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Management

A STUDY ON ASSERTIVE BEHAVIOUR AND CUSTOMER BASED BRAND EQUITY

Dr. S. Pandian Assistant Professor, Dept. Of Business Administration, Annamalai University, Annamalai Nagar.

ABSTRACT Brand equity is a set of brand assets and liabilities linked to a brand. Assertiveness is the quality of being self-assured and confident without being aggressive. The aim of the study of assertive behaviour and customer based brand equity. The samples of 550 customers were selected. The above analysis clearly concluded that the high level assertive behaviour customers are very confident in customer based brand equity and also its determinants. This will enhance the quality of interpersonal relationships within the organization.

KEYWORDS :

INTRODUCTION

A brand is a product, then, one that adds other dimensions to differentiate it in some way from the other products designed to satisfy the same need (Keller, 1998). Another view on brand suggested that a brand is a product or service made distinctive by its positioning relative to competition, and by its personality in the context of the target market (Hankinson, 1983). According to Murphy, the brand is a complex thing. Not only it is the actual product, but it is also the unique property of a specific owner and has been developed over time so as to embrace a set of values and attributes (both tangible and intangible) which meaningfully and appropriately differentiate products which otherwise are very similar.

A brand is a name or symbol used to identify the source of a product. When a new product is developed, branding is an important decision. The brand can add significant value when it is well recognised and has positive associations in the mind of the consumer. This concept is referred to as brand equity.

Aaker (1991) defined brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and / or to that firm's customers.Srivastava and Shocker (1991) defined brand equity as a set of associations and behaviours on the part of a brand's consumers, channel members and parent corporation that enables a brand to earn greater volume or greater margins that it could without the brand name and in addition, provides a strong, sustainable and differential advantage.

Srivastava and Shocker's (1991) definition could be categorized in the group of definitions in which brand equity represents both financial and consumer perspective. According to them, brand equity consists of brand strength and brand value. Aaker views customer based brand equity as a set of assets (liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product/service to the customer.

Keller (1993) coined the term customer based brand equity and defined it as "the differential effect of brand knowledge on consumer response to the marketing of a brand". Brand equity, as a multi-dimensional variable, refers to the value inherent in a well-known brand name (Keller, 1993, 2008). The value of a brand is created by marketers through the brands. Superior quality, social esteem the brand provides for users, consumer trust in the brand and Self-identification with the brand (Keller, 1993, 2001, 2008). According to Keller (2008), customer based brand equity occurs "when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable and unique brand associations in memory".

Keller (1993) also views customer based brand equity as a process whereby customer based brand equity occurs "when the consumer is familiar with the brand and holds some favourable, strong and unique brand associations in memory. Keller (1993) as explained positive customer based brand equity can lead to a greater revenue, lower costs and higher profit, it has direct implications for the firm's ability to command higher prices, customer's willingness to seek out new distribution channels, the effectiveness of marketing communications and the success of brand extensions and licensing opportunities.

Brand extension is a widely accepted brand strategy to attach an existing brand name to a new product introduced in a different product category (Swaminathan and Reddy. 2001). And these strategies were widely used because of the idea that built powerful brand positioning, boost awareness and quality association and lessen the new product risk for consumers (Taylor and Bearden, 2002). Brand extension is a marketing strategy in which a firm manufactures and markets a product with a well-established same parent brand name but in a different product category (Sheinin Daniel,1998). Brand extensions become the guiding spirits of product planners and have been a subject of increasing interest and scholarly investigation for marketing educators (Park, 1991).

Brand extension is defined as attaching an existing brand name to a new product introduced in different product category. Brand extension is often seen as beneficial because of the reduced new product introduction cost and increased chance of success. David Aaker defined brand extension as a brand strategy where by a current brand name is used to enter a completely different class. A 'good' brand extension strategy is one where the brand name aids the extension, while a 'very good' brand extension also enhances the brand name. Brand extensions can produce reciprocal effect that enhance or diminish the equity of the parent brand.

Assertiveness is the quality of being self-assured and confident without being aggressive. In the field of psychology and psychotherapy, it is a learnable skill and mode of communication. Expressing thoughts, feelings, and opinions and standing up for rights is important. You are your first and biggest supporter, so it's important that you speak up for yourself. Assertiveness is a sort of attitude one possesses to oneself as well to others. In fact, it is a set of attitudes that governs the perceptions and cognitions which are manifested as one's general style of communication. What this in effect means is that an assertive person is predisposed to behaving in a way that facilitates effective communication, problem solving and teamwork. The reason why assertiveness is considered an asset is that assertive people are very receptive; therefore, it is easier to communicate with them. They are good listeners; this means that they are ready to rationally evaluate what is presented and look for agreement.

METHOD ADOPTED FOR THE STUDY

The main aim of the research is to analyze customer based brand equity on assertive behaviour. The research was implemented by applying convenience sampling method. Convenience sampling is a type of non probability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. The samples of 550 customers were selected. Further 550 questionnaires were distributed to respondents and the researcher could not get back few questionnaires and few respondents did not properly answer (unfilled questionnaire) and very few of them answered wrongly. So, neglecting these questionnaire and finally 517 questionnaires are considered as a sample size for this study.

OBJECTIVES OF THE STUDY

To identify the assertive behaviour influences on customer based brand equity. To find out the assertive behaviour impact on brand extension.

ANALYSIS AND INTERPRETATION

Table-1: Brand equity determinants based on their assertive behaviour

Brand equity determinants	Assertive Behaviour	Mean	SD	T–test Result	
				T- Value	P - Value
Brand awareness	Low	3.330	1.133	-5.386	0.001*
	High	3.800	0.745		
Brand association	Low	3.088	1.196	-10.236	0.001*
	High	4.031	0.790		
Brand trust	Low	3.022	1.019	-9.838	0.001*
	High	3.793	0.670		
Customer satisfaction	Low	3.180	1.141		
	High	3.954	0.704	-9.133	0.001*

Source: Primary data computed; * Significant @ 1 % level

Behaviour which enables a person to act in his or her own best interest, to stand up for herself or himself, without undue anxiety, to express honest feeling comfortably, or to exercise personal rights without denying the rights of others, we call that assertive behaviour. Table-1 explains brand equity determinants based on their level of assertive behaviour. The data are grouped by assertive behaviour level of respondents, mean value and standard deviation values are calculated for each group. From the mean score it is inferred that those who have high level of assertive behaviour give high importance to brand attributes. While observing the standard deviation value it also indicates that there is no much deviation in each group.

Ho: There is no significance difference of opinion towards brand equity determinants based on their level of assertive behaviour. In order to examine the above stated hypotheses, t-test is executed. From the test result it is observed that brand awareness, brand association, brand trust and satisfaction are varying on the basis of assertive level of respondents. The corresponding P-values are significant at one percent level. Thus the stated hypothesis is rejected. It is found that the brand equity attributes significantly varied on the basis of assertive behaviour level of the respondents.

Table-2: Customer based brand equity based on their assertive behaviour

Factor	Assertive behaviour	Mean	SD	T – Test Result	
				T-Value	P-Value
Customer based brand equity	Low	2.942	0.973	-9.330	0.001*
	High	3.649	0.654		

Source: Primary data computed; * Significant @ 1% level.

Customer based brand equity determinants based on the level of respondents' assertive behaviour is displayed in the table-2. Mean and standard deviation values are calculated. From the mean score, it is observed that customer based brand equity determinants are high among the high level aggressive behaviour customer. The corresponding standard deviation values are noted that there is no deviation.

Ho: There is no significance difference of opinion towards customer based brand equity based on their level of assertive behaviour.

In order to examine the above stated hypotheses, t-test is executed. From the test result, it is observed that customer based brand equity is varying on the basis of assertive level of respondents. The corresponding P-value is significant at one percent level. Thus the stated hypothesis is rejected. It is found that the customer based brand equity significantly varies on the basis of assertive behaviour level of the respondents.

Table-3: Brand extension based on their assertive behaviour

Factor	Assertive Behaviour	Mean	SD	T-Test Result	
				T-Value	P-Value
Brand extension	Low	3.084	0.988	-4.083	0.001*
	High	3.407	0.697		

Source: Primary data computed; * Significant @ 1% level.

Table-3 infers the brand extension based on respondents level of assertive behaviour. The data are grouped by assertive level of respondents, mean value and standard deviation values are calculated. From the mean score, it is inferred that those who have high level of assertive behaviour they give importance to brand extension. While observing the standard deviation value it also indicates that there is no much deviation.

Ho: There is no significance difference of opinion towards brand extension based on their level of assertive behaviour.

In order to examine the above stated hypotheses, t-test is executed. From the test result it is observed that brand extension is varying on the basis of assertive level of respondents. The corresponding P-value is significant at one percent level. Thus the stated hypothesis is rejected. It is found that the brand extension significantly varied on the basis of assertive behaviour level of the respondents

CONCLUSION

The above analysis clearly concluded that the high level assertive behaviour customers are very confident in customer based brand equity and also its determinants. It also leads to customers for brand extension. So it is suggested that the branded products should identified the assertive behaviour customers through the testing programs and give importance to their shopping. This will enhance the quality of interpersonal relationships within the organization.

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