

Consumer-Based Brand Equity (CBBE) in the Fashion Retail Industry, Turkey



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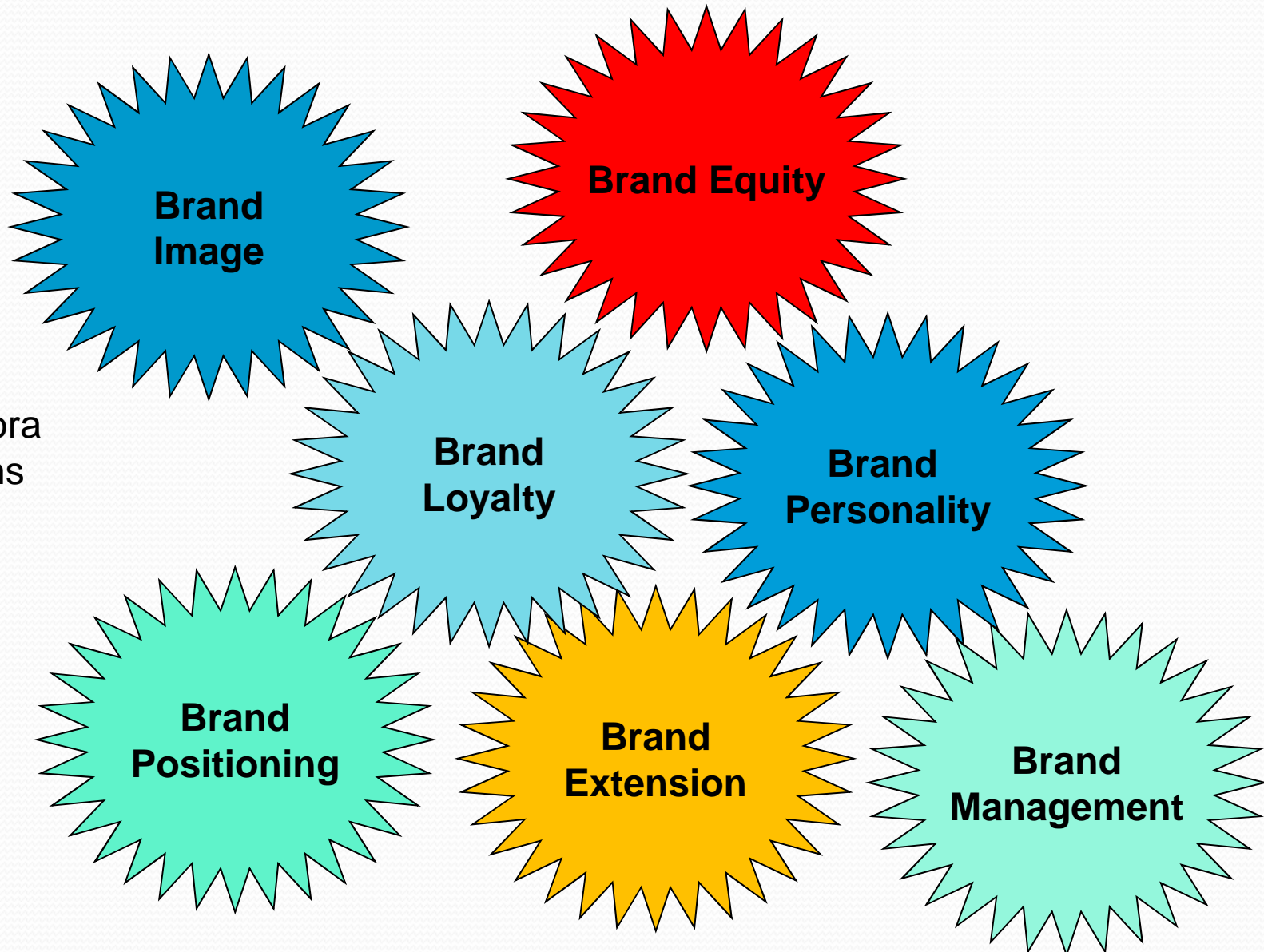
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Are You Confused About Branding?

A plethora
of terms



Consumer-Based Brand Equity

- Brand equity is defined as “the set of *assets* linked to a brand name and symbol that adds to the *customer value* provided by a firm’s product or service”.

Aaker (1991)



Theoretical Background

- Along with the numerous studies putting forth the importance of CBBE for the success of firms, the interest in this subject has increased.
- Recent studies on CBBE have investigated the structure and factors of CBBE for both goods oriented brands (Gil et al., 2007; Jung and Sung, 2008; Yoo and Donthu, 2001; Punj and Hillyer, 2004), and service oriented brands (Boo et al., 2009; Konecnik and Gartner, 2007; Nam, Ekinci and Whyatt, 2011; Kim et al., 2003; Pike et al., 2010).

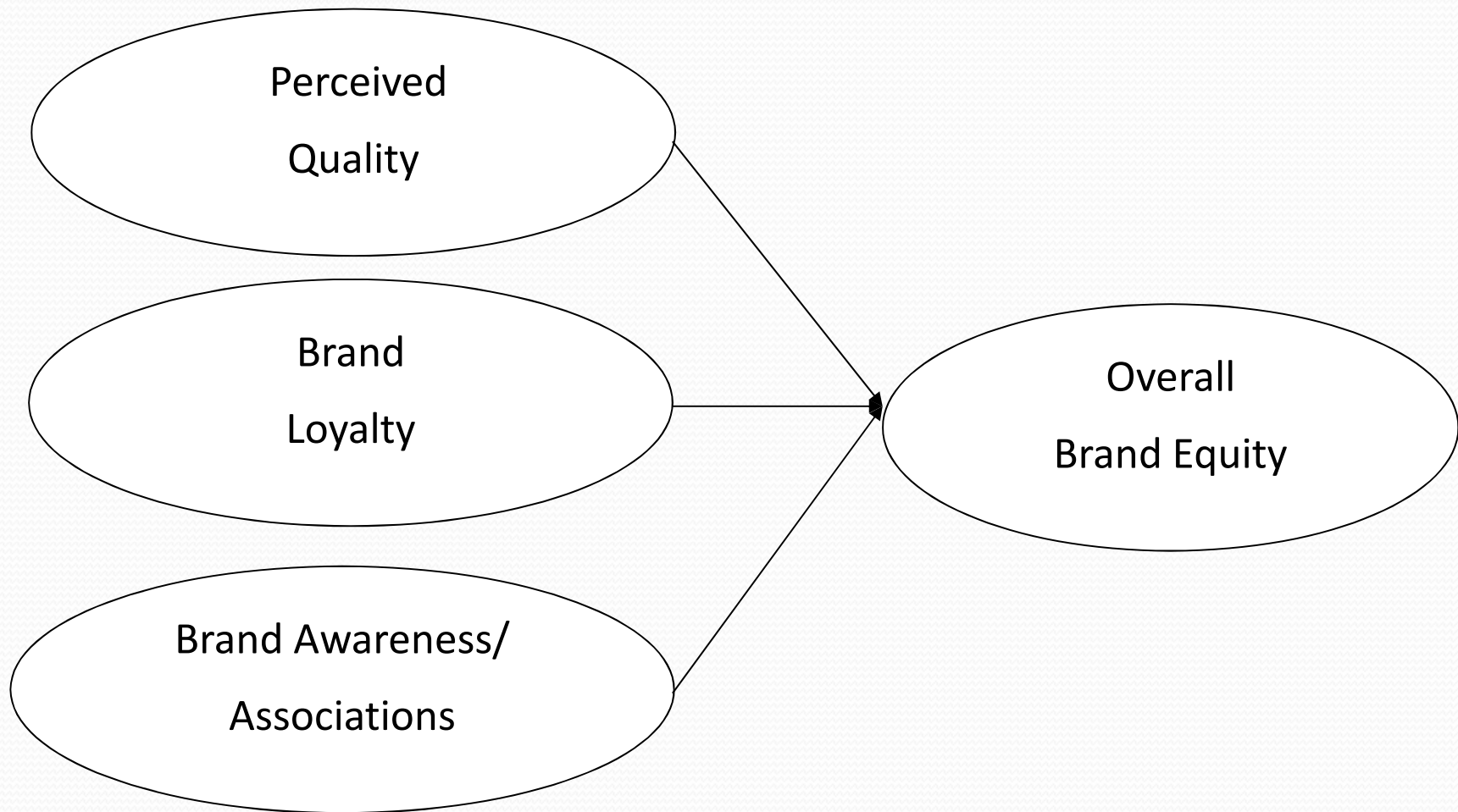
Aaker (1991) and Keller's (1993) CBBE Model Dimensions

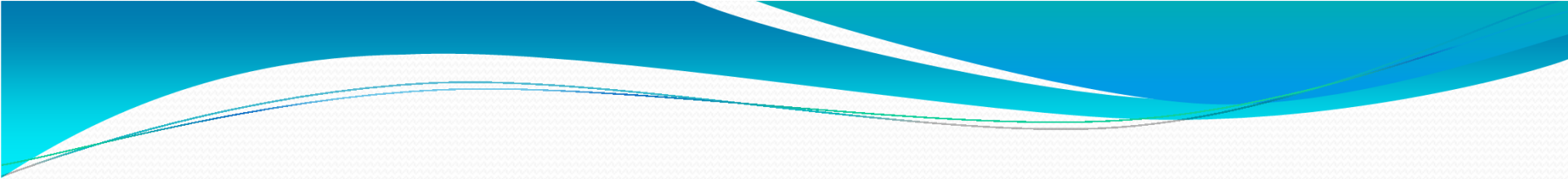
- *Brand associations* are the knowledge stored on consumer mind, formed over time and including everything related to the brand (Aaker, 1991).
- *Perceived quality* is described as “the consumer’s judgment about a product’s overall excellence or superiority” (Zeithaml, 1988). It is the expected functional use of a particular product.

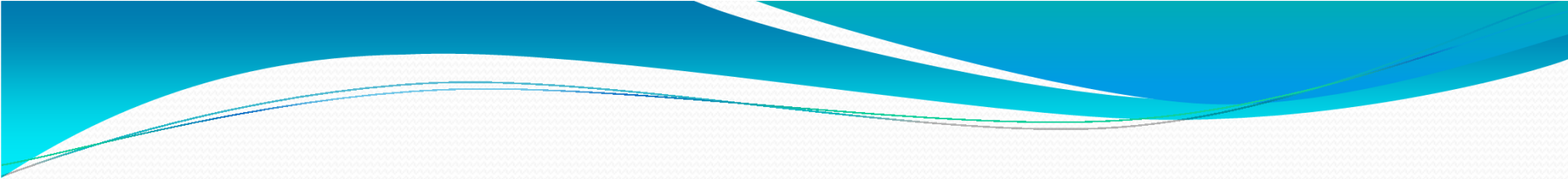
Aaker (1991) and Keller's (1993) CBBE Dimensions

- *Brand awareness* is the first step to brand equity and indicates the power of existing brand in the minds of consumers (Pappu et al., 2005).
- *Brand loyalty* is “the consumer’s attachment to brands” (Aaker, 1991).

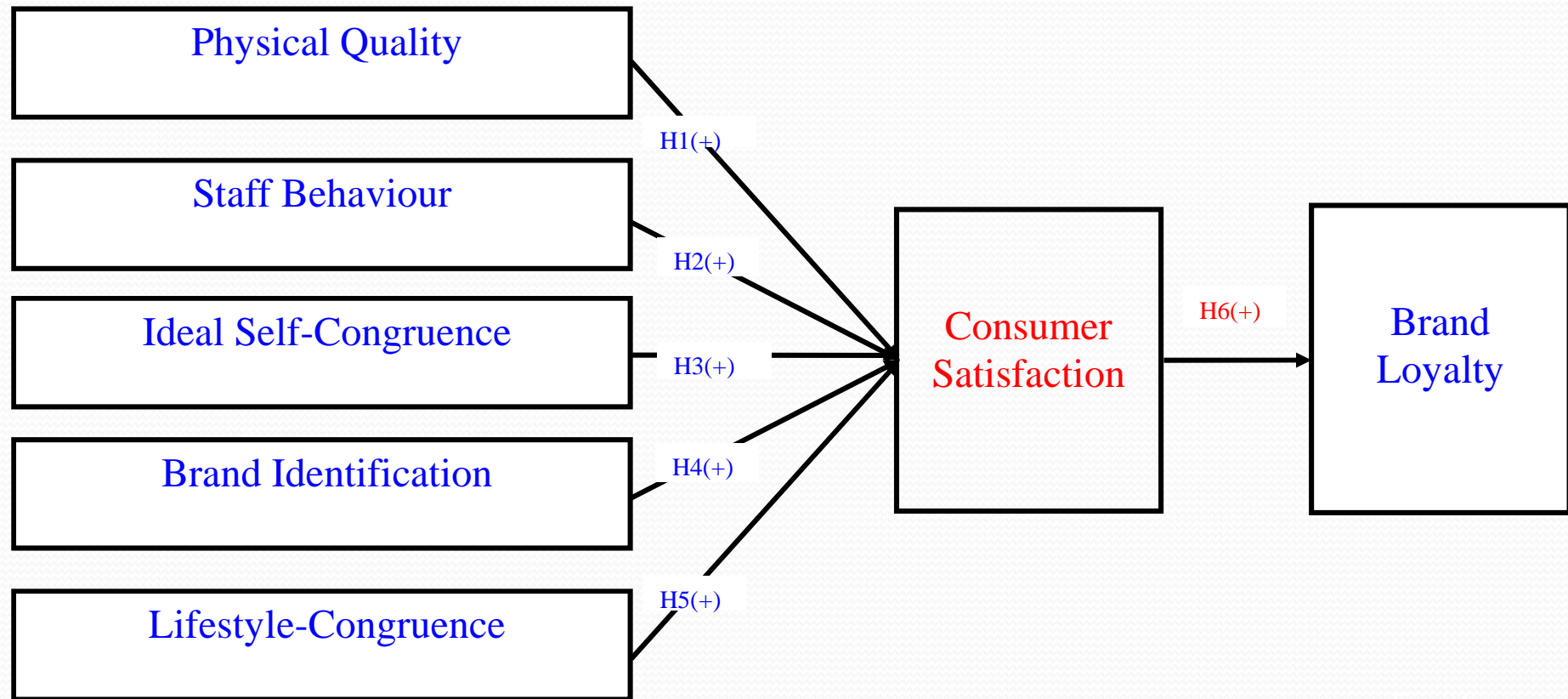
Yoo and Dontho's (2001) CBBE Model



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- However, two studies (Washburn and Plan, 2002; Washburn et al., 2005) tested the Yoo and Donthu (1997, 2001) CBBE scale and concluded that although it suffices for the early stages of CBBE measurement, a **new scale needs to be developed** for later stages.
 - Despite the reliable scores of the three-factor CBBE model by Yoo and Donthu (1997, 2001), the brand associations/awareness structures were not differentiated clearly (e.g. brand associations and brand awareness).

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- Nam, et al.'s (2011) study adopts Aaker's (1991) and Keller's (1993) CBBE dimensions for service-dominant brands. The authors found that brand equity is a comprehensive concept and includes brand image and brand familiarity; while brand loyalty is perceived as a behavioural structure associated with repeat purchase intention.
 - Further, brand equity is considered to be a favourable disposition that does not necessarily result in buying behaviour and thus brand loyalty is a separate dimension from brand equity. In a similar vein, perceived quality - one of the dimensions of Aaker's (1991) CBBE model - is found to be inadequate for services, where physical quality and staff behaviour dimensions need to be included in the model.

Consumer-Based Brand Equity (CBBE) for Service Brands



Source: Nam, Ekinci & Whyatt (2011)



Research Objectives

The objectives of this study are to:

- assess external validity of Nam et al.'s (2011) CBBE model in different culture (Turkey) and new service context (fashion retailing).
- compare validity of Nam et al.'s (2011) CBBE model with the brand equity model introduced by Yoo and Donthu (2001).
- expand the Nam et al.'s (2011) model by introducing “brand awareness”.



Research Methodology

- Data were collected via online surveys.
- The survey was conducted in Turkey.
- Brands were selected from the fashion retail industry.
- The sample size for this study was set to 350, and 285 valid responses were obtained.
- Respondents' age were between 18-65. 44% males, 56% females.
- The data were analyzed by exploratory and confirmatory factor analyses (SEM) using SPSS 19 and LISREL 8.7 .

Brands Involved in Testing of CBBE Models

JEANS
mavi

 DeFacto

MANGO

Bershka

ZARA

LCW
LC WAIKIKI

LTB 

KOTON

COLIN'S
jeanswear

Findings

Reliability of the Two CBBE Models

Models	Factors	Cronbach Alpha
Nam et. al.'s (2011) Model	Service Quality: Physical Quality	0.88
	Service Quality: Staff Behaviour	0.84
	Ideal Self-Congruence	0.93
	Brand Identification	0.82
	Lifestyle-Congruence	0.94
	Consumer Satisfaction	0.90
	Brand Loyalty	0.71
Yoo and Donthu's (2001) Model	Brand Awareness/ Brand Associations	0.86
	Perceived Quality	0.83
	Brand Loyalty	0.80
	Overall Brand Equity	0.90



Brand Awareness

- When thinking about purchasing fashion designer clothing, what shop brand first comes into your mind?
- Please refer back to the list which you have identified in Q1 and Q2. Out of all the branded fashion clothing shops that you mentioned, select one that you visited at least once in the last 12 months.
- How many times have you purchased a clothing item from this brand in the last 12 months?
- Would you say you know *everything* about this brand *inside out*?



Conclusions, Managerial Implications & Limitations

Contribution of the Study

- Assessing validity and reliability of the CBBE models in the fashion retail industry.
- Confirming external validity of Nam et al.'s (2011) CBBE model in the fashion retail industry.
- Extending Nam's et al.'s model with “brand awareness”; the model is reliable and valid.
- Introducing a new CBBE measurement scale for the fashion retail industry.



Thanks!

Questions & Comments Welcomed