Name of brand value

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10. Model and pyramid of Keler brand equity

According to chloride model, brand equity is influenced by two factors:
A) Knowledge of brand purchase.
b) Proper relations, strong and unique that consumers have with brand. keler model introduce the four steps that will refer to its value of customer’s questions and make a leader brand. Each step depends on passing pervious level successful.

Brand aim at each step

Development steps of brand

11. Dimensions of brand equity:

there are Classification and many suggestions for the dimensions of brand equity that The first and most famous of them provided by Aaker and we can say is completely psychological model that measured uniqueness value from the point of view of a consumer And includes five dimensions of brand awareness, brand associations, perceived quality, brand loyalty, brand and other assets associated with the Company's ownership (Farquher, 1989).

1) Brand loyalty : in today's competitive world of services provided by competing companies are becoming more similar to each other And is difficult to provide customers with innovative service completely surprised that long term Because most innovative services quickly imitated by competitors and the market . Therefore, investment in customer loyalty is an effective and profitable investment for service companies.
2) The quality perceived quality and perceived as consumer perception of quality products than other products defined.

Aker, the perceived quality of customer perception of overall quality or superior product or service, the intended target is defined in comparison with other options. He stated in his model is that perceived quality on brand equity through 5 can be effective include:

1 - Reason to buy the brand
2 - Differentiation / position detection
3 - Pay the price
4 - Distribution channels attract interest from higher perceived product quality
5 - Brand Development [Aker, 1991]

3) Brand awareness: brand awareness to be able to recognize and to consumer recall of a brand can be defined in a specific product category. For example Remembering a specific name like Coca-Cola Aker described six different levels of brand awareness, which are:

1 - Identification of
2 - Note
3 - The Best Name of
4 - The brand
5 - The Knowledge brand
6 - brand believed

According to Keller, being familiar with brand can play an important role in consumers’ purchasing decisions and that include the following deceptions:

Learning, attention and selection
Brand awareness and image, as parts of Keler brand knowledge, are responsible essential roles in consumer decision making (Atilgan & et al, 2009).

12. Brand flashback

According to Aker, brand flashbacks, has a close relationship with brand awareness. Anything that is associated with the brand in memory is defined as brand flash back. Brand flashbacks include the four factors, perceived value; brand identity, flashbacks the product and the flashbacks organizational.

Keler believes that organizational flashbacks and brand identity of the four factors are the most important types of brand flashbacks that are influenced brand equity (Dechernatony,2003). Finally Aker, categories brand flashbacks of the 11 level that include:

1 - of product characteristics 2 - soft 3 - 4 customer benefits - the relative price of 5 - Demand / Consumption 6 - 7 users - celebrity / person 8 - Life-cycle / character 9 - Product Category 10 – Rivals 11 - country - region geographic.

Brand image

Brand image; describe all tangible and intangible feelings, perceptions and ideas of brand consumer. Brand image, is a simple process of perception that can be affected by company activities. Keller know brand image, consumer perceptions about the brand that is reflected by brand flash back in memory. Brand image is a collection of perceptions in the mind of the consumer. Customer, forms in his mind picture of a combination of all the symptoms, physical signs, products, advertisements, messages and formal and informal announcements. Research has shown that positive brand image, perceived consumer risk, brand reduces the level of consumer satisfaction and loyalty will increase. Also, a good brand image in the consumer’s mind, make the process of Position making easier. Cause a brand with Strong and positive image, will sit easier in customer mind.

13. Dimensions of brand equity and mix marketing

1) Price

Price is the amount of money that will be paid for goods or services. In broader definition, the price is level of benefit that consumers pay to the benefits of having or using the product or service.

In most cases, consumers are often evaluating quality of a price based on price of same product. [Keller, 2003]

Generally, strong brands will create high quality understanding in consumer's mind and vice versa.
Studies have shown that consumers use from the price as an important external clock to evaluate quality of products. Brands with high prices, often seen as the brands with higher quality and they are vulnerable toward competitor price less. Yu and colleagues (2000) argues that although the dollar price show higher quality but its cause is not brand loyalty. Because high and low prices, both equal and with power, recorded in memory and in relation with the benefits that bring to consumers. Therefore, there is no direct correlation between price and brand communication. Following the findings of Yu and colleagues, we assume that there is a significant relationship between price, knowledge and vision.

2- Image store
Image store includes features such as the physical location and store service levels and product quality.
Image store provide important information in connection with store environment, customer service, quality products to consumers, And so it seems that perceived quality have a positive relation with image store.
Image store can positively affect on more customer satisfaction and stimulated Active and positive word of mouth among consumers.
Thus, a positive store image could represent a brand in the market increases, which can improve brand recognition and awareness (Yasin,2007).

3 - Access (intensity distribution)
According to Stern (Stern), the intensity of distribution is defined as number of intermediates that by manufacturer are used in the trade area. Ideal Distribution intensity, make brand available widely that cause customer satisfaction. Expansion of distribution channels, can increase brand awareness among the potential customers, in other words, intensity distribution can help to develop and recognition of brand.
Some researchers believe that there is an independent association between market share and product quality.
As buyers, use market share as a signal for quality brand and broad popularity of a brand, is an indicator from superior quality.

4 - Advertising
Advertising is most powerful tool in informing a company, product, or service or thought that can create an image in the audience and somewhat makes him interested. An important application of the knowledge, are recall and consumer flashbacks. [Cutler on market management 1383, pp. 192]
All research done in the area of goods and services has been determined, Brand that contain higher advertising budget has created higher levels of awareness and brand value. [Cobb – Walgren & et al, 1993]
In research conducted on the relationship between advertising costs and quality, have come to the conclusion that there is a positive relationship between levels of perceived quality advertising.

5 - Family
Families, as the smallest and the first fundamental, that each person is a member of it. It’s considered as one of the most influential factors affecting consumer behavior. Family members can strongly influence their purchase behavior. In countries where the parents are living with their children, the effect will be increased a hundredfold. [Cutler, 2007].
Brands that can be purchased in the family provide a high degree of brand awareness. [Yoo & et al, 2009]
(Fourniew) (1998) showed that families in shaping and nurturing the mental structure of the people about brand have more effective role.
People in two ways, are getting information about product quality. First, a person usually collects information about brand from their experiences in products that used in household. Second, it is possible learning wasn’t from People own experience about brand, but Experiences that they obtain from their parents through their recommendations. Therefore, the quality doesn’t form just in experience path,
But family members and others can be effective Due to the quality of their teaching, the perception and the perceived quality and brand image.
6 · Price of promotions
Promotion, are communication activities such as advertising, sales promotion, public relations and correspondence that notify the target market aware of the availability and usefulness of the product. [Cutler, 2007]
The purpose of promotion, are including the sale of services through information, persuasion, and to remind the market.
According to the veneer (1986) the long-term impact of promotions on brand equity is uncertain.
According to the Suri and others increasing the perceived quality of a brand promotions costs may reduce quality of a brand in consumption mind.
Shams Research (2008), and Zarbi (2008) confirms this finding in Iran.
This study was conducted in 2010 in Pakistan by Sobhani, and provided the relationship between brand awareness and consumer loyalty (Rahimi, 2005).

14. Conclusion:
In the marketing literature, usually operated by commercial brands based on consumer value, is done in two ways:
Those who examine consumer perceptions, such as awareness, perceived quality and brand flashbacks Those who study consumer behavior such as brand loyalty, willingness to pay a price premium and… Against Macr (1991), that was noted only to the perception of brand equity, the first person who pays attention to concept of brand equity and provided a model based on both behavioral and perceptual, was Aker.
The important point in this context is that Aker introduced five factors of brand equity. Due to expanding of 5th dimension, actually four factors used by researchers. And even Aker use of these four factors in his other ideas.
After him, the statistical model of the society has been tested and validated. Those who tasted Aker model are Donto Yu (1997), Yu and et al (2000), Vashbrn and Plank (2002), Tygan (2005) and Gill and colleagues (2007). In order to investigate the effects of marketing activities on brand equity, they chose special mix marketing. They tried to investigate the effect of these factors on brand equity with using four-dimensional model of Aker that were previously described in detail.
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