Examining Brand Equity Drivers: A CBBE Framework Applied To Selected Online Retailers

[1]Mr.J.Nobel Antony Dezouza , [2]Dr.M.Veeraselvam, [3]Dr.K.Chandrasekaran

[1]Research Scholar Department of Management Studies, Madurai Kamaraj University, Madurai -625021
[2]Associate professor, Government Arts and Science College, Sivakasi
[3] Assistant Professor, Department of Management Studies, Madurai Kamaraj University, Madurai -625021

ABSTRACT

This study explored the various dimensions of Brand Equity within the CBBE framework, focusing on select online retailing companies in the Madurai District. The focus of this research was to measure consumer-based brand equity (CBBE)of Trends and Big Bazaar online retailing websites. A total of 700 questionnaires were distributed through a self-administered survey, utilizing a simple random sampling method. Ultimately, 582 completed questionnaires were deemed valid and analyzed using SPSS software version 21. Data collection was conducted via a structured questionnaire, and Multiple Regression analysis was employed for the data evaluation. The results indicated a strong positive relationship between overall Brand Equity and the four independent variables, with a coefficient value of 0.824.

Keywords: Brand Equity, CBBE, Online Retailing Companies.

Introduction

In the fast-changing world of e-commerce, brand equity has become a crucial element influencing consumer behavior and business success. The Customer-Based Brand Equity (CBBE) framework, created by Kevin Lane Keller, provides a systematic way to understand the factors that contribute to brand equity. This study aims to examine the key drivers of brand equity among selected online retailers, focusing on how these factors interact to shape consumer perceptions and loyalty. As online shopping grows in popularity, it's vital for retailers to comprehend what enhances or undermines brand equity to stand out in a competitive marketplace. The research will investigate the dimensions of brand equity—brand awareness, brand associations, perceived quality, and brand loyalty—and how they play out in online retail environments. Through both qualitative and quantitative analyses, the study will address the unique challenges and opportunities online retailers face in developing and maintaining brand equity. Ultimately, this investigation aims to offer practical insights for e-commerce businesses seeking to enhance their brand presence and build lasting consumer relationships.

Literature Review

Rosa E. Rios and Hernan E. Riquelme (2009) focused on identifying sources of brand equity for online companies, emphasizing the importance of brand awareness, trust, and loyalty. The research employed structural equation modeling to test the relationships between antecedents like functionality, fulfillment, and customer service, which significantly influence brand equity. It suggests that online businesses should invest in these areas to enhance brand recognition and customer loyalty. Faseeh Amin Beig and Fayaz Ahmad Nika (2019) explored the impact of brand experience on brand equity, using a sample of 403 respondents. It identified four dimensions of brand experience—sensory, affective, behavioral, and intellectual—that positively influence brand equity dimensions such as awareness, association, perceived quality, and loyalty. The findings highlight the necessity for brands to create unique experiences to improve customer perceptions and enhance brand equity. Ashutosh Anil Sandhe (2020) assessed consumer-based brand equity (CBBE) among major Indian online retailers,

using a large sample from Gujarat. It revealed a positive correlation between various factors of brand equity, noting that brand loyalty was relatively low compared to other factors, which may reflect increased competition. The research indicates that both brands employ similar strategies to attract consumers. Dr. S. S. Bhakar et al. (2020) evaluated the effects of price promotion strategies on brand equity elements in online stores. It found that price promotions positively affect perceived quality, brand awareness, brand association, and brand loyalty. The study highlighted the mediating roles of perceived quality and brand awareness, suggesting that these factors enhance the effectiveness of promotional strategies in online retail. Hung Cuong PHAM (2020) examined the factors influencing brand equity in Vietnamese retail stores, focusing on market segmentation. The study identified brand association as a crucial determinant of brand equity and noted that younger consumers (ages 18-24) are more inclined to shop at retail stores. It proposed a novel conceptual framework for brand positioning in the Vietnamese retail context. Overall, these studies emphasize the multifaceted nature of brand equity in online and retail environments, highlighting the critical role of customer experience, brand associations, promotional strategies, and demographic factors in shaping consumer perceptions and loyalty. Each study contributes valuable insights for marketers looking to enhance brand equity in increasingly competitive markets.

Objectives of the study

1. To investigate how different drivers of Brand Equity impact Consumer-Based Brand Equity (CBBE) among online retailers.

Methodology

The study is basically an empirical one based on data gathered from the customers in Madurai District. A sample of 582customers has been chosen for the purpose of the study. The primary data was gathered using the questionnaire method administered by a prefixed schedule in person with each respondent. For this study, theresearcher used a well-structured questionnaire to collect the data from the respondents. The questionnaire related to dimensions of Brand Equity. The researcher used Multiple Regression analysis to study the impact of various dimensions of Brand Equity on Overall Brand Equity. IBM SPSS 21 version was used for statistical purpose.

Results and Discussion

Impact of Various Drivers of Brand Equity on CBBE among online retailers.

Regression is the determination of statistical relationship between two or more variables. In simple regression two variables are used. One variable (independent) is the cause of the behaviour of another one (dependent). When there are more than two independent variables the analysis concerning relationship is known as multiple correlations and the equation describing such relationship is called as the multiple regression equation.

Regression analysis is concerned with the derivation of an appropriate mathematical expression is derived for finding values of a dependent variable on the basis of independent variable. It is thus designed to examine the relationship of a variable Y to a set of other variables $X_1, X_2, X_3…………X_n$. the most commonly used linear equation in $Y = b_1 X_1 + b_2 X_2 +……+ b_n X_n + b_0$

Here Y is the dependent variable, which is to be found. $X_1 , X_2,…$ and X_n are the known variables with which predictions are to be made and $b_1, b_2 ,….b_n$ are coefficient of the variables.

In this study, the dependent variable is Overall Brand Equity, Independent variables are Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty is discussed as follows:

- Dependent Variable – Overall Brand Equity (y)
- Independent Variables
    - i. Perceived Quality (X_1)
    - ii. Brand Awareness (X_2)
    - iii. Brand Association (X_3)
    - iv. Brand Loyalty (X_4)
- Multiple R value: 0.824
- R Square value: 0.679
- Adjusted R square value: 0.677
- F value: 304.861
- P value: 0.000

Table 1: Regression Analysis for online Brand of Trends

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.677	.178
a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.691	4	9.673	304.861	.000[b]
	Residual	18.307	577	.032		
	Total	56.998	581			
a. Dependent Variable: Overall Brand Equity						
b. Predictors: (Constant), Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	.097		10.646	.000**
	Perceived Quality	.100	.013	.196	7.765	.000**
	Brand Awareness	.130	.013	.247	10.045	.000**
	Brand Association	.271	.016	.436	17.134	.000**
	Brand Loyalty	.248	.013	.507	19.453	.000**
a. Dependent Variable: Overall Brand Equity						

** Denotes significant at 1% level.

The multiple correlation coefficient is 0.824 measures the degree of relationship between the actual values and the predicted values of the Overall Brand Equity. Because the predicted values are obtained as a linear combination of Perceived Quality (X_1), Brand Awareness (X_2), Brand Association (X_3) and Brand Loyalty (X_4) the coefficient value of 0.824 indicates that the relationship between Overall Brand Equity and the four independent variables is quite strong and positive.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of **R square is** 0.679 simply means that about 67.9**%** of the variation in Overall Brand Equity is explained by the estimated SRP that uses Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty as the independent variables and R square value is significant at 1 % level.

The multiple regression equation is

$$Y = 1.036 + 0.100\ X_1 + 0.130\ X_2 + 0.271\ X_3 + 0.248\ X_4$$

Here the coefficient of X_1 is 0.100 represents the partial effect of Perceived Quality on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.100 for every unit increase in Perceived Quality and this coefficient value is significant at 1% level. The coefficient of X_2 is 0.130 represents the partial effect of Brand Awareness on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.130 for every unit increase in Brand Awareness and this coefficient value is significant at 1% level. The coefficient of X_3 is 0.271 represents the partial effect of Brand Association on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.271 for every unit increase in Brand Association and this coefficient value is significant at 1% level. The coefficient of X_4 is 0.248 represents the partial effect of Brand Loyalty on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity

score would increase by 0.248 for every unit increase in Brand Loyalty and this coefficient value is significant at 1% level.

Based on standardized coefficient, Brand Loyalty (0.507) and Brand Association (0.436) is the most important factors to extract Overall Brand Equity followed by Brand Awareness (0.247) and Perceived Quality (0.196).

Impact of Various Dimensions of Brand Equity on Overall Brand Equity

In this study, the dependent variable is Overall Brand Equity, Independent variables are Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty is discussed as follows:

- Dependent Variable – Overall Brand Equity (y)
- Independent Variables
    i. Perceived Quality (X_1)
    ii. Brand Awareness (X_2)
    iii. Brand Association (X_3)
    iv. Brand Loyalty (X_4)
- Multiple R value: 0.851
- R Square value: 0.725
- Adjusted R square value: 0.722
- F value: 290.931
- P value: 0.000

Table 2: Regression Analysis for online Brand of Big Bazaar

Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.725	.722	.128
a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.021	4	4.755	290.931	.000[b]
	Residual	7.225	442	.016		
	Total	26.246	446			
a. Dependent Variable: Overall Brand Equity						
b. Predictors: (Constant), Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.537	.079		19.404	.000**
	Perceived Quality	.083	.010	.216	7.983	.000**
	Brand Awareness	.117	.011	.292	11.088	.000**
	Brand Association	.224	.013	.456	16.946	.000**
	Brand Loyalty	.191	.010	.505	18.523	.000**
a. Dependent Variable: Overall Brand Equity						

** Denotes significant at 1% level.

The multiple correlation coefficient is 0.851 measures the degree of relationship between the actual values and the predicted values of the Overall Brand Equity. Because the predicted values are obtained as a linear combination of Perceived Quality (X_1), Brand Awareness (X_2), Brand Association (X_3) and Brand Loyalty (X_4) the coefficient value of 0.851 indicates that the relationship between Overall Brand Equity and the four independent variables is quite strong and positive.

The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the

fitted sample regression equation. Thus, the value of **R square is** 0.725 simply means that about 72.5**%** of the variation in Overall Brand Equity is explained by the estimated SRP that uses Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty as the independent variables and R square value is significant at 1 % level.

The multiple regression equation is

$$Y = 1.537 + 0.083 X_1 + 0.117 X_2 + 0.224 X_3 + 0.191 X_4$$

Here the coefficient of X_1 is 0.083 represents the partial effect of Perceived Quality on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.083 for every unit increase in Perceived Quality and this coefficient value is significant at 1% level. The coefficient of X_2 is 0.117 represents the partial effect of Brand Awareness on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.117 for every unit increase in Brand Awareness and this coefficient value is significant at 1% level. The coefficient of X_3 is 0.224 represents the partial effect of Brand Association on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.224 for every unit increase in Brand Association and this coefficient value is significant at 1% level. The coefficient of X_4 is 0.191 represents the partial effect of Brand Loyalty on Overall Brand Equity, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Overall Brand Equity score would increase by 0.191 for every unit increase in Brand Loyalty and this coefficient value is significant at 1% level.

Based on standardized coefficient, Brand Loyalty (0.505) and Brand Association (0.456) is the most important factors to extract Overall Brand Equity followed by Brand Awareness (0.292) and Perceived Quality (0.216).

All the factors that result into higher or lower brand equity were positively related to brand equity. The relationship was found to be significant for all the factors for both brands. Of all the factors, brand association and brand loyalty had the highest impact on brand equity. Further, brand association and brand loyalty was observed as highly favorable for both the brands, even though slightly better for Brand of Big Bazaar.

Managerial Implications

Enhancing customer-based brand equity (CBBE) for online retailing involves optimizing customer perceptions and experiences across several key components: brand awareness, brand associations, perceived quality, and brand loyalty. Effective strategies include improving user experience through easy navigation and fast loading times, leveraging customer reviews to build credibility, and utilizing data analytics for personalized recommendations. Strong brand messaging and consistent branding help create emotional connections, while engaging in community activities and social responsibility initiatives fosters customer loyalty. Implementing responsive website design, robust customer service, and clear shipping and return policies further enhances trust. Overall, by focusing on these targeted strategies, online retailers can significantly strengthen their brand equity and encourage repeat purchases.

Limitations and Scope for Future Research

The study was based on data collected from Madurai district. The scope can be expanded to include other districts as well. The researcher considered only two brands. With proper resources and time, the study could be extended to cover more brands.

Conclusion

This research underscores the vital importance of brand equity drivers in online retailing, employing the Customer Based Brand Equity (CBBE) framework as its foundational perspective. The analysis identifies key factors—brand awareness, brand associations, perceived quality, and brand loyalty—that significantly affect consumer perceptions and behaviors in the digital marketplace. By grasping these drivers, online retailers can strategically enhance their brand equity, fostering greater customer engagement and gaining a competitive edge. The findings not only enrich academic literature but also provide actionable insights for marketers seeking to bolster their brand presence in a crowded online space. Future research could build on these results by examining other industries or integrating emerging digital trends. Ultimately, this study empirically tests the various

dimensions of Brand Equity within the CBBE framework for selected online retailing companies in the Madurai District, concluding that there is a strong and positive relationship between overall brand equity and the four independent variables. All factors influencing brand equity were found to have a positive and statistically significant relationship with brand equity for both the online retail brands, Trends and Big Bazaar. Among these, brand association and brand loyalty emerged as the most impactful factors on brand equity. Moreover, brand association and brand loyalty levels were notably favorable for both brands, with *Big Bazaar* showing a slight advantage in these areas.

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