

# CUSTOMER BASED BRAND EQUITY AMONG MOBILE IN CHENNAI CITY

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## Abstract

Brand equity is underlying the product or service, it can be extra cash flow achieved by brand (Biel, 1992). In this present study is analysis the customer-based brand equity among mobile in Chennai city. Descriptive and analytical research technique was applied to find out the customer-based brand equity. The mobile brands were chosen criteria based on high sales volume. The sample was collected through questionnaire. The researcher has collected the sample from the respondents who are using Samsung, xiaomi, oppo, oneplus, and vivo. A sample size of the study is completed 384 customers from Chennai city. The result revealed that mobile brand association, mobile brand relationship, mobile brand image positively influences the mobile brand equity-based customer but mobile brand awareness negatively influences the mobile equity-based customer. It is inferred the brand association and brand relation has helped to sell the mobile brand further; brand image has increased the brand value of the customers. Loyalty has negative impact on customers based mobile equity.

**Keywords:** Brand association, Brand relationship, Image, Loyalty, Brand equity.

## INTRODUCTION

Marketing academicians established the term “brand equity” in early 1980. Brand equity is growing since its establishment (Cobb et al., 1995). Brand name is given endowed to the added value of brand equity (Farquhar, et al., 1991); brand equity is the difference between the overall brand preference of the customers (Park and Srinivasan, 1994). According to

Aaker (1991), the customer-based value of brand equity is a set of assets relate to a brand name. De-Chernatony and McDonald (1998) Brand equity has involved various attributes underpinning a brand which gives increased value to the firm's balance sheet. Brand equity is the worth of a brand as well as intangible assets. Brand equity contributes to corporate parents and financially.



### Brand awareness

According to Bovee et. al, (1995) Brand awareness refers to the measure of how much

percentage of the customers has aware/ known of brand name in target market. Brand awareness is significant for consumer decision-making role, value of brand and loyalty of brand. Once the company fix their brand name in customers mind set it will boost up sale as well as company image. The brand value, brand image, or goodwill is the intangible asset of the company. The brand awareness will create the strength of the product and company. Keller, (1993) noted that uniqueness of the brand and memorable of consumer mind. Keller, 2003 The consumer favourable and uniqueness of the brand. Aaker, 1996 Consumers decide to purchase the familiar and well-established brands for their concern. Brand awareness is form of different level such as customer's recognition to recall the product or service (Aaker, 1991). In first source of the brand knowledge is feelings of the brand, characteristic and behaviours of brand, previous experiences of the brand, brand attitudes, brand beliefs, perceptions and thoughts about the brand are considered as a basic dimensions of brand knowledge.

#### Brand Association

The brand association is the importance factors for helping the marketer and customers. The manufacturer and marketer have measure the degree of association with the brand. The brand creates the positive thought in the customer mind. The loyalty brand creates the buying decision of the customers. Brand association is inherent feeling in customer mind about the brand. Some time the brand association gives the most positive through of the product to the customers. The brand association is consists of attributes and benefit. Brand association is continue for after purchase decision.

#### Brand Loyalty

Marketing research introduced Customer brand loyalty for over time. Brand loyalty is the wide concept of core marketing. Engel, et. al., (1982) brand loyalty refers to the preferential and response toward one brand over a period of time by a consumer. Anderson and Srinivasan, (2003) loyalty is continued purchases of product and maintained the relationship in the

future. Oliver (1999) revealed the satisfaction of the brand step towards customer loyalty. The brand Loyalty will achieve the business success.

#### Brand image

Keller (1993) stated that the perceptions about a brand is called brand image. It was reflected by the brand associations held in consumer mind set. Brand image is very crucial factor for creating of brand equity. Brand image influence the customer buying intention or retrieve information about the brand. Brand image have a separation responsibility, and each image has unique (Aaker, 1991).

#### Brand Relationship

Brand Relationship is to realize a close relationship with customers or products / services or company. Brand Relationship meets the customer's needs, wants and expectations. Grönroos (1994) advocated the brand Relationship would increase marketing mix perspective. Brands generate emotional value and receiving pure economic value such as affection and closeness of the brand.

### OBJECTIVES OF THE STUDY

- To examine the customers opinion towards brand equity variables and customer-based brand equity
- To find out relationship among the brand equity variables and brand equity-based customer
- To evaluate the factors influencing brand equity variables on brand equity-based customer
- To test the association among the brand equity based on mobile brand

### HYPOTHESIS OF THE STUDY

Ho: customers opinion is not related to brand equity variables and brand equity-based customer

Ho: there is no Factors influencing the brand equity variables on brand equity-based customer

Ho: There is no association between brand equity based on mobile brand.

## RESEARCH METHODOLOGY

The research paper investigates the brand equity among mobile in Chennai city. Descriptive and analytical research technique was applied to find out the customer based brand equity. The mobile brands were chosen criteria based on high sales volume. A sample size is 384. The sample was collected through questionnaire. The researcher has collected the sample from the respondents who are using Samsung, xiaomi, oppo, oneplus, and vivo. The questionnaire was framed by researcher based on the literature and customer feedback. Further, frequency, mean & standard deviation, correlation, regression and chi-square were applied.

Table 1 *Brand of the Mobile*

Mobile brand name	Frequency	Percentage
Samsung	184	47.9
xiaomi	76	19.8
oppo	46	12.0
oneplus	24	6.3
vivo	54	14.1
Total	384	100

Source: Primary data computed

Table 1 explains the Brand of the Mobile. The researcher has collected the sample from the respondents who are using Samsung, xiaomi, oppo, oneplus, and vivo. The researcher has done 384 respondents. 47.9 percent of the respondents are using Samsung, 19.9 percent of the respondents are using Xiaomi, 12 percent of the respondents are buying OPPO, 6.3 percent are using oneplus, and 14.1 percent are using Vivo. It is inferred that most of the respondents are using Samsung mobile brands. It is found that the Samsung brand is more attractive and customers are willing to buy the mobile brand.

Table 2 *Perceived Quality*

Perceived Quality of Mobile Brand	Mean Value	Standard Deviation
I trust my mobile is having quality	3.76	1.03
My mobile would be of very good quality	3.57	1.09
Excellent features offer by my mobile	3.80	1.24

Source: Primary data computed

Table-2 represents that the customer's perceptions towards quality of the mobile such trust the quality of their mobile, very good quality mobile and excellent features offered by mobile are the various statements are used. Five point scales for each statement to used the data collection. Then mean and standard deviation are calculated. It is indicating that majority of the customers are given their importance to the quality of the mobile offer excellent features (3.80), trust the quality (3.76) and good quality (3.57). The corresponding Standard Deviation values are similar variation among the each statement.

Table 3 *Brand Awareness*

	Mean	Standard Deviation
Some mobile characteristics come to customer mind	3.69	1.19
I recognize my mobile quickly among other competing brands	3.46	1.22
I am familiar with my brand	3.58	1.21

Source: Primary data calculated

Table-3 reveals that the customer's view towards brand awareness of the mobile such as aware of brand in mind quickly, recognizes the brand and familiar brand are the questions are used to know the brand awareness of mobile. Customer's opinion was collected in five point scale. Further, Mean and standard deviation are analyzed. From the mean values, it is gathered that majority of the respondents have given their importance to the statement brand in mind quickly (3.69). The corresponding standard deviation value is (1.99). Followed by, familiar with them brand (3.59). The respective

standard deviation value is (1.22). Then, recognize them mobile quickly among other competing brands (3.46) and standard deviation is (1.22).

It is inferred that awareness of brand in mind quickly are help to buying their mobile brand. Then the customers more aware the familiar of the brand has influence the buying the brand.

*Table 4 Customer perception towards the Brand Association*

<b>Brand Association</b>	<b>Mean</b>	<b>Standard Deviation</b>
My mobile having unique brand image when compared to other competing brands mobile	2.87	0.98
I respect people who having my brand	2.93	1.03
I like the brand image of my mobile	3.75	1.00
I trust the company, which makes mobile products	3.88	1.16

Source: Primary data computed

Table-4 indicate that the customer's perception towards Brand Association. Customer's opinion was collected in likert scales for each statement. Then mean and S.D were work out. From the mean scores it is observed that majority of the mobile users agreed their significance to the statement mobile has unique brand image, and compared to competitive brands (3.69). The corresponding standard deviation value is (0.98). Followed by, admire people those are having their brand (2.93). The respective standard deviation value is (1.03). Then, brand image of their mobile brands (3.88) and standard deviation is (1.16). Majority of the respondent opined that they are trust their company product is high level Brand Association.

*Table 5 Customer perception towards the Brand Loyalty*

<b>Brand Loyalty</b>	<b>Mean</b>	<b>Standard Deviation</b>
My mobile is to be loyal brand	3.82	1.02
my brand would be my first choice When buying mobile	3.86	1.23
it provides me satisfied	3.59	1.02

products, I will keep on buying mobile as long		
I willing to buy mobile even if mobile price will be high	3.31	1.00
I recommend to my friends for my brand	3.86	1.11

Source: Primary data computed

Table-5 shows the respondents opinion towards the brand loyalty. Mean and standard deviation values are determined. The computed mean values are loyal to brand (3.82), their brand would be my first choice (3.86), satisfied products (3.59), willing to buy mobile (3.31), and recommend brand mobile to their friends (3.86). it is found that customer given their first choice of their brand followed by they are recommend to their friends for their brand are high level opinion towards brand loyalty.

*Table 6 Customer perception towards the Brand Image*

<b>Performance</b>	<b>Mean</b>	<b>Standard Deviation</b>
this brand as a relevant option	3.84	1.02
look, design of the brand	3.60	1.07
I like the my brand, Compared with other brands	3.47	1.10
<b>Imagery</b>		
The brand is social responsible	2.80	0.81
The brand brings me good memories	3.95	1.02
I proud to use this brand	4.12	1.07
<b>Judgments</b>		
Quality of the brand	3.76	0.99
The brand is better than others	3.38	1.22
The brand takes my interests in mind	3.74	1.03
The brand is unique	3.95	1.02
I trust this brand	3.60	1.13

Source: Primary records computed

Table-6 illustrates the respondent's opinion towards the brand image. Mean and std. deviation values are designed. The calculated mean values are they consider brand option (3.84), look, and design of the his brand (3.60), and their brand is best when compared with other brands (3.47) are opinion of Performance of the mobile brand

The brand having social responsible (2.80), good memories of brand (3.95), they admire and respect uses this brand (4.12), are opinion of imagery of the mobile brand.

Brand Quality (3.76), brand was better (3.38), interests in mind (3.74), the brand is unique (3.95), brand satisfied (3.51), and they trust this brand (3.60) are opinion of Judgments of the mobile brand.

The customers are highly agreed opinions towards image of the brand are considering this brand as a relevant option, good memories, respect uses this brand, interests in mind, compared with other brands and brand is unique. Then, the customers are medium agreed opinions towards image of the brand are quality brand, better than others, trust this brand and satisfied with the brand. Hence, the customers are low agreed opinions towards image of the brand are social responsible.

*Table 7 Customer perception towards the Brand Relationship*

	Mean	Standard Deviation
<b>Attachment</b>		
others know I used this brand	3.86	1.02
The brand is more than a product to me	3.77	1.02
I identify with the brand	3.60	1.05
I connected with others those who are use this brand	3.31	1.09
<b>Engagement</b>		
I interested to learn about this brand	3.29	1.02
I add "likes" on the brands	3.41	1.05
I add comments on the brands	3.88	1.18
<b>Avocations</b>		
I recommend this brand to others	4.01	1.11
I discuss about this brand to others	3.27	0.92
when my online interactions I talking about my mobile brand	2.90	0.90

Source: Primary data computed

Table-7 shows the Customer perception towards the Brand Relationship. It is calculated

of brand Relationship with the help of descriptive statistic. The calculated mean values are others know he use this brand (3.86), more than enough brand (3.77) they identify with the brand (3.60), they feel strongly connected (3.31) are customers Attachment with brand relationship. They interested to learn about this brand (3.29), they add "likes" on the brands (3.41), they add comments on the brands (3.88), are customers Engagement with brand relationship. They would recommend the brand to others (4.01) discuss about this brand to others (3.27), when online interactions they talking about their brand (2.90) are customers avocations with brand relationship. Customer are high perception towards the brand relationship is that attachment with brand, engagement with brand and avocations with brand.

*Table 8 Customer perception towards the overall Brand Equity*

Brand Equity	Mean	Standard Deviation
I prefer to buy only my brand if other brand has similar features	3.54	1.11
It seems smarter to purchase If other brand is not different from my brand	3.57	1.06
My brand is more than a product to me	3.79	1.06

Table-8 indicate that the customer's perception towards overall Brand Equity. Customer's opinion was collected. From the mean scores, it is indicates that most of the mobile users perceived to the statement prefer to buy my brand (3.54). The corresponding standard deviation value is (1.11). Followed by, another brand is not different from their brand (3.57). The respective standard deviation value is (1.06). Then, their brand is more than enough for them (3.79) and standard deviation is (1.06). It is inferred that there is no variation among the group of customers. Customers have perceived medium level perception towards brand equity of mobile brands in India.

Table 9 Relationship among brand equity variables and brand equity based customer

Correlations						
	BE	BA	BAS	BL	BI	BR
<b>Brand Equity based customer (BE)</b>	1					
<b>Brand Awareness (BA)</b>	0.798*	1				
	0.000					
<b>Brand Association (BAS)</b>	0.815*	0.471*	1			
	0.000	.000				
<b>Brand Loyalty (BL)</b>	0.452*	0.679*	0.589*	1		
	0.000	0.000	0.000			
<b>Brand Image (BI)</b>	0.459*	0.599*	0.557*	0.339*	1	
	0.000	0.000	0.000	0.000		
<b>Brand Relationship (BR)</b>	0.340*	0.624*	0.553*	0.340*	0.956*	1
	0.000	0.000	0.000	0.000	0.000	

Source: Primary data computed; \* significant at the 0.01 percent level

Ho: There is no relationship between brand equity variables and customer-based brand equity

Table 9 indicates the relation among mobile brand equity variables and mobile brand equity. Pearson correlation was applied to find out the connection to brand equity variables and mobile brand equity. The correlation values are Awareness of Brand (0.798), Association of Brand (0.815), Loyalty of Brand (0.452), Image of Brand (0.459), Relationship of Brand (0.340) related with Brand Equity.

It is inferred that brand association brand awareness are highly correlated with brand equity. Further by, Brand Loyalty of mobile and Image of mobile are medium level correlated with brand equity of mobile. Finally mobile Brand Relationship is low correlated with mobile brand equity. It is suggested that the company enhance their mobile brand association and give more awareness or mind their product through advertisement.

Table 10 Factors influencing the mobile brand equity variables and customer based mobile brand equity

Model Summary					
R	R <sup>2</sup> value	Adjusted R <sup>2</sup> value	Standard Error	F-Value	P-Value
0.806	0.650	0.648	0.46887	238.428	0.001*

Co-efficient					
Model	Unstandardized Co-efficients		Std. Co-efficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.983	0.113	-	8.694	0.001*
<b>Brand Awareness</b>	-0.164	0.035	-0.167	-4.566	0.001*
<b>Brand Association</b>	0.55	0.029	0.604	18.678	0.001*
<b>Brand Loyalty</b>	-0.014	0.057	-0.022	-0.249	0.803 (NS)
<b>Brand Image</b>	0.343	0.057	0.533	5.993	0.001*
<b>Brand Relationship</b>	0.520	0.028	0.483	18.377	0.001*

Source: Primary data calculate; \* significant at one present level; (NS) Non-significant

Ho: There is no Factors influencing the brand equity variables on brand equity-based customer

Table 10 indicates the Factors influencing the brand equity variables and brand equity-based customer of mobile. Here, brand equity is considered as a dependent variable and Awareness of mobile, Association of mobile, Loyalty of mobile, Image of mobile and Relationship of mobile are treated as independent variables. The Adjusted R Square value indicates the strong association between independent variables (Brand Awareness, Brand Association, Brand Loyalty, Brand Image and Brand Relationship) on dependent variables (customers based brand equity). The Adjusted R<sup>2</sup> is 0.648; it is supposed that 64.8 percentage contribute an influence variables on the mobile brand equity based customer.

The unstandardized coefficient beta values illustrate the strength of relationship between dependent and independent variables. It is expressed by the equation.

$$\text{Customer based Brand equity} = 0.983 + 0.55 \text{ (Brand Association)} + 520 \text{ (Brand Relationship)} + 0.342 \text{ (Brand Image)} - 0.164 \text{ (Brand Awareness)}$$

It is found that brand association, brand relationship, brand image positively influence the brand equity based customer but brand awareness negatively influence the customer based mobile brand equity. It is inferred that brand association and brand relation has helped to sell the mobile brand further; brand image has increased the brand value of the customers. Loyalty has negative impact on mobile brand equity based customer. It is suggested that company build their loyalty through quality and durable product.

*Table 11 Association between brand equity based on mobile brand*

	brand equity			Total	Chi-Square Tests	
	low	medium	high		Value	P-Value
Samsung	64	75	45	184	191.972	0.001
	34.8%	40.8%	24.5%	100.0%		
Xiaomi	0	76	0	76		
	.0%	100.0%	.0%	100.0%		
OPPO	0	30	16	46		
	.0%	65.2%	34.8%	100.0%		
Oneplus	24	0	0	24		
	100.0%	.0%	.0%	100.0%		
Vivo	0	39	15	54		
	.0%	72.2%	27.8%	100.0%		
Total	88	220	76	384		
	22.9%	57.3%	19.8%	100.0%		

Source: Primary data work out; \* P-Value at one present level;

Table 11 identifies the association between brand equity based on mobile brand. 34.8 percent of the OPPO customers are having high levels of customer based mobile brand equity. Followed by, Samsung customers having 24.5 percent levels of customer based mobile brand equity, one plus customers having 27.8 percent of customer based brand equity. Further, vivo

secured medium level customer based brand equity at 72.2 percent. Then, Samsung has secured customer based brand equity at 34.8.

Ho: There is no association between brand equity based on mobile brand.

Chi-square test is computed to prove the stated hypothesis. The calculated chi-square value is 191.972 and respectively the p-value 0.001. It is significant. So, the stated hypothesis is rejected. It is revealed that OPPO customers are having highest level of customer based mobile brand equity when compared another mobile brand.

## CONCLUSION

The intension of the paper is to analyze the brand equity in mobile market. Brand equity should recognize brand knowledge, and traditional outcome measures such as sales. Loyalty has negative impact on mobile brand equity based customer. It is suggested that company build their loyalty though quality and durable product. Finally Brand Relationship is low correlated with mobile brand equity based customer. It is suggested that the company enhance their brand association and give more awareness or mind their product through advertisement. It is concluded the brand trust and customer satisfaction are the most important attributes of mobile brand equity. It is identified that brand awareness and brand association are in the least over influence and related to brand equity based customer.

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