

**THE EFFECT OF SALES PROMOTION ON
CONSUMER BASED BRAND EQUITY**

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under
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by

SIBY ZACHARIAS

Under the guidance of

Prof. (Dr.) JAMES MANALEL

**SCHOOL OF MANAGEMENT STUDIES
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY
COCHIN – 682 022**

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School of Management Studies
Cochin University of Science and Technology
Cochin - 682 022

Dr. James Manalel
Professor

Phone : Off : 0484 - 2575310
Res : 0484 - 2342851
Mob : 9847 934285

Certificate

This is to certify that the theses entitled “**The Effect of Sales Promotion on Consumer Based Brand Equity**” is a record of bonafide research work done by Mr. Siby Zacharias part-time research scholar, under my supervision and guidance.

The theses is the outcome of his original work and has not formed the basis for the award of any degree, diploma, associateship, fellowship or any other similar title and is worth submitting for the award of the degree of Doctor of Philosophy under the Faculty of Social Sciences of Cochin University of Science and Technology.

Prof. (Dr.) James Manalel
(Research Guide)

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I hereby declare that this thesis entitled “**The Effect of Sales Promotion on Consumer Based Brand Equity**” is a record of the bona-fide research work done by me and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or any other title of recognition.

Siby Zacharias

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Chapter 1

INTRODUCTION

Sales Promotion has become a vital tool for marketing and its importance is increasing significantly over the years. In India, according to a report in 2003, Sales Promotion expenditure by various marketing companies was estimated to be Rs. 570,000 million and the emphasis on Sales Promotion activities by Indian Industry had increased by 500 to 600 percent during the previous 3 to 5 years (Mohanty, 2003). It is widely believed that India's burgeoning middle class estimated to be around 300 million people tends to delay or advance purchases to coincide with festival seasons like Dasara, Diwali, Onam, etc to avail anticipated Sales Promotion offers. In the year 2004 alone, there were as many as 2,050 promotional schemes offered in the huge Rs.800,000 million Convenience Products Industry (Dang, Koshy and Sharma, 2005). In 2007, Sales Promotion Advertisement showed a growth of 8 percent compared to 2006 (Ad Ex India, 2007). On an average, budget for Sales Promotion for consumer products is growing steadily at the rate of 8 to 10 percent from 2005 onwards (Assocham, 2009).

Sales Promotion is indeed an essential component of marketing mix. According to McCarthy (1960) and Borden (1964), marketing mix consists of four 'P's namely Product, Price, Place and Promotion. The Promotion itself is conceptualised as promotion mix consisting of elements like Advertisements, Direct Marketing, Publicity or Public Relations, Personal Selling and Sales Promotion (Kotler, 2003)

Consumer Sales Promotion has become an integral part of the promotion mix for many consumer product companies throughout the world (Blattberg and Neslin, 1990; Huff and Alden, 1998). In the United States, Sales Promotions have been found to account for 65 percent to 75 percent of the promotional budgets of several packaged goods companies (Blattberg and Neslin, 1990). Further, Consumer Promotions in that country accounted for approximately 25 percent of the \$150-160 billion spent every year by packaged goods manufacturers on total promotion (Cox Direct, 1997). About 20-35 percent of all consumer purchases in US are seen to be tied to some kind of Sales Promotion (PMA, 2004).

According to a survey published in “The Economist” India and China, which are seen as lucrative markets for consumer goods, are tipped to be the future growth engines for multinationals across the world (Long, 2004). In India, Sales Promotion expenditure by various marketing companies was estimated to be Rs. 50000 million (US \$1.1 billion) and is found to be growing rapidly every year (Mohanty, 2003).

Given the growing importance of Sales Promotion, there has been considerable interest in the effect of Sales Promotion on different dimensions such as consumer’s prime perceptions, brand choice, brand switching behaviour, evaluation of Brand Equity, effect on brand perception etc. One of the purposes of Consumer Promotion is to elicit a direct impact on the purchase behaviour of the firm’s customers (Blattberg and Neslin, 1990; Kotler, 1998) Research evidence suggests that Sales Promotion positively affects short-term sales (Priya, 2004). Research on Price Promotion has consistently reported high sales effect and high price elasticity for brands which are on promotion (Blattberg, Briesch and Fox, 1995). Price Promotion produces proactive price discrimination, charging different prices to different

consumers that vary with price sensitivity (Narasimhan, 1984). Studies have shown that price promotion enhances brand substitution within a product category (Dodson, Tybout and Sternthal, 1978; Van, Gupta and Wittink, 2003). It has also been shown that Sales Promotion affects aggregate sales in all classes of products (Gupta, 1998). The purchase acceleration and significant increase of stock piling is the end result of Sales Promotion (Blattberg, Eppen and Lieberman, 1981; Neslin, Herderson and Quelch, 1985). Researchers are of the view that Sales Promotions convey brand information by stimulating trial use (Fomell and Robinson, 1985; Levedahl, 1988). The Sales Promotion, as a part of marketing communication, also has an effect at a cognitive and emotional level, and provides the consumer with multiple Hedonic (Specialty) and Utilisation benefits (Chandon, Wansink and Laurent, 1999).

Today, we live in a branded world and our product decisions are influenced by brand values. Brand name has been around for centuries as a means to distinguish one producer from another. In the present day world, brand not only represents the symbol of the company or a product but to a large extent it is a statement of one's personality. The American Marketing Association (2004) defines a brand "as a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition". These differences may be functional, rational or tangible-related to the performance of the brand. It may also be more symbolic, emotional or intangible – related to what the brand represents.

Brands vary in the amount of power and value they have in the market place. A powerful brand has high Brand Equity. Farquhar (1989) defines Brand Equity as the "added value" with which a given brand endows a product. Rangaswamy, Blurke and Oliva (1993) looked at Brand Equity as

favourable impressions, attitudinal dispositions and behavioural predilections of consumers to the respective brands. Aaker, 1991 considers Brand Equity as a composite construct consisting of Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations and other proprietary assets. According to Aaker (1991), Brand Equity creates value for both the customers and the firm and value for the customer enhances value for the firm. Aaker's conceptualisation of Brand Equity provides a useful platform from which brands can be practically managed. Brand Equity, according to him is a combination of assets and liabilities associated to a brand that enhances or depreciates the value of the brand. Companies can leverage the equity of an established brand to enter other categories of products successfully and profitably. If the brand value of the product is considerably high, the company can launch other products under the same brand to gain advantage from the Brand Equity of the existing products.

Researchers relate Brand Equity to good image and resultant consumer loyalty (Shocker and Weitz, 1988). Some others have described it simply as the incremental utility of a brand (Kamakura and Russel, 1993). Research on Brand Equity shows that it is the difference between overall brand preference and multi-attribute preference based on objectively measured attribute levels (Park and Srinivasan, 1994). Brand Equity is also defined as the difference between overall quality and choice intention (Agarwal and Rao, 1996). It is also conceptualised as the totality of the utility derived from the brand (Swait, Louviere and Dubelar, 1993). Simon and Sullivan (1990) defined Brand Equity in terms of the incremental discounted future cash flows that would result from a product having its brand name in comparison with the proceeds that would accrue if the same product did not have that brand name.

Various studies have shown that if a brand has strong equity with consumers, then it commands premium over other brands with less equity

(Firth, 1993), is likely to have high market share (Park and Srinivasan, 1994), will be more elastic to advertising and promotion (Keller, 1998), is easier to achieve greater market penetration (Robertson, 1993) and will result in more efficient product line extension (Aaker and Keller, 1992).

In 1993, Kevin Keller coined a term called Consumer Based Brand Equity to define Brand Equity from customer's and consumer's perspective. The Consumer Based Brand Equity (CBBE) is defined as the "differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993). Brand Knowledge is defined in terms of Brand Awareness and Brand Image. A Brand develops a strong equity with customers when the customers are familiar with the brand and have favourable, strong and unique Brand Association in their memory. Keller argued that a brand is said to have positive or negative brand equity when consumers react more or less favourably to an element of marketing mix for the brand than they do to the same marketing mix elements when it is attributed to an unbranded product. He also viewed that a brand is said to have Brand Equity, when customer is familiar with the brand and holds some favourable, strong and unique Brand Association in memory (Keller, 1993).

There are many studies that suggest that Sales Promotion affects brand perceptions adversely. Researchers have found that Sales Promotions have a negative effect on Brand Equity as it affects brand perceptions (Mela, Gupta and Lehman, 1997), and hence Schultz (2004) argued that over dependence on promotions can erode consumer's price-value equation. The results of a study by Jeddi, Mela, and Gupta, (1999) showed that, in the long term, advertising has a positive effect on Brand Equity whereas price promotion has a negative effect. Similarly, Yoo, Donthu and Lee (2000) suggested that frequent price promotions, such as price deals are related to low Brand Equity, whereas high

advertising spending, high price, good store image and high distribution intensity are related to high Brand Equity. Yoo and Donthu (2001) argued that too frequent Sales Promotions may convey a low-quality image. There is also a managerial belief that if a brand is supported with frequent promotional offers, the equity of the brand tends to get diluted. On the other hand, there have also been studies that indicate that brands benefit from promotions. Amongst the elements of marketing mix, Sales Promotion has a long term influence on Brand Equity (Yoo, Donthu and Lee, 2000). Vidal and Elena (2005), based on a sample of 167 women respondents who were assigned to the utilitarian and hedonic product conditions in a simulated environment, suggested that monetary and non-monetary promotions are useful to create Brand Equity because of their positive effect on Brand Knowledge structures.

Though there are a lot of studies which deal with the impact of Sales Promotions on market and industry and also on Brand Equity, there are few studies that deal with effects of Sales Promotion on Brand Equity and especially on Consumer Based Brand Equity. Besides, most of the studies mentioned above are on other markets of the world. The issue of effect of Sales Promotion on Brand Equity especially on Consumer Based Brand Equity has not been examined in the Indian context. The influence of elements in promotion mix especially Sales Promotion, on different categories of brands on the purchase behaviour of consumers of India's 1.20 billion population, having different cultures, social status, economic class and living in various geographical regions needs further study.

The conceptualisation of Consumer Based Brand Equity (CBBE) by Aaker (1991) and Keller (1993) enabled researchers to measure Consumer Based Brand Equity by various methods. An extensive study by Netemeyer and Krishnan to validate the Consumer Based Brand Equity confirmed that the

perceived quality, uniqueness and willingness to pay a price premium determine the Brand Equity (Netemeyer and Krishnan, 2004). According to Aaker (1991), Brand Equity is created over the years with the patronage of customers and it is the customers who create and own Brand Equity. While Aaker, 1991 used price preview method, Rangaswamy, Blurke and Oliva, 1999 employed conjoint analysis, and Park and Srinivasan, 1994 used a multi-attribute approach to measure Brand Equity. Agarwal and Rao, 1996, on the other hand, employed a collection of consumer based measures and Kamakura and Russel, 1993 selected a scanner data-based measure to do the same. The financial methods like future earnings method (Aaker, 1991), incremental cash flow method (Simon and Sullivan, 1993), equalisation price method (Swait, Louviere and Dubelar, 1993) and momentum accounting-based value (Farquhar, 1989) have also been used to measure Brand Equity.

Cobb–Walgren et al. (1995) used a pioneering research method to measure Consumer Based Brand Equity concept of Aaker (1991) and Keller (1993). The researchers treated Consumer Based Brand Equity as a set of four dimensions, namely, Brand Awareness, Brand Associations, Brand Loyalty and Perceived Quality. Sinha and Pappu (1998) and Sinha, Leszczyc and Pappu (2000) measured Consumer Based Brand Equity using Bayesian methods. Yoo, Donthu and Lee (2000) treated Consumer Based Brand Equity as a three dimensional construct, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty.

Yoo and Donthu (2001) were the first to develop a multi dimensional scale for measuring Consumer Based Brand Equity and report its psychometric property. The dimensions included in the scale were Brand Awareness and Brand Associations, Perceived Quality and Brand Loyalty, named as MBE (Multi dimensional Brand Equity). For the convergent validity check of MBE,

Yoo and Donthu (2001) developed a four-item uni-dimensional measure of Brand Equity called Overall Brand Equity (OBE). They developed the Brand Equity measure following an etic approach in which a universal measurement structure across cultures using multiple cultures was employed simultaneously rather than an emic approach, in which a scale is first developed in one culture, and then validated or replicated in other cultures. Yoo and Donthu (2001) developed the Consumer Based Brand Equity Scale which was later validated by Washburn and Plank (2002).

The researcher proposes to use the Yoo and Donthu (2001) developed Consumer Based Brand Equity Scale to study the effect of Sales Promotion on Consumer Based Brand Equity. The study was undertaken to find out the effect of Sales Promotions on Consumer Based Brand Equity. The Researcher has used two types of Sales Promotions, namely, Price and Premium Promotions based on the classification of Sales Promotion by Blattberg and Neslin (1990) to study their impact on Consumer Based Brand Equity. The Product categories under study are Convenience, Shopping and Specialty Products and the Product classes chosen under Product Categories are Tooth Paste, Colour T.V and Athletic Shoes. The brands for discussion under each Product class are – Convenience Products (Tooth Paste): Anchor, Closeup, Colgate and Dabur; Shopping Products (Colour TV): LG, Onida, Samsung and Sony and Specialty Products (Athletic Shoes): Action, Adidas, Nike and Reebok.

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Chapter 2

REVIEW OF LITERATURE

C o n t e n t s	Part I
	2.1 Sales Promotion and Approaches to Sales Promotion
	Part II
	2.2 Brands and Evolution of Brands
	Part III
	2.3 Brand Equity and Consumer Based Brand Equity
	Part IV
	2.4 Sources of Consumer Based Brand Equity

This chapter is divided into four parts. Part I is an attempt to define what is Sales Promotion, how it has been classified by different authors and what are the different streams of Sales Promotion from the perspective of market demand, and consumer's perception, and how consumers respond to different promotions. Part II tries to explain the origin of Brands, define the term Brand, and to trace the evolution of Brand concepts and images. Part III tries to give different definitions and approaches to Brand Equity and Consumer Based Brand Equity as envisaged by various authors. It also discusses the different approaches to measure Brand Equity and Consumer Based Brand Equity. Part IV explains the sources of Consumer Based Brand Equity, namely, Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty.

Part I

Sales Promotion is defined as a diverse collection of incentive tools, mostly short term designed to stimulate quicker and/or greater purchase of particular products/services by consumers (Kotler, 1988). Paley (1989; 1996) regarded Sales Promotion as activities intended to motivate salespeople, retailers, and end consumers to match corporate plan through temporary incentives. Shimp (1993) suggested that Sales Promotion was an incentive which induced distributors and consumers to purchase products, or motivated salespersons to actively increase Sales Promotion. O'Guinn, Allen and Semenik (2000) defined Sales Promotion as the utilisation of incentive techniques in creating a concept of greater brand values among consumers and distributors. The main purpose of consumer promotion is to have a direct impact on the purchase behaviour of the firm's customers (Kotler, 1988; Blattberg and Neslin, 1990). Consumer promotions are aimed at creating a 'pull' for end customers as opposed to trade and retail promotion that are aimed at creating a 'push' through channel members.

2.1 Sales Promotion and Approaches to Sales Promotion

2.1.1 Categories of Sales Promotion.

Several researchers have grouped the characteristics of Sales Promotion tools into different categories. Based on timing and incentive types, Quelch (1989) and Shimp (1990) grouped Sales Promotion into two categories: instant and postponed Sales Promotions. Both the types Sales Promotions primarily focus on lowering prices and adding value to the consumers. Instant Sales Promotion tools include discounts, premiums, and bonus while postponed Sales Promotion tools include coupons in packs, sweepstakes and rebates.

Based on the characteristics of Sales Promotion incentives, Dommermuth (1989) proposed two kinds of Sales Promotion: one was Sales Promotion from economic incentives like discounts, coupons, and rebates; another was Sales Promotion from Psychological incentives like premium and sweepstakes.

Campbell and Diamond (1992) classified different promotions as monetary and nonmonetary Sales Promotions on the basis of the concept that Sales Promotion incentives affected reference price. According to them, the incentives involving monetary Sales Promotion, e.g., discounts, or rebates, influence reference price, while the incentive involving nonmonetary Sales Promotion, e.g., premium or trial offer, was regarded as an extra benefit and was not able to influence reference price.

Blattberg and Neslin (1990) and Mela, Gupta, and Lehman (1997), categorised Sales Promotion as price based and non-priced (Premium) promotion. According to them, price based promotions are defined as promotions such as coupons, cents off, refunds and rebates that temporarily reduce the cost of goods or services and non-price based promotions are defined as promotions such as give always and contents in which value is added to the product. The most commonly used promotions as classified by Blattberg and Neslin, (1990) is given below:

Table 2.1 Classification of Sales promotion on Price based Vs Non-Price based

Price based Promotion		Non-Price based Promotion	
Promotion	Definition	Promotion	Definition
Price-off	Offers a discount on the regular price of the purchase	Extra product	Offers an increased quantity of the product/service without an increase in normal price
Coupon	Provides a certificate entitling the bearer to a saving on the purchase	Premium	Offers a free gift in addition to the main purchase
Rebates	Offers cash back from the manufacturer on a purchase	Contest	Provides a chance to win a large prize through skill (demonstrated by answering a question or writing a brand slogan)
		Sweep-stake	Provides a chance to win a large prize based on chance (through a lucky draw or a scratch card)

Source: Blattberg, R., and Scott, A., Neslin. (1990). *Sales Promotion: Concepts, Methods, and Strategies*, Englewood Cliffs, NJ: Prentice Hall, p. 95.

O'Guinn et al. (2000) listed several tools for consumer-market Sales Promotion, which included price-off deals, contests and sweepstakes, sampling and trial offers, event sponsorships, rebates and premium promotion. Engle, Blackwell and Miniard (2001) proposed three main Sales Promotion tools motivating purchases on new products which included sampling brand trial offers, coupons, as well as rebates while primary Sales Promotion tools driving consumption purchase on existing product included price-offs, premiums and contests.

Kotler (2003) displayed thirteen Sales Promotion tools which included samples, coupons, rebates, price packs, premiums, frequency programs, prizes, patronage awards, free trials, product warranties, tie-in promotion, cross-promotion, point-of-purchase displays and demonstrations. Schultz, Robinson, and Petrison (1998) introduced ten basic Sales Promotion techniques and they were: coupon, bonus pack, specialty containers, refund, sweepstakes/contest, sampling, price discount, free gifts, trade promotion and cause-related promotion. The relationship between different types of consumers and derived results through Sales Promotion as put forward by Schultz, Robinson, and Petrison (1998) is given below:

Table 2.2 Types of Consumers and Derived Results through Sales Promotion

Type	Description	Derived Results
Current Loyal	People who buy the right Product most or all the time	Reinforce behavior, increase consumption, change purchase timing
Competitive loyal	Buy a competitor's product most/all time	Break loyalty, persuade to switch to promoter brand
Switchers	People who buy variety of products in the category	Persuade to buy the 'right' brand more often
Price Buyers	Buy the least expensive brand	Supply added value that make price less important

Source: Schultz, Don. E., William, Robinson, A., Lisa, Petrison, (1998). *Sales Promotion essentials: the 10 basic sales promotion techniques-and how to use them*, The McGraw-Hill, 3rd Edition, New York, p. 20.

Literature review on Sales Promotion revealed that there are several streams of research on promotion. One stream of research focuses on the empirical estimation of promotion effects in terms of range of outcomes such as sales, market share, purchase acceleration, brand switching, and stock piling

(Shoemaker and Shoaf, 1977; Guadagni and Little, 1983; Neslin, Hendersen and Quelch, 1985; Kamakura and Russel, 1989; Diamond and Johnson, 1990; Raju, 1992; Chandon, 1995; Grewal and Marmorstein, 1996; Smith and Sinha, 2000). Another stream of research examines the impact of price promotions on psychological variables such as consumer's reference price, purchase attitude, perception, mental accounting and brand equity of the promoted product (Sawyer and Dickson, 1984; Shimp and Kavas, 1984; Foxman, Patriya and Wong 1988; Diamond and Campbell, 1989; Dickson and Sawyer, 1990; Inman and McAlister, 1992; Arkes, Joyner and Cynthia 1994; Ehrenberg, Hammond and Goodhardt, 1994; Huff and Alden, 1998). Yet another stream of research compares consumer's response to promotion to price based versus non priced promotions (Webster, 1965; Campbell and Diamond, 1990; Ward and Hill, 1991; Blattberg, Briesch and Fox, 1995; Bawa, Srinivasan and Srivastava, 1997; Dhar and Jagmohan, 1998; Huff and Alden, 1998; Chandon, Wansink and Laurant, 2000).

2.1.2 Sales Promotion on Aggregate Market Outcomes

According to Blattberg and Neslin (1990), Sales Promotion can provide perceptions in monetary savings by lowering the unit price of the promoted product, offering more of the same product for free or providing refunds or rebates on subsequent purchases of the same or other products. Both the size of the price reduction and deviation from the reference price can create perception of monetary savings and can reduce the pain of paying.

Blattberg, Bruish and Fox, (1995) consistently reported high sales effect and high price "elasticity" of brands, which are on promotion. The economic rationale for the promotional response is clear; temporary price cuts increase the value of the product to the consumer and require immediate action.

Dodson, Tybout, and Sternthal, (1978), studied the panel data of 459 families on the purchase of two product categories, margarine and flour and showed that price promotions enhance brand substitution within a product category.

Gupta (1988) decomposed the sales 'bump' during the promotional period into sales due to brand switching, purchase time acceleration and stockpiling. The study examined the impact of promotions on consumer decisions of when, what, and how much to buy. The analysis of purchase of coffee during sales promotions indicated that more than 84 percent of sales increased due to promotion from brand switching, 14 percent from purchase time acceleration and less than 2 percent from stock piling.

In Neslin and Shoemaker's (1989) study on 2000 family's purchase of product category coffee revealed that after promotion, the personal repurchase ratio remained unchanged while the overall repurchase was reduced by impact of Sales Promotion. This study inferred that the reduction of overall repurchase resulted from the fact that most of the subjects in this study were new brand buyers and brand switchers whose incentives for the purchase was Sales Promotion. Relatively, the repurchase ratio would decrease after the promotion period, which also brought about the decrease of overall repurchase.

Studies on brand switching have shown that brand switching effects within a category are seen to be asymmetric such that higher quality brands impact other brands disproportionately (Blattberg and Wisniewski, 1987; Krishnamurti and Raj, 1991; Walters, 1991; Grover and Srinivasan, 1992; Gourville, 1998; Gourville and Soman, 1998). According to them, during a promotion, higher quality brand induces a large number of consumers to

switch to them as compared to lower quality brands. They were of the view that large share brands have higher Brand Equity and attract switchers more than low share brands.

Ward and Davis (1978) provided evidence of purchase acceleration, where consumers buy more quantity of the product category or buy at an earlier time than usual. If the consumers buy extra quantity during a promotion or earlier than normal, they are not in the market to buy products once the promotion is over. The purchase acceleration is demonstrated through a lengthening of inter purchase times after promotion.

Blattberg, Eppen and Lieberman (1981) found evidence of purchase acceleration both through large quantities and shorter inter purchase times.

Using a referred model, Ward and Davis (1978) showed that purchase quantities of orange juice were large when coupons were used with the purchase.

Neslin, Henderson and Quelch (1985) found that purchase acceleration was more likely to be exhibited in increased purchase quantity than in shortened inter-purchase times. Results showed that consumers mostly made up for the large quantity purchased by waiting longer until purchasing again. Results indicated that heavy users tended to accelerate purchase more than light users and there is negligible difference in the acceleration propensities of high value low income groups.

Bell, Chiang and Padmanabhan (1999) reported gross category differences in primary demand effects of promotion. They found that categories such as bacon, salted snacks, soft drinks and yogurt exhibited primary demand expansions as a result of promotion while bathroom tissue, coffee, detergent and paper towel exhibited stock piling only.

Ailawadi and Neslin (1998) found that promotions induce consumers to buy more and consume faster based on product categories. They found that price promotion led consumers to buy Yogurt (more perishable) than Ketchup (less perishable).

With regards to substitution and complementary goods, Sales Promotions play a vital role. Moriarty (1985) and Walters and Mackenzie (1988), found only minor substitution and complementary effects of promotion, while Mulhern and Leone (1991), Walters (1991), and Mulhern and Padgett (1995) found that promotions increase sales in complementary categories. However, Van, Gupta and Wittink (2003) were of the opinion that 75 percent of the Sales Promotion bump was due to Brand Switching among the same product class.

Mulhern and Leone (1991) found strong cross relationship between products of the promoted product category indicating brand substitution behaviour. They found complementary effects of promotion in the form of negative cross price coefficients between price of a brand and the sales of a complementary brand. They stated that retail price promotions work as a form of implicit price bundling whereby the consumer surplus is transferred from the promoted item to the non promoted item. Walters and Mackenzie (1988) found that retail price promotions create significant complementary and substitution effects within the store.

Mulhern and Padgett (1995) examined the relationship between retail price promotions and regular price purchases based on analyses of individual purchases. They found a significant positive relationship between regular price purchases and promotion purchases. Shoppers visiting the store for the promotion spent more money on regular price merchandise than on promoted merchandise.

Nijs, Dekimpe, Steenkamp and Hanssens (2001) examined if price promotions increased short run and long run category demand. They studied the category demand effects of price promotion across 560 product categories over a four year period. They found that although the short-term effect of price promotion is strong, these promotions rarely exhibit long term effects. They noted that category demand was stationary either around a fixed mean or deterministic trend.

Pauwels, Hanssens and Siddharth (2002) examined the long-term effect of promotions on various components of brand sales, namely category incidence, brand choice and purchase quantity. They found that each sales component generally lacked a permanent effect and the effect of promotion was short lived.

Mela, Jeddi and Browman (1998) examined if the increase in promotions affected consumers stock piling decisions in the long run. They found that the combined short and long-term relationship of promotion was zero. The stock piling induced by a promotion was essentially offset by reduced demand in the long run. Thus increased sales according to them were more a result of sales borrowed from the future than increased consumption.

2.1.3 Consumer's Psychological Response to Promotion

Explanations of consumer's psychological response to Sales Promotion especially price promotion have been based on the concept of reference price (Montgomery, 1971; Thaler, 1985; Winer, 1986; Kumar and Leone, 1988; Lattin and Bucklin, 1989; Gurumurthy and Winer, 1995). Thaler (1985) through the concept of transaction utility stated that the total utility derived from a purchase comprised acquisition utility and transaction utility. Acquisition utility was the expected utility gained from acquiring the product (i.e. benefits of the product) compared to the cost of paying for it (i.e. the price

of the product). The transaction utility was the difference between the internal reference price and purchase price of the product. It is derived from the feeling of psychological pleasure of satisfaction experienced on receiving a good bargain or deal. Buyers are thought to experience satisfaction from the fact that they bought the product at a price less than the regular price.

Lichtenstein, Netemeyer and Burton (1990) examined the impact of coupons on consumer's perception of acquisition utility and transaction utility. They found that a coupon had greater impact on transaction utility than acquisition utility. This happened because the lower price offered by the coupon was contrasted against the internal reference price. Buyers compared the price at which they were getting the product to an internal reference price that led to the associated pleasure with the financial terms of the deal.

Grewal and Monroe (1988) examined the impact of price comparison advertising (where a high advertised comparison price is compared to a lower advertised selling price) on buyer's perception of acquisition utility, transaction utility and behavioural intention. They proposed that comparing a lower selling price to a higher advertised referred price (e.g. Was Rs. 200, Now Rs.150) would enhance buyer's psychological satisfaction or transaction utility obtained from the deal. The result indicated that comparing a lower selling price to a higher external referred price enhanced perceived transaction utility which in turn enhanced buyer's perception of acquisition utility and willingness to buy the promoted product.

Monroe (1979) had proposed a theory called Adaptation level theory or internal referred price theory which said that consumers carry with them an adoption level price or 'internal reference price' for a given product. The internal reference price represents the price a consumer expects to pay for a

product and is formed on the basis of past prices paid /observed either for the same product or similar products. The internal reference price is a standard against which market prices are compared and judged as high, low or medium.

Thaler (1985) developed the Mental Accounting Theory, which states that people practice a form of cognitive bookkeeping or ‘mental accounting’ to keep track of transactions. Mental accounting theory proposes that people set up mental accounts to evaluate costs (losses) and benefits (gains) related to particular transactions. Henderson and Peterson (1992) demonstrated that people tend to group and label different sources of income. Researchers have shown that people assign income, expenses and activities to specific mental accounts (Shefrin and Statman, 1987; Shefrin and Thaler, 1988; Heath and Soll, 1996) and depreciate the fixed costs of their expenses over time and/or uses (Heath and Fennema, 1996; Okada, 1998). Thaler and Johnson (1990) have found that individuals perceive unexpected monetary inflows such as Sales Promotion as ‘gains’ and have a higher marginal propensity of consumption as expected income.

Researchers have proposed that consumers respond to a price promotion based on the comparison between the internal reference price and the promotional price (Lattin and Buchlin, 1989; Kalwani and Yim, 1992). Frequent price promotion has lead consumers to lower the reference price for the promoted product. Consumers with lowered reference prices will be unwilling to pay the full price of a product once the promotion is over.

Winer (1986) investigated the nature of reference price effects on branded choice through a lower probability model whereby the probability of purchase for a brand was a function of the observed price and the difference between the observed price and reference price. He found that the model

predicted probability of purchase better than standard demand models that incorporated only brand prices.

Kalwani, Yim, Rinme and Sugita (1990) demonstrated that customer's brand choice and judgments were mediated through customer's price expectations for a brand. They showed that consumer price expectation was formed based on past prices of the brand, customer characteristics and situational factors.

Mayhew and Winer (1992) examined the realistic impact of internal reference price (price in memory) and external reference price (prices provided by stimuli) on consumer brand choice. They estimated choice models with variables representing the two types of reference prices and found that both types of variables had a significant impact on purchase probabilities.

Kalwani and Yim (1992) investigated the impact of brand price promotion frequency and depth of price difference on a brand's expected price and brand choice. They demonstrated that both price promotion frequency and depth of price discounts had a significant impact on price expectations.

Using Assimilation Contrast Theory, researchers have studied the impact of promotions on consumer purchase. The assimilation contract theory examines how external reference prices influence consumers' internal reference price and subsequent promotion evolutions. An external price may be introduced through a price advertisement or in-store communication that features both the lower promotional price and the higher regular price.

Blair and London (1979) found that promotional advertisements, which included the higher regular price along with the lower promotional price, produced larger perceptions of savings than advertisements that included only

the lower promotional price. The greater the percentage difference between the promotional price and the advertised regular price, the less believable was the external reference price.

Berkowitz and Walton (1980) conducted a study to assess the influence of advertised reference prices and store image on consumer perception of savings and willingness to buy. Results showed that the presence of advertised reference prices generated higher perception of savings, perceived worth and willingness to buy. Results of their study also showed a store quality interaction such that higher discount levels produced relatively less positive responses with the discount store.

Bearden, Lichtenstein and Teel (1994) showed that more positive attitude and greater intention to purchase was present for national brands as compared to private label and generic brands irrespective of the price presentation format. Inclusion of reference prices led to more positive consumer's price perceptions, attitudes towards purchase and intention to purchase.

Gupta and Cooper (1992) found that consumer's perceptions of price discounts were typically lesser than the advertised price discounts i.e., consumers "discounted price discounts". The discounting of price discounts was moderated by the discount level such that it increased with increase in the advertised discount. They found that consumers did not change their intention to buy unless the promotional discount was above a threshold level of 15 percent of purchase price and discount saturation point located at 40 percent of the purchase price, above which the effect of discounts in consumer's purchase intention was minimal. The results of the study suggested 'S' shaped response of consumer response to price discounts.

Urbany, Bearden and Weilbaker (1988) investigated the effect of advertised reference prices on estimates of average market prices, perceived offer value and perceived benefits of search. Results indicated that advertised reference prices positively imported perceived offer value and the size of the effect increased as the advertised discount increased.

Martin and Monroe (1994) found that, in the promotion situation, the consumer perception of price fairability was based not only on comparison between internal reference price and price in discounting, but also the comparative difference of prices paid by him/her and others. They inferred that consumer favourability on different Sales Promotion was differentiated by consumer perception of price fairability.

Researchers have used object perception theory to Sales Promotions which implies that the presence of promotion will lead consumers to attribute low quality to the brand owing to the fact that it is on promotion.

Khan and Louie (1990) investigated the after-effects of in store price promotion on market shares in the face of two contingencies – (1) Whether one or many brands were promoted at the same time and (2) whether consumers naturally switched among brands or were primarily loyal to the last brand purchased. They suggested that if many brands were on promotion (i.e. promotional level was not distinctive), the effect of promotions on brand quality would be lower than if only one or two brands were on promotion. They also stated that promotion would not decrease post promotion purchase for switchers who were familiar with a larger array of brands and were less likely to use promotion as a quality cue. On the other hand, loyal consumers were less likely to be familiar with a large array of brands and were more likely to use promotion as a quality one. Results of the study showed that for

last purchase loyal subjects, a promotion's brand share decreased in the post promotion period when it was the only brand being promoted. On the other hand, the promoted brand's share did not decline on post promotion choice occasions when subjects tended to switch among brands or when all national brands were promoted equally.

Davis, Inman and McAlister (1992) directly measured brand evaluations in a field experiment to examine if presence of a price promotion led to an inference of lower quality for the promoted product. They found out that evaluation of that brand in the past promotional period was not less than the pre-promotional period. The results showed that price promotions had a strong influence at the point of choice but no memory of promotion lingered to drive down brand evaluation.

Neslin and Shoemaker (1989) stated that lower repeat rates could be found after a price promotion even when individual purchase probabilities remain the same before and after the price promotion. It is because a price promotion temporarily attracts a disproportionate number of households who under non-promotion circumstances have a very low probability of buying the brand. Thus after the price-promotion the low purchase probabilities of these new consumers bring down the average repurchase rate.

Cox and Cox (1990) studied the influential effect of store name, brand name, and price discount on consumer brand value and consumer purchase intention. They found that discount depth was negatively related to perceived quality. That means, the more discount depth, the less perceived quality. The finding inferred that information of price promotion would not absolutely result in positive purchase intention and might damage brand value.

Chen, Monroe, and Lou (1998) examined the influence of price promotion incentive on consumer's perception and purchase attitudes. They found that, in the coupon promotion, consumers with no coupon still had to pay money corresponding to the original price to buy the product; therefore, the original price was still an effectual price and consumers did not down value the quality of the promoted product. The study also found that, in coupon promotion, consumers would have perceptions of advantageous price inequity which resulted in leverage of perceived value.

Raghubir and Corfman (1999) investigated the relationship of price promotion on brand value before using products taking service products (dental services, health club and mutual funds) as products of their study. They suggested that if consumers who never had purchase experience on a promoted brand or a new promoted product, they would regard the promoted brand as one with lower quality. The study found that price promotion had a negative impact on consumer brand value before consumers began using a new product.

Swait and Erdem (2002), investigating temporal consistency in Sales Promotion on consumer product evaluations and choices, found that price variability may result in the decrease of consumer utilities and thus choices. The study showed that marketing mix inconsistency, e.g., price variability in Sales Promotion, decreased perceived quality and eroded consumer's value on perceived quality. Since Sales Promotion negatively affected consumer's product evaluation, they suggested that marketers should be cautious about the utilisation of Sales Promotion with involvement of pricing when they are concerned about brand credibility.

Sivaramakrishnan and Manchanda (2003) studied how cognitively busy consumers were likely to assess the value of price discount offers as they got a

great deal of information, like product attributes – colour, shapes, or sizes among thirty seven under graduates and Television as object of the study. The study found that, cognitively busy consumers would perceive less on the magnitude of discount and the actual savings than those who were cognitively less busy. It implied that when consumers who were cognitively less busy acquired enough product information and completely processed it, they evaluated the products and value by attribute information like brand name, rather than price to make a good purchase decision.

2.1.4 Comparison of Price Promotion with Non-Price Promotion (Premium Promotion).

Several studies have attempted to discriminate consumer responses to price based promotions versus non-price based promotions. Researchers comparing different types of promotions have demonstrated that price based and non-price based promotions evoke differential consumer response. Although, traditionally, promotional research has been founded on price based promotions, there is a need to comprehensively study a variety of non-price based promotions in the market and its various dimensions and implications (Raju, 1992; 1995; Chandan, Wansink and Laurent, 2000; Nune and Park, 2003; D’Astous and Landerville, 2003).

Bawa and Shoemaker (1980), and Inman McAlister and Hoyer (1990) have shown that Sales Promotion can improve shopping efficiency by reducing search cost. This is done by helping consumers find the product they want or by reminding them of a product they need to buy. Sales Promotion can improve shopping efficiency by reducing decision lots. This is done by providing consumers with an easy decision heuristic for purchase evidence or purchase quantity (Wansink, Kent and Hoch, 1998) and by signaling product price and quantity (Hoyer 1984; Raghbir 1998).

Since Sales Promotions are constantly changing, and because they attract consumer's attention they can fulfill the intrinsic needs for explanation, variety and information (Kahn and Louie, 1990; Kahn and Raju, 1991; Baumgartner and Steenkemp, 1996). The explanation benefit has been documented in the context of shopping (Bobin, Dasden and Griffin 1994), variety seeking (Kahn, 1995) and exploratory behaviour (Baumgartner and Steenkemp, 1996).

Diamond and Campbell (1989) examined the impact of price versus non-price promotions on a consumer's reference price. The researchers reasoned that price promotions would be integrated with the purchase price of the product and lead to the reduction of internal reference price while non-price promotion would be segregated from the purchase price of a product and not lead to a reduction of internal reference price. Results of the study showed that price promotions led to a lower internal reference price while non-price promotions did not affect internal reference price. Researchers also found out that price based promotions were more easily noticed by consumers than non-price based promotion and it took a larger non-price based promotion than a price based promotion to make a consumer suspicious of a product.

Diamond and Sanyal (1990) used prospect theory, which proposes that people perceive outcomes of a choice as perceived 'losses' and 'gains' relative to a subject reference point. The prospect theory predicts that price promotions would be viewed as reduced losses and chosen less often than non-price promotions which would be viewed as gains (Kahneman and Tversky, 1989). However, Diamond and Sanyal (1990) found that an almost equal number of subjects chose the non-price promotion (a premium offer) as compared to the price promotion (a price discount).

On interaction between promotional value and type of promotions Diamond (1992) found that price discounts were preferred for high value promotions and extra product promotions were preferred for low value promotions. Similarly, in a comparison of different promotions, Smith and Sinha (2000) found that consumers preferred 'price-off' promotions for higher priced categories and extra product promotions for lower priced categories.

In another study, Huff and Alden (1998) found that fun and enjoyment of participating in sweep-stakes (a non-price based promotion) positively affected consumer's attitudes towards sweepstake.

Chandon, Wansink and Laurent (2000) found different types of consumer benefits associated with price based and non-price based promotions. They found that non-price based promotions provided primarily specialty or hedonic benefits to consumers (perception of being good or smart shoppers, the feeling of fun and entertainment) while price-based promotions offered primarily utilitarian benefits to consumers (monetary savings, upgradation to high quality products, reduction of search/decision costs associated with shopping).

Rio, Vazquez and Iglesias (2001) studied the effects of a group of four brand image functions (guarantee, personal identification, social identification, and status) on consumer responses, using non-specialized shoes that were suitable for sport and casual wear as reference. According to them, among these four categories of brand image functions, guarantee function was associated positively with all three independent variables (consumer's willingness to recommend the brand, consumer willingness to pay price premium for it, and consumer willingness to accept brand extensions) whereas personal identification, social identification and status only partially influenced either one

or two independent variables. Hence, they suggested that marketers attempting to focus on managing brand image can make good use of product guarantee promotion to generate positive communication towards the brand.

Lee (2002) employed managers from twenty six consumer product categories to assess brand manager's evaluations to Sales Promotions using coupons (price-oriented) and lucky draws (non-price-oriented). This study found that managers heavily favoured price-oriented Sales Promotion over non-price-oriented promotion. They also found that the managers appeared to under utilize non-price-oriented promotion. The study concluded that price-oriented Sales Promotion may facilitate short-term objectives while non-priced-oriented Sales Promotions may strengthen Consumer Based Brand Equity by achieving long-term objectives.

Gilbert and Jackaria (2002) conducted a study to analyze the associated relationship between the four promotional tools (coupons, price discounts, samples and "buy-one-get-one free") and consumption behaviours of 160 respondents consisting of 42 percent males, and 58 percent females. They found that only the price discount promotional tool was statistically significant. According to them, coupon promotion may be perceived as a nuisance that costs time and efforts to redeem, and sample promotion generated prevention of future purchasing. Among these four sales promotional approaches, price discount promotions were found to have the effect of inducing households to switch brands and of creating an earlier buying behavior, and "buy-one-get-one free" significantly resulted in brand switching behavior and purchase intention. The study showed that these sales promotions have been noticeable, thus facilitating brand recognition and brand recall for future purchases, without a significantly negative influence on brands.

D'Astous and Jacob (2002) evaluated what kinds of situations can gain consumer appreciation of premium-based promotion offers by conducting survey among adult consumers. The result showed that there were positive relationships between consumer appreciation of premium-based promotional techniques and some independent variables, including direct degree of premium, positive consumer attitude and great interest in the premium, high deal-prone consumer traits, and high compulsive consumption prepositions.

Guerreiro, Santos, SilveriaGisbrecht, and Ong (2004) examined the marketing manager's perceptions on bonus pack promotion. The study showed that managers favour bonus pack over price discounts as most of the respondents agreed that bonus packs may facilitate negotiation with clients. However, Ong, Ho and Tripp (1997) found that bonus packs did not absolutely guarantee positive consumer attitudes. They also found that bonus pack attracted current users of the product more than the new users, whereas consumers perceived that bonus pack offers appeared not to have much credence about the concepts of "no price increase" and extra quantity.

Siebert (1996) found that respondents perceived the extra amount given in bonus packs was either directly or indirectly paid by consumers. The researcher observed that compared with bonus packs (non-price-oriented sales promotion), price-oriented Sales Promotion may result in a more effective marketing advantage because of savings in warehousing, shipping, inventory, package design, and size changes.

Garreston and Clow (1999) utilized dental service to measure the influence of coupon promotion on service quality, perceived risk, and purchase intention. They found that more discount generated less value on professionalism of dental services. They concluded that the negative perception

would hurt or offset positive economic incentive which discount coupons attempted to bring.

Parker and Pettijohn (2003) studied the effect of promotional gifts or samples among physicians in regional health centers of USA. Their study showed that the prescription of drugs were independent of acceptance of free gifts or samples from pharmaceutical companies. However, Daly (1993) reported that promotional gifts (non-monetary sales promotion) could facilitate in creating perception, reinforcing a buying decision, strengthening brand relationship with consumers and stimulating interest.

Mela, Gupta and Lehman (1997) have examined the impact of promotions on Brand Equity and have reported that in the long run promotions especially price promotions, increase consumer price sensitivity and have damaging effects on Brand Equity. They had used 8 ¼ years of panel data for frequently purchased packaged goods to address the long term effects of promotion and advertisement on consumer's brand choice behaviour and brand equity. By using a two stage approach, which permitted them to assess the medium term (quarterly) effect of advertising and promotion as well as their long term (i.e. over an infinite horizon) effects, they studied the impact of promotions on Brand Equity. Results indicated that reduction in advertising made consumers more price sensitive and it was noticed among non-loyal consumers, and thereby increasing the size of the non-loyal segment. In the case of Sales Promotions, while in price promotions both loyal and non-loyal segments were sensitive, the non-loyal segments were more sensitive than loyal consumers. Thus it was seen that in the long run, advertising had 'good' effects and promotions had "bad" effects on brand choice behaviour and Brand Equity.

Davis, Inman and McAlister (1992) directly measured brand evaluations in a field experiment to examine if there is any difference between pre and post promotion brand evaluation for frequently purchased consumer goods. Results showed that promotion had a strong influence at the point of choice but no memory of promotion lingered to drive down trend evaluations. Kamakura and Russel (1993) observed that frequent use of promotion reduced consumer's inherent preference for the brand thereby hurting the Brand Equity.

Jedidi, Mela and Gupta (1999) examined the impact of promotions and advertising on 'Brand Equity'. Estimating a model based on a data of 691 households for a consumer package product over eight years, it was seen that, in the long term, advertising had a positive and significant effect on Brand Equity while Sales Promotions had a negative effect. Results suggested that, in the long term, promotions made it more difficult to increase regular prices and increasingly greater discounts needed to be offered to have the same effect on consumer's choice.

Low and Mohr (2000) explored the effects of Advertising (long-term brand-building activity) and Sales Promotion (a short-term sales incentive) on consumer attitudes, brand equity, and market share from a bounded rationality view among senior marketing managers. They found that brands with higher budget allocations for advertising have more advantages than brands with lesser Sales Promotion budget in terms of influencing consumer attitude, brand equity, and market share. They suggested that marketers should invest budgets in Advertising instead of Sales Promotion if they want to deliver positive brand image to consumers to get the promise of a powerful brand.

Yoo, Donthu and Lee (2000) studied the relationships between marketing mix elements and Brand Equity. They investigated consumer's perception of five

selected strategic marketing elements, viz., price, store image, distribution intensity, advertising spending and frequency of Sales Promotions. Using 5 point Likert's scale, and product categories Athletic Shoes, Common Films and Colour Television and employing 569 students as respondents, the researchers were able to prove that high advertisement spending, high price, distribution through retailers with good store images and high distribution intensity build Brand Equity while frequent use of Sales Promotion especially price promotion harms the Brand Equity. They found out that Sales Promotion erodes Brand Equity and must be used with caution. Relying on Sales Promotions, which can be inconsistent with high quality and image, reduces brand equity in the long run as they do not enhance the strength of Brand Association despite short-term financial gain. Instead of offering price promotions, the firm should therefore invest in advertising to develop Brand Equity.

On the other hand, Vidal and Elena (2005) who studied the effect of Sales Promotion on, using the CBBE Scale developed by Yoo and Donthu (2001) had an entirely different conclusion. On a sample of 167 Women buyers and using the products, laundry detergent (Shopping Product) and chocolate (Specialty Product), they showed that marketing communication tools (Sales Promotions) can contribute to Brand Equity by creating awareness of the brand and/or linking strong, favourable and unique association to the brand in the consumer's memory. That is, Sales Promotions can be used to build Brand Knowledge because the individuals exposed to promotions stimuli evoked a greater number of favourable associations. The results also showed that monetary incentives are more effective for Shopping Products while non-monetary promotions are equally effective for both Shopping Products and Specialty Products.

Part II

2.2 Brands and Evolution of Brands

2.2.1 Origin of Brands

Low and Fullerton (1994) stated that although the brand concept is ancient, it was around 1870 that American business leaders began to develop branded products and by 1915, brands were well established in American consumer life. The economic boom following World War II also triggered the explosion of new products and brands.

Srivastava and Thomas (2003) explain that the word brand is derived from Old English, meaning “burning stick” derived from the Indo-European word that meant “to be hot”. Livestock branding was used by the ancient Egyptians as early as 2700 BC as a theft deterrent, to identify stolen animals. Around the tenth century, merchant marks, known as the ‘*signa mecatorium*’ in Roman-Dutch law were used to prove ownership of goods that were missing due to shipwrecks, pirates, or other mishaps.

Jevons (2005) traced the origin of the word from the Oxford English Dictionary which states the development of the word “brand” from the Germanic word “brandr” which referred to the mark made by burning with a hot iron, a usage first noted as early as 1552.

Johnson (2006) added that the use of markings to establish who owns or who made a certain product appears to be ancient. Bison paintings dated to be around 5,000 B.C. on the walls of the Lascaux Caves in southern France contain distinct marks that scholars say indicate ownership. Stone seals dating to 3,500 B.C. with indications on who made certain items have been found in the Middle East. The ancient Egyptians, Greeks, Romans, and

Chinese all used various forms of stamps or markings to indicate who made certain things, such as pottery or bricks. Not only did the marks indicate quality, but they also let people know whom to blame if there was a problem with the product.

2.2.2 Definitions of Brand

A brand according to Batra and Myers (1996) is not just a name or a symbol, but reality that stands for images, thought, feelings and more. There are a set of intervening variables in branding, which include brand awareness, brand comprehension, brand image and personality, brand attitude, associating feelings with brands or user experiences and complex models.

According to Choudhury (2001) a brand is essentially the sum total of the particular satisfaction that it delivers to the customer who buys that specific brand, the sum total being its name, ingredients, price, packaging, distribution, reputation and ultimately to its performance.

Erdem (1998) stated that Brands signify a certain level of quality so that satisfied buyers can easily choose the product again and it enhanced the value of a product beyond its functional purpose. Naomi (2000) argued that branding can be a powerful means to secure competitive advantage. According to Maureen and Jacob (2000), a brand offers the firm legal protection for unique features or aspects of the product.

Wiley (1992) points out that Brand, for centuries were used to distinguish goods of one producer from those of another. Suri and Monroe (2003) were of the opinion that Brands identify the source or maker of a product and allow consumers – either individuals or organizations – to assign responsibility for its performance to a manufacturer or distributor.

According to Ogilvy (1983), Brand is the intangible form of a product attribute: its name, packaging, price, its history, culture, its reputation and the way it is advertised. Kapferer (1992) has defined brand as a living memory, a genetic programme which endows products with meaning. The products which are mute, is given meaning and purpose by telling us how the product should be read. A brand is both a prism and a magnifying glass through which products can be decoded (Kapferer, 2008).

Brands define their own standards. Legally, they guarantee nothing, but empirically they convey clusters of attributes and values. To the stock market strong brands result in better earnings and profit performance for the firm, which in turn, creates greater value for shareholders (Kotler, 2000).

Webster (2000) defined Brand as a guarantee of consistent features, quality and performance to the consumers and is also a pledge of support to the middlemen. In the same vein Auken (2004) argued that a Brand is the source of a promise to the consumer – promise of relevant differentiated benefits.

Zyman (2002) has given a simple definition. According to him a brand is the original way to scale an idea, to make it grow, to get the word out about the product. Brands give buyers a way to tell one nearly generic product from another, and they give buyers a reason to buy. Ries (2003) defines brand as a singular idea or concept that is owned inside the mind of the prospect. Parameswaran (2004) added that it is the amalgam of the physical product and the notional images that make the brand. According to him, Brand = Product +Images.

Haigh (2004) has provided a more comprehensive view of the term, Brand. According to him there are at least three different definitions that

include first, a logo and associated visual elements that focus on the legally protectable visual elements used to differentiate and stimulate demand for one company's products and services over another. The second definition considers the brand as a large bundle of trademark and associated intellectual property rights, and the third that of a holistic company or organisational brand.

According to Murphy (1990), brand is a complex phenomenon. It is not only an actual product, but 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 are otherwise very similar. As consumers have become more complicated, rushed and time starved, the ability of a brand to simplify decision making and reduce risk is invaluable (Suri and Monroe, 2003).

2.2.3 Evolution of Brand Concepts

The evolution of brand concepts and images has been described by McEnally and de Chernatony (1999) in terms of six stages as suggested by Goodyear (1996). The six stages referred to changes in branding practices in a product category over time rather than changes in any specific brand. The first four stages represent the traditional classic marketing approach to branding and the last two represent the post- modern approach to branding.

Stage 1: Unbranded Goods. In the first stage, goods are treated as commodities and are unbranded. Here, producers make little effort to distinguish/brand their goods with the result that the consumer's perception of goods is simply as Utilitarian Goods. Vijayanand and Kumar (2004) define commodities as lowly differentiated products or services with high level of substitutability. A company or brand name has a commodity status when it is not offering enough value for

customers to pay asking or premium price. They have suggested four rules of commodity branding: (i) to market to those who are willing to pay for added value, (ii) provide differentiation that is significant, (iii) communicate to the right people using economics, and not emotion and (iv) to never assume that the current product or service is good enough.

Stage 2: Brand as Reference. In the second stage, producers start to differentiate their goods from the output of other manufacturers, mainly due to competitive pressures. Differentiation is achieved through changes in physical product attributes (“gets clothes cleaner”). Consumers start to evaluate goods on the basis of consistency and quality and will use brand names based on their image of the brand when deciding what to buy.

Stage 3: Brand as Personality. By this stage, differentiation among brands on rational/functional attributes becomes exceedingly difficult as many producers make the same claim. Therefore, marketers begin to give their brands personalities. An example is Ivory Soap in the context of the American market. By creating the personality of the caring mother, the marketer injects emotion into the consumer’s learning and valuing process. Moorthi (2003) asserts this point when he states that brand personality is the sum total of all the significant tangible and intangible assets that a brand possesses, and what ultimately matters in building brand personality is being single minded in communicating and preserving what might be called core brand values.

Stage 4: Brand as Icon/Cult. In this stage, the brand is owned by consumers. They have extensive knowledge about the brand and in their mind, have many associations—both primary (about the product) and secondary. For example, Air Jordan shoes have primary associations with Michael Jordan’s athletic prowess and secondary associations with the Chicago Bulls and winning.

Ragas and Bueno (2003) echoed this point by stating that consumers want to be a part of a group that is different. Cult brands sell lifestyles that help customers fulfill their high-level needs, create brand evangelists and respect their opinions and also create customer communities. It is all inclusive and welcomes customers of all ages and races, promotes personal freedom and draws power from competitors.

Stage 5: Brand as Company. This stage marks the change to post-modern marketing. Here, the brand has a complex identity and there are many points of contact between the consumer and the brand. Because the brand equals the company itself, all stakeholders must perceive the brand (company) in the same fashion. Communications from the firm must be integrated throughout all of their operations and must flow from the consumer to the firm as well as from the firm to the consumer so that a dialogue is established between the two. In stage five, consumers become more actively involved in the brand creation process.

Stage 6: Brand as Policy. Few companies to date have entered this stage which is distinguished by an alignment of company with ethical, social and political causes. Prime examples of this stage are The Body Shop and Benetton. Consumers commit to the firms that support the causes favoured by the company by purchasing from the firm. Through their commitment, consumers are said to own the brand.

In stages 5 and 6, the values of brands change. While brand values in the first four stages were instrumental because they helped consumers achieve certain ends, brands in stages 5 and 6 stand for the end states that consumers desire.

Part III

2.3 Brand Equity and Consumer Based Brand Equity

2.3.1 Brand Equity

Brandings are centuries old. Brick makers in ancient Egypt placed symbols on their bricks to identity their products. The “Brand” concept evolved in the 18th century as the names and pictures of animals, places of origin, and famous people replaced many producers’ names. In the 21st century, a brand goes beyond the definition of American Marketing Association (2004) which defined it as a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Now researchers are of the view that a brand enhances the value of a product beyond its functional purpose. The concept of Brand Equity which goes beyond the identification and differentiation of goods or services, has received much attention in recent years.

Farquhar (1989) defined Brand Equity as the added value a brand gives a product. According to him Brand Equity can be measured by the incremental cash flow from associating the brand with the product. Farquhar observed that brand equity impacts competitive advantages to the firm, brand resiliency to survive in difficult times, resistance from competitive attack, and brand leverage over other products in the market leading to more shelf space in the shop and increase in the brand attitude by the consumer. He had conceptualised Brand Equity as having three perspectives:

- i) **Financial:** This approach conceptualised Brand Equity as a base for commanding price premium for brands over other generic products.

- ii) **Consumer Based:** This perspective implied that a strong brand increases the consumer's attitude towards the product associated with the brand which will lead to more Brand Awareness and Associations, inferred attributes and eventually brand loyalty.
- iii) **Brand Extension:** This meant that a successful brand can leverage the existing brand awareness to launch related products with reduced advertisement and other promotional expenses.

Aaker (1991) further refined the definition of Brand Equity from a marketing perspective. He defined it as a set of brand assets and liabilities linked to a brand, its name and symbol that adds to or detracts from the value provided by a product or service to a firm and/or to the firm's customers.

Simon and Sullivan (1993) defined Brand Equity in terms of the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products. According to them, Brand Equity is the incremental cash flows which accrue to branded products over unbranded products. Based on the financial market value of the company, their estimation technique extracted the value of Brand Equity from the value of the firm's other assets. They used two approaches, macro and micro, to measure Brand Equity. The macro approach estimated Brand Equity at the firm level while the micro approach isolated Brand Equity at the individual level by measuring the response of Brand Equity to major marketing decisions.

There were a number of other attempts to measure Brand Equity. Brasco (1988), Shocker and Weitz (1988) and Mahajan, Rao and Srivastava (1990) measured Brand Equity under conditions of acquisition and divestment. Their

methodology was based on the premise that Brand Equity is dependent on the ability of the owning companies to utilise the brand assets.

Kamukura and Russel (1989) used the scanner-based measure to measure Brand Equity, which provided three measures of brand value. The first measure, perceived value, estimated the value of customers of the brand that could be explained by Price and Promotion. The second measure, the dominance ratio, placed an objective value on a brand's ability to compete with other brands on price. The third measure, intangible value, provided a measure of quality perceptions not attributable to physical attributes of a product.

Wentz and Martin (1989) used brand-earnings multiples to measure Brand Equity. This technique multiplied brand "weights" by the average of the past three year's profits. The brand weights are based on both historical data, such as brand share and advertising expenditures, and individual's judgments of other factors, such as stability of product category, brand stability and internationality.

Ourusoff (1993) used the Financial World method for measuring Brand Equity. The Financial World's formula calculated net brand-related profits, and then assigned a multiple based value on brand strength which was defined as a combination of leadership, stability, trading environment, internationality, ongoing direction, communication support, and legal protection

Park and Srinivasan (1994) defined Brand Equity as the difference between an individual consumer's overall brand preference and his/her multi-attributed preference based on objectively measured attribute levels. They used survey method for measuring brand equity in a product category and evaluated the equity and consumers preference for the brand's evaluation into a different but related category. The major substantive findings from

application of the approach to the tooth paste and mouth wash categories were (i) of the two components of brand equity, the non-attribute based component affected to play a more dominant role than attribute based component and (ii) the impacts of a brand's equity on its market share and profit margin were substantial.

In 2005, Srinivasan, Park and Chang refined their definition of Brand Equity as the incremental contribution per year obtained by the brand in comparison to the same product (service) at the same price but with no brand-building efforts, which is consistent with the 'added value' notion of Brand Equity. The incremental contribution is driven by the individual customer's incremental choice probability for the brand in comparison to his choice probability for the underlying product with no-brand building efforts. The approach took into account three sources of Brand Equity – brand awareness, attributes perception biases and non attribute preference and revealed how much each of the three sources contributed to Brand Equity, with enhancement of brand's availability. By doing consumer survey among 281 users of digital cellular phones in Korea, Srinivasan, Park and Chang (2005) found out that, among the three sources of Brand Equity, brand awareness contributed to Brand Equity the largest, followed by non-attribute preference and to a smaller extent, enhanced attribute perceptions.

It was Aaker (1996) who coined the term 'Brand Equity Ten' – ten sets of measures grouped into five categories to measure Brand Equity. The five categories were: Brand Loyalty, Perceived Quality and Leadership Measures, Brand Association and Differentiation Measures, Awareness Measures and Market Behaviour Measures. In his earlier studies, Aaker (1991) had claimed that the price premium may be the best single measure of Brand Equity.

The details of the 'Brand Equity Ten' are shown below:

Table 2.3 Brand Equity Ten

Loyalty Measures	Perceived Quality / Leadership Measures	Association / Differentiation Measures	Awareness Measures	Market Behaviour Measures
(1)	(2)	(3)	(4)	(5)
a. Price Premium b. Satisfaction or Loyalty	c. Perceived Quality d. Leadership	e. Perceived Value f. Brand Personality g. Organisation Association	h. Brand Awareness	i. Market Share j. Price and Distribution Indices

Adapted from Aaker, David A.(1996). "Measuring Brand Equity across Products and Markets," *California Management Review*, 38 (3), p. 105.

Summarising the various definitions of Brand Equity it can be seen that they can be classified into two categories. One set of definitions are based on the financial perspective and stress the value of a brand to the firm (Brasco, 1988; Shocker and Weitz, 1988; Mahajan, Rao and Srivastava 1990; Simon and Sullivan, 1993). The other definitions are based on the consumer perspective, which define Brand Equity as the value of a brand to the consumer (Kim and Lehmann, 1990; Aaker, 1991; Kamukara and Russel, 1993; Keller, 1993; Rangaswamy, Blurke and Oliva, 1993).

2.3.2 Consumer Based Brand Equity

When referring to the consumers or marketing perspective, Brand Equity is referred to as Consumer Based Brand Equity. According to MacKay, Romaniuk and Sharp (1998) this marketing approach, often stated as Consumer Based Brand Equity, refers to the added value of the Brand to the

consumers. Subscribers to this approach tend to focus on the value created by marketing activities as perceived by customers.

Martin and Brown (1990) suggested that Brand Equity comprised of five dimensions based on consumer perception which were: perceived quality, perceived value, brand image, trustworthiness, and commitment. The main conclusions of their research were: perceived quality is linked with consumer consciousness about the function of a branded product; perceived value is related to consumer perception about the obtained value and relative cost; brand image is a consumer brand concept which is built on consumer brand belief; trustworthiness refers to the same identification about practical brand performance and expected brand performance; and commitment is regarded as consumer's attachment to a specific brand.

Aaker (1991) conceptualised Brand Equity, as a set of assets (or liabilities), namely, Brand Associations, Perceived Quality, Brand Loyalty and other proprietary assets. From the consumer perspective, Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty are the four most important dimension of Brand Equity coined by Keller (1993) as Consumer Based Brand Equity (CBBE).

Blackstone (1995) suggested that a brand comprises of two categories, viz., an objective brand and a subjective brand based on consumer attitude. Objective brand relates to consumer brand perception, while subjective brand is associated with what the brand is in the consumers' minds, and what kind of consumers use the brand. An objective brand is a collection of brand association, brand image, and brand personality; a subjective brand is reflected by consumer attitude, which depicts personal perception and consciousness about a brand. Blackston further suggested that the origins of Brand Equity

were brand association, brand personality, and brand significance which were an extended definition of brand awareness. He defined Brand Equity as brand value and brand meaning, where brand meaning implies brand saliency, brand associations and brand personality, and where brand value is the outcome of managing the brand meaning.

Keller (1993) defined Consumer Based Brand Equity as the differential effect of brand knowledge on consumer response to the marketing of the brand. The Consumer Based Brand Equity involves consumer's reactions to an element of the marketing mix for the brand in comparison with their reaction to the same marketing mix element attributed to a fictitiously named or unnamed version of the product or service. Consumer Based Brand Equity occurs when the consumer is familiar with the brand and holds some favourable, strong and unique Brand Associations in memory. According to Keller (1993), Consumer Based Brand Equity consisted of two dimensions—Brand Knowledge and Brand Image. Brand knowledge is defined as consisting of two components, viz., Brand Awareness and Brand Associations.

Prior to this Srivastava and Shocker (1991) used the two multi-dimensional concepts of Brand Strength and Brand Value to explain Consumer Based Brand Equity. Brand Value is the financial outcome of the management's ability to leverage brand strength via strategic actions to provide superior current and future profits. Brand Strength is based on perception and behaviour of customers that allow the brand to enjoy sustainable and differentiated competitive advantages.

Lasser, Mittal, and Sharma (1995) proposed five dimensions of Brand Equity based on consumer perception, viz., performance, social image, value, trustworthiness, and identification. Performance refers to the situation in

which consumers regard a brand flawless and consistently used; social image is perception stemming from brand respect of consumer communities; value is perception of brand effect compared to consumer given cost; trustworthiness is created when a consumer is confident with a company and its communicative information; and identification refers to relative feeling strength to positive brand consciousness. Lasser, Mittal, and Sharma considered Consumer Based Brand Equity as enhancement in the perceived quality and desirability that a brand name confers on a product. This perspective indicates only perceptual dimensions excluding behavioural or attitudinal dimensions like loyalty or usage intention, etc.

Cobb-Walgren, Cynthia and Donthu (1995) examined the effect of Consumer Based Brand Equity on consumer preferences and purchase intentions. For comparative purposes, researchers tested two sets of brands, one from a service category characterised by high financial and functional risk (hotels), and one from a lower risk category (household cleansers). Each set included two brands that were objectively similar, but advertisement spending over a decade was remarkably different. The study concluded that brand with higher advertising budget yielded substantially higher levels of Brand Equity, which in turn generated significantly greater preferences and purchase intentions.

Feldwick (1996) stated that Brand Equity was generated by the formation of brand value, brand strength, and brand description. Brand value refers to the concept regarding overall value of a brand as an independent asset; brand strength was the degree of consumer's feeling on a brand; and brand description was consumer's related association and a consumer's belief of description which were attached to a brand.

Dublin (1998) had suggested a product-market-level measure of Brand Equity, which attempted to quantify the difference between the profit earned by the brand and the profit it would have earned, if it were sold without the brand name. Ailwadi, Lehman and Neslin (2002) modified the work of Dublin by examining the behavior of Brand Equity over time, across product categories in response to advertising and other promotional activities. Instead of the hypothetical estimation of revenue that a branded product would earn if it did not have a brand name, the revenue of a private label product was used as a benchmark. The difference in revenue between a branded good and the corresponding private label represented the value of a particular brand.

Moran (2002) noted that recognising Brand Equity needs to consider three parts, viz., market share, relative price, and brand loyalty. Though all the parts contributed to a competitive brand, each part had a diluted effect on others.

Kim, Kim, and Jeong (2003) studying the effect of Consumer Based Brand Equity observed that strong Consumer Based Brand Equity can cause a significant increase in revenue and lack of it can damage potential sales flow. Using the sample of 513 respondents, the researchers found out that among the Brand Equity structure, brand loyalty, brand awareness, perceived quality, and brand image seemed to have the most significant impact on the performance of hotels in Korea.

2.3.3 Measurement of Consumer Based Brand Equity

Agarwal and Rao (1996) attempted to measure Consumer Based Brand Equity by comparing a selection of different Consumer Based Measures of Brand Equity. They explored the ability of consumer based measures of Brand Equity to estimate individual choice and market share, and the relationship

between these measures. The study analysed the fast moving consumer good (Chocolate bars) in a laboratory setting. The ten measures used in the study were: (1) recall (2) familiarity index (3) weighted attribute sense (4) quality of brand name (5) brand index (6) dollar metric measure (7) purchase intention (8) overall brand evaluation (9) value for money and (10) index of past purchase. The results indicated that all ten measures except brand recall were convergent and correlate highly and positively with market share. They also concluded that there is no one simple measure for Brand Equity and the industry has to use different methods as most of the measures perform consistently across the product categories and ‘constructs’ to find Brand Equity, and that managers are interested in the aggregate results of Brand Equity study rather than the individual level result.

MacKay (2001) replicated and extended the study of Agarwal and Rao (1996), using a sample of 501 respondents in New Zealand and selecting the fuel retail product category. They employed the survey methodology which consisted of expert panel, telephone and mail survey, and empirically confirmed the Agarwal and Rao study.

Earlier studies by Wentz and Martin (1989) and Kaperfer (1992) used brand earnings multiples or weights to calculate Brand Equity. The brand weights were based on historical data, such as brand share and advertising expenditures, and individual’s judgment of other factors, such as stability of product category, brand stability, and its international reputation. The Brand Equity, according to them is the product of the multiplier and the average of the past three year’s profit.

Motameni and Shahrokli (1998) defined Global Brand equity (GBE) as the product of brands net earnings and brand’s multiple which will be determined based on brand strength. The brand’s net earnings are the differential

earnings of a branded and an unbranded (generic) product. The brand multiple depends on brand strength, which in turn, on positioning, the market, competition and its past performance. They held the view that (GBE) is essential while doing business in different markets and neglecting marketing differences will result in significant over or under pricing of a brand. GBE will provide an opportunity to generate insights about the basic principles of brand building and brand management. Brand strength factors, to be specific, are Consumer Based Potency, Competitive Potency and Global Potency.

Erdem and Swait (1998) developed an information economic perspective model on the value (or equity) ascribed to brand by consumers. The proposed signaling perspective explicitly considered the imperfect and asymmetrical information structure of the market. When consumers are uncertain about product attributes, firms may use brands to inform consumers about product positions and to ensure that their product claims are credible. Brands as market signals improve consumer perceptions about brand attribute levels and increase confidence in brand's claims. The reduced uncertainty lowers the risk perceived by consumers, thus increasing consumer's expected utility. A brand signal is compared to a firm's past and present marketing mix strategies and activities associated with that brand, which can serve as credible market signals. Using two product categories, juice and jeans and observing a total of 890 respondents, and employing structural equation model, the researchers concluded that brand as a signal should be credible in an asymmetric and imperfect information framework in order to have Consumer Based Brand Equity. Erden and Swait (1998) concluded Brand Equity to be the return associated with brand signaling.

Keller (1993) had advocated two basic approaches to measure Consumer Based Brand Equity. The 'direct' approach attempted to assess potential

sources of Consumer Based Brand Equity by measuring Brand Knowledge (i.e. Brand Awareness and Brand Image). The direct approach attempted to measure Consumer Based Brand Equity more directly by assessing the impact of Brand Knowledge on consumer response to different elements of the marketing programme. The direct Brand Knowledge measurement requires experiments in which one group of consumers responds to an element of the marketing programme when it is attributed to the brand and another group of consumers responds to that same element when it is attributed to a fictitiously named or unnamed version of the product or service. Comparing the responses of the two groups provide an estimate of the effects due to the specific knowledge about the brand that goes beyond both product or service knowledge. In 'blind' test, consumers evaluate a product on the basis of a description, examination or actual consumption experience either with or without brand attribution. The conjoint analysis or trade analysis (Green and Srinivasan, 1978) can be used to explore the main effects of the brand name and interaction effects between the brand name and other marketing mix elements such as price, product or service features, and promotion or channel choices. To measure Brand Associations there are many methods. Qualitative techniques include free association, whereby consumers describe what the brand means to them in an unstructured format and projective technique such as sentence completion, picture interpretation and brand personality description.

In the indirect approach, suggested by Keller (1993), Brand Awareness can be accessed through a variety of aided and unaided memory tests (Srull, 1984) that can be applied to test Brand recall and recognition. For example, Brand recognition measures may use the actual brand name or some perceptually degraded version of the brand name (Alba and Hutchinson, 1987).

Brand recall measures may use different sets of cues, such as progressively defined product category labels and ‘top of mind product/brand’ concept.

Sinha, Leszczyc, and Pappu (2000) and Sinha and Pappu (1998) parcelled out Consumer Based Brand equity into various sub-components and studied the interaction among these components. They used factorial surveys combined with Bayesian techniques to measure Consumer Based Brand Equity in four dimensions, viz., Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty. They found out that by parceling Consumer Based Brand Equity into various sub-components will be helpful for the brand managers in optimizing their marketing mix to maximize the firm’s Brand Equity.

Yoo and Donthu (2001) developed a Consumer Based Brand Equity scale which is etic in nature in which a universal measurement structure across culture is sought using multiple cultures simultaneously. The researchers developed the Brand Equity scale based on the Brand Equity dimensions proposed by Aaker (1991) and Keller (1993), viz., Brand Awareness, Perceived Quality of the brand, Brand Loyalty and Brand Associations. They went on to develop a four dimensional scale, which consisted of Brand Loyalty (3 items), Perceived Quality (2 items), Brand Awareness/Associations (5 items) grouped as multi dimensional Brand Equity (MBE) and Overall Brand Equity (OBE) (4 items). The Overall Brand Equity was developed to check convergent validity and it had a four item uni-dimensional score to measure Brand Equity using a self-administered questionnaire among 633 Koreans, 320 Korean Americans and 577 Americans and three product categories, viz., Athletic Shoes (6 brands), film for Cameras (4 brands) and Colour Television (2 brands). This way the researchers developed a Consumer Based Brand Equity scale which was emic in nature.

Vazquez, Belen and Victor (2002) developed and validated a Consumer Based Brand Equity Scale based on the value ascribed to brand by consumers. According to them, Consumer Based Brand Equity is the overall utility that the consumers associate to the use and consumption of the brand, including associations expressing both functional and symbolic utilities. They were of the view that the functional utility which satisfies the needs of the physical environment logically proceeds from the product whereas the symbolic utility which satisfies the needs of the psychological and social environment emanates essentially from the brand name. Using 1054 personal interviews followed by administering questionnaires, on the product category, Athletic Shoes, and employing confirmatory factor analysis, the researchers were able to develop a scale which exhibited strong internal consistency and a redeemable degree of validity. The results obtained indicated the existence of four basic dimensions of brand utilities: product functional utility, product symbolic utility, brand name functional utility and brand name symbolic utility.

Washburn and Plank (2002) employed slightly modified items in a different context to Yoo and Donthu (2001) scale on Consumer Based Brand Equity. They analysed and examined Consumer Based Brand Equity in the context of co-branded products. Co-branding is a strategy that attempts to capture the synergy of combining two well known and well liked brands into a third, unique branded products (Rao and Ruekert, 1994). Using a seven point scale, consisting of four MBE constructs, one measure of OBE and two constructs measuring attitude toward the brand and purchase intention, Washburn and Plank (2002) made a study of a total of 272 subjects and two product pairs (potato chips with barbecue sauce flavouring and paper towels with an antibacterial ingredient) came to the

conclusion that though Yoo and Donthu scale is a good attempt to Consumer Based Brand Equity scale development, it needs further refinement. According to them, a good scale on CBBE should measure Brand Awareness and Brand Associations separately rather than treating them together as done by Yoo and Donthu.

Netemeyer and Balaji (2004) developed measures of core/primary facets of Consumer Based Brand Equity. From the works of Aaker (1991) and Keller (1993), the researchers chose the perceived quality (PQ), perceived value for the cost (PVC), uniqueness and willingness to pay a price premium for a brand as the Brand Equity dimensions for the study. Using different brands in six product categories and employing 186 respondents, the researchers showed that PQ, PVC and brand uniqueness are potential direct antecedents of the willingness to pay a price premium for a brand, and that willingness to pay a price premium is a potential direct antecedent of brand purchase behaviour.

Punj and Hillyer (2004) identified the underlying cognitive structure of brand equity. The four cognitive 'components' of Consumer Based Brand Equity according to them are: global brand attitude, strength of preference, brand knowledge and brand heuristic. Using data from two independent samples of consumers for two different frequently purchased product categories – soap and toothpaste, the researchers found out that all the identified cognitive components are important determinants of Consumer Based Brand Equity. Specifically, the brand heuristic component serves as an important mediator in two 'cognitive choice' that link global brand attitude to brand knowledge and global brand attitude to strength of preference respectively.

Pappu, Quester and Cooksey (2006) studied the impact of country of origin of a brand on its Consumer Based Brand Equity. The dimensions used

to measure Consumer Based Brand Equity were the same as defined by Aaker (1991), viz., Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty. The researchers used a doubly multivariate design incorporated in a structured questionnaire to collect data in mail intercepts in an Australian State Capital city and the product categories were cars and television with three brands in each category. Pappu et al. (2006) found out that Consumer Based Brand Equity varied according to the country of origin and product category. The results indicated that consumers perceived substantive differences between the countries in terms of their product category–country association.

In their earlier study Pappu, Quester and Cooksey (2005) had already made improvement in the measurement of Consumer Based Brand Equity overcoming the limitation of earlier scale such as lack of distinction between the dimensions of Brand Awareness and Brand Associations, the use of non-discriminate indicators in the measurement scales, non inclusion of the brand personality measures and of student samples. Using 539 actual consumers (non-student) in an Australian State Capital city, two different categories, viz., cars and television with six brands and using systematic sampling they employed structural equation on confirmatory factor analysis and found out that Brand Awareness and Brand Associations were two distinct dimensions of Brand Equity and Consumer Based Brand Equity had a four dimensional construct. The results thus provided empirical evidence of the multi dimensionality of Consumer Based Brand Equity, *a la* Aaker (1991) and Keller (1993) conceptualisation of Brand Equity.

Part IV

2.4 Sources of Consumer Based Brand Equity

The sources of Consumer Based Brand Equity as conceptualised by Aaker (1991) and Keller (1993) are: Brand Awareness, Brand Associations, Perceived Quality and Brand loyalty.

2.4.1 Brand Awareness

Consumer Based Brand Equity as per Keller, 1993 is the differential effect of Brand Knowledge on consumer response to the marketing of the brand. The first dimension of Brand Knowledge is Brand Awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987). Keller (1993) had stated that, Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. The brand recognition requires the consumers to correctly discriminate the brand as having seen or heard previously. Brand recall relates to consumers ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type as a cue. Brand recall requires the consumers to correctly generate the brand from memory. Keller (1993) also stated that brand awareness affected consumer decision making by influencing the formation and strength of Brand Associations in the brand image

Prior to Keller, Aaker (1991) had defined Brand Awareness as the ability of a buyer to recognise or recall that brand as a member of a certain product category. He had also pointed out the different levels of awareness, viz.,

Recognition, Recall, Top-of-mind, Brand Dominance, Brand Knowledge and Brand Opinion. These are explained as follows:

- Recognition - (Heard of the Brand?)
- Recall - (What brands of cars can you recall?)
- Top-of-mind - (the first named brand in a recall)
- Brand Dominance - (the only brand recalled)
- Brand Knowledge - (I know what the brand stands for)
- Brand Opinion - (I have an opinion about the brand).

Measures of Brand Awareness such as recall and familiarity developed by MacKay (1998) and Agarwal and Rao (1996) are widely used in marketing research. However, the researchers were of the view that measures of awareness and especially brand recall – were not a good indicator of choice. Results of their studies showed that if the consumers know about a brand, it is not sufficient indicator of their likelihood to choose that brand and recall is irrelevant in a mature market where consumers are aware of all the main brands in the market place.

Aaker (1991) had mentioned several levels of Brand Awareness, ranging from mere recognition of the brand to dominance which refers to the condition where the brand involved is the only brand recalled by the consumer. Prior to Aaker (1991) Rossiter and Percy (1987) had defined Brand Awareness as the consumer's ability to identify or recognise the brand. It was Keller (1993) who conceptualised Brand Awareness as consisting of both brand recognition and brand recall. Brand recall refers to the consumer's ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned. Keller (1993) argued that among these two,

brand recognition may be more important than brand recall to the extent that product decisions are made in the store.

In this study, following Keller (1993) and Yoo and Donthu (2001), Brand Awareness is conceptualised as consisting of both brand recognition and brand recall.

2.4.2 Brand Associations

In Keller's (1993) definition of Consumer Based Brand Equity, the second dimension of Brand Knowledge is Brand Image. According to him, Brand Image is the perception about a brand as reflected by the Brand Associations held in the consumer's memory. Brand Associations are the other informational nodes linked to brand mode in memory and contain the memory of the brand for the consumers. The firm's ability, strength and uniqueness of Brand Association are dimensions of Brand Image that play an important role in Consumer Based Brand Equity. Keller (1993) classified different types of Brand Associations, namely, attributes, benefits and attitudes.

Attributes are those descriptive features that characterize a product or service – what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Myers and Shocker (1981) classified attributes into product related and non-product related. Product related attributes are defined as the ingredients necessary for performing the product or service requirements. The non-product related attributes are defined as external aspects of the product or service that relate to its purchase or consumption, and the four main types of non-product related attributes are: (1) Price promotion (2) Packaging or product appearance information (3) User imagery and (4) Usage imagery.

Benefits according to Keller (1993) are the personal value consumers attach to the product or service attributes—that is, what the consumers think the product or service can do for them. Park, Jaworski and MacInnis (1986) classified benefits into three: (1) functional benefits (2) experiential benefits and (3) symbolic benefits. Functional benefits are the more intrinsic advantages of the product or service consumption and usually correspond to the product-related attributes satisfying experiential needs such as sensory pleasure, variety and cognitive stimulation. Symbolic benefits are the more extrinsic advantages of the product or service consumption and satisfy underlying needs for social approval or personal expression and self esteem.

Brand attitudes are consumers' overall evaluations of a brand (Wilke, 1986). Brand attitude is highly accessible and diagnostic, and therefore consumers rely heavily on it in decision making, instead of attempting to recall and process specific Brand Associations (Lynch, Marmorstein and Weigold, 1988). Fazio (1986) and Farquhar (1989) considered accessible brand attitude as one of the key elements in building strong brands which is referred as how quickly an individual can retrieve something stored in the memory.

According to Keller (1993) favourability, strength and uniqueness of Brand Association are cardinal dimensions in Consumer Based Brand Equity. The favourability of Brand Association is reflected in the creation of favourable brand associations that the consumers believe the brand to have, viz., attributes and benefits that will satisfy their needs and wants such that a positive overall brand attitude is formed. The strength of Brand Association depends on how the information enters consumer's memory (encoding) and how it is maintained as part of the brand image (storage). The uniqueness of Brand Associations is the reflection of sustainable competitive advantage or

unique selling proposition, which gives consumers a compelling reason for buying that particular brand (Ries and Trout, 1979; Aaker, 1982; Wind, 1982).

Park and Srinivasan (1994) postulated that Brand Associations can contribute to Brand Equity in two different ways. First, Brand Associations related to product attributes create an attribute based component of Brand Equity that is based on the difference between subjectively perceived attribute levels and objectively measured attribute levels. Second, Brand Associations create a non-product attribute based component of brand equity, which is a part of the brand's overall preference unrelated to product attributes.

According to Motameni and Shahrokhi (1998), Brand Association depends on value perception, organizational association and differentiation. The value perception depends on brand value which can be measured by asking customers whether the brand provides good value for money, or whether there are reasons to buy this brand over competition (Aaker, 1996). Organisation associations denote how the consumers perceive the manufacturers and differentiate how the brand is different over other competing brands in the market.

Brand Associations, according to Aaker (1991) is defined as anything linked to the memory of the brand. He argued that a Brand Association has a high level of strength, and that the link to a brand (from the association) will be stronger when it is based on many experiences or exposures to communication, and when a network of other links supports it. Further, Aaker (1991) also suggested that Brand Association could provide value to the consumers by providing a reason for consumers to buy the brand and by creating positive attitudes/feelings among consumers.

While a brand may derive associations from a range of sources, brand personality and organizational associations are the two most important types of associations, which influence Brand Equity (Aaker, 1991; 1996). Brand personality is defined in terms of the various traits or characteristics that brands can assume from the perception of consumers (Aaker, 1991; Keller, 1993). Brand personality can also be seen as the set of human characteristics associated with a brand (Aaker, 1996).

2.4.3 Perceived Quality

Perceived Quality is associated with price-premiums, price elasticities, brand usage and stock return. Aaker (1991) opined that Perceived Quality can be measured with scales such as the following:

In comparison with alternative brands, this brand

Has: high quality vs. average quality vs. inferior quality

Is the best vs. one of the best vs. one of the last vs. the worst?

Has consistent quality vs. inconsistent quality.

Motameni and Shahrokhi (1998) considered Perceived Quality as central to Brand Equity and it involved a competitor's frame of reference. Perceived Quality can be measured with such scales as the following: *In comparison with alternate brands, does this brand have: high quality, average quality or inferior quality?*

Perceived Quality is described as the consumer's judgment about a product's overall excellence, esteem or superiority of brand relative to alternative brands (Aaker, 1991; Zeithamal, 1998). It is therefore, based on consumer's or user's (not manager's or expert's) subjective evaluation of

product quality and not on the actual qualities of the products. At the same time Perceived Quality is considered to be a core/primary facet of Consumer Based Brand Equity framework (Farquhar, 1989; Keller, 1993) as it has been associated with the willingness to pay a price premium, brand purchase intent, and brand choice. Perceived Quality is at a higher level of abstraction than any special attribute, and differs from objective quality as it is more akin to an attitudinal assessment of a brand – a global effective assessment of a brand’s performance related to other brands (Keller, 1993). Perceived Quality thus provides consumers a reason to buy by differentiating the brand from competing brands.

2.4.4 Brand Loyalty

Aaker (1991) explained loyalty as a core dimension of Brand Equity and defined Brand Loyalty as the attachment that a customer has to a brand. A loyal customer base represents a barrier to entry, a basis for price premium, time to respond to competitor innovations, and a bulwark against deleterious price competition. Aaker (1996) stated that the values of Brand Loyalty contain reduction of marketing costs, balance of trade leverage, and attraction of new customers and acquisition of time for responding to competitive threats. Three advantages of owning brand loyal customers were also identified by Chaudhari (1999), which were: the requirements of lesser advertising, acquisition of the greatest level of repeat purchases, and the generation of consumer’s acceptance to pay premium for the service or product.

The basic indicator of loyalty is the amount a customer will pay for the brand in comparison with another brand (or set of comparison brands) offering similar benefits. The price premium measure is defined with respect to a

competitor or set of competitors, which must be clearly specified. The price premium can be determined by “dollar metric” where consumers are asked how much more they would be willing to pay for the brand or conjoint analysis where all choices are analyzed together to determine the importance of different dimensions.

According to Aaker (1991), there are five kinds of consumers with different levels of Brand Loyalty: consumers with no loyalty, consumers with habitual purchase, consumers with satisfaction of transfer cost, consumers with product favourability, as well as consumers with deep commitment.

Customer satisfaction is a measure of loyalty of the existing customers. The loyalty measure can be found out by asking intend-to-buy questions or by asking respondents to identify those brands that are acceptable.

Would you buy the brand on the next opportunity?

Is the brand – the only vs. one of two vs. one of three vs. one of more than three

Brands – that you buy and use?

A more intense level of loyalty would be represented by questions such as:

Would you recommend the product or service to others?

Oliver (1997; 1999) defined Brand Loyalty as a deeply held commitment to buy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behaviour. Rossiter and Percy (1987) argued that Brand Loyalty is often characterised by a favourable attitude towards a brand and repeated purchase of the same brand over time.

Apart from behavioural dimension of Brand Loyalty as defined by Aaker (1991) and Oliver (1997; 1999), researchers like Chaudhari and Holbrook (2001), Yoo and Donthu (2001) have an attitudinal perspective on Brand Loyalty.

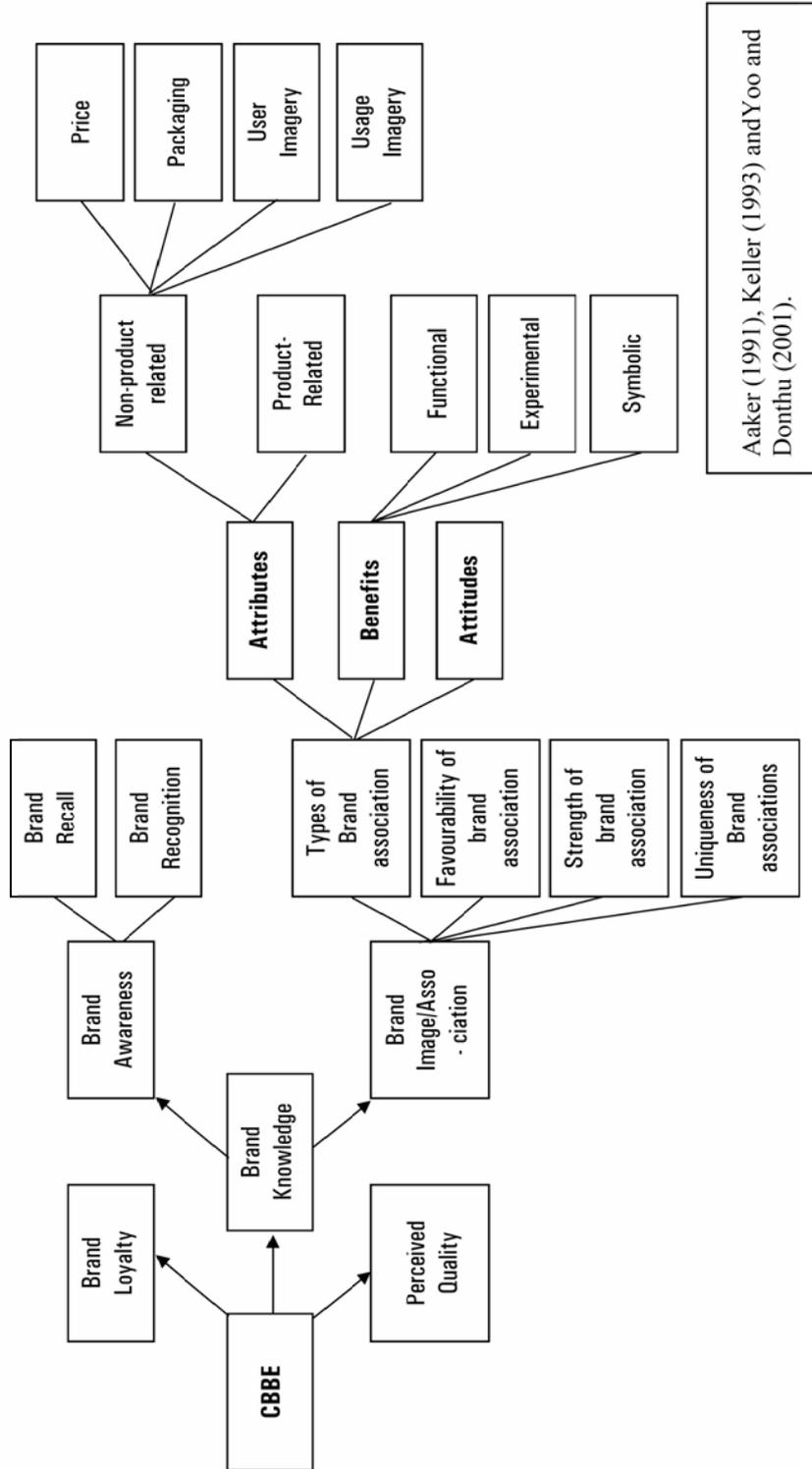
Chaudhari and Holbrook (2001) argued that attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand. Yoo and Donthu (2001) defined Brand Loyalty from the attitudinal perspective as the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice.

2.4.5 Conceptual Framework of the Study

The conceptual framework of the study is primarily based on the study done by Aaker (1991) and Keller (1993) on Brand Equity and Consumer Based Brand Equity respectively. The conceptualisation of their studies on Brand Equity and Consumer Based Brand Equity were validated by Yoo and Donthu (2001).

According to Aaker (1991) and Keller (1993), the constructs of Consumer Based Brand Equity were Brand Awareness and Associations, Perceived Quality and Brand Loyalty. However, in order to measure Consumer Based Brand Equity the researcher used the scale developed by Yoo and Donthu (2001) which incorporates Overall Brand Equity dimension too. They developed the Overall Brand Equity to check convergent validity of the dimensions of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty.

The following figure gives the Conceptual Framework of the study:



Aaker (1991), Keller (1993) and Yoo and Donthu (2001).

Figure 2.1 Conceptual Framework of the Study: Consumer Based Brand Equity (CBBE)

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Chapter 3

OBJECTIVES, METHODOLOGY AND SCOPE OF THE STUDY

C o n t e n t s	3.1	Statement of the Problem
	3.2	Significance of the Study
	3.3	Objectives of the Study
	3.4	Research Hypotheses
	3.5	Variables in the Study and Measurement
	3.6	Classification of Products
	3.7	Universe and Sampling
	3.8	Tools used for Data Collection
	3.9	Justification for the tools used
	3.10	Pilot Study
	3.11	Reliability Analysis of Pilot Study
	3.12	Reliability Analysis of Main Study
	3.13	Demographic Variables
	3.14	Limitations of the study
	3.15	Statistical methods and Analyses
	3.16	Chapter Scheme

3.1 Statement of the Problem

Sales Promotion as a Marketing tool is gaining prominence over other elements in Promotion Mix viz., Advertisement, Publicity or Public Relations, Personal Selling and Direct Marketing in recent years. This is evidenced by the proliferation of sales promotional offers in the market during Festival and Off Seasons to induce trial and sometimes to shift in time the purchase decisions of consumers. Consumers are found to advance or postpone their purchase based on Sales Promotion offers. The broad agenda of this research

is to study the influence of specific forms of sales promotion on the perceived brand equity of certain selected products. Traditional marketing theories suggest that sales promotion results in the dilution of Brand Equity. However, the specific impact of Sales Promotion on Brand Equity of competing brands on various dimensions is notable by insufficient research attention. This study attempts to bridge this gap.

Brand Equity in layman's terms is synonymous with credibility of the brand in the minds of consumers. More technically it is defined as the 'added value' with which a given brand endows a product (Farquhar, 1989). In 1993, Kevin Keller coined a term called Consumer Based Brand Equity (CBBE) to define Brand Equity from the consumer's perspective. The construct of Consumer Based Brand Equity (Keller, 1993) posited a multidimensional approach and this view were used further by Yoo and Donthu (2001) to develop a scale to measure CBBE. Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of the brands given by the consumers were the sub dimensions of Brand Equity according to the measurement paradigm.

The present study envisages to find out the effect of two types of Sales Promotion on Consumer Based Brand Equity of selected popular brands that belong to particular product classes in three identified product categories, viz., Convenience, Shopping and Specialty Products. The product class taken for the study under Convenience Product is Toothpaste and the brands chosen are: Anchor, Closeup, Colgate, and Dabur. The product classes taken for study under Shopping Product is Colour Televisions and the brands chosen: are LG, Onida, Samsung and Sony. The product class taken for study under Specialty Product is Athletic Shoes and the brands chosen are: Action, Adidas, Nike and

Reebok. The product class and brands were chosen after conducting a pilot study.

Studies have shown that there are differences in consumer behaviour towards the two different types of Sales Promotions, namely, Price Promotion and Premium Promotion. Hence this enquiry seeks to find out whether there exist any differential and significant effects of Sales Promotion on Consumer Based Brand Equity. The following are the specific questions attempted to be answered through this research.

Research Problem and Research Questions

- a) Are there any differential effects of different types of Sales Promotions, namely, Price Promotion and Premium Promotion on Consumer Based Brand Equity?
- b) Which are the sources of Consumer Based Brand Equity affected by Sales Promotion, Premium and Price Promotion?
- c) What is the effect of these promotions in different categories of products, viz., Convenience, Shopping and Specialty Products?

These are the major problems addressed in the study. The research problem can be summarised as a study of the differential effect of price and premium promotion on dimensions of Consumer Based Brand Equity in selected brands of three product classes belonging to Convenience, Shopping and Specialty product categories.

3.2 Significance of the Study

The study is significant from both application perspective of management as well as from an academic point view.

The market is flooded with offers of different kinds. The consumers advance or delay their purchase based on available Sales Promotions or on their expectations of such promotional offers in the near future. Literature points out that Sales Promotion can have a damaging effect on Brand Equity in the long run. This study will help the marketers identify the dimensions of Consumer Based Brand Equity which are affected by Sales Promotions and specifically what type of Sales Promotions, whether Price Promotion or Premium Promotion is suitable for a given market. This knowledge might be useful for marketers in judiciously implementing marketing plans, especially Sales Promotions, both in the long as well as short term perspective.

For academicians, the study will give more insight into the dimensions of Consumer Based Brand Equity and its chemistry with Sales Promotions, Price and Premium Promotions. It will help to refine the scaling techniques employed to find out Consumer Based Brand Equity in different categories and class of products.

3.3 Objectives of the Study

The study was an attempt to find out the effect of Sales Promotion, Price and Premium Promotion, on Consumer Based Brand Equity. The dimensions of Consumer Based Brand Equity under study were Brand Awareness and Associations, Perceived Quality and Brand Loyalty. The product categories under study were Convenience Products, Shopping Products and Specialty Products and the product classes taken were Toothpastes, Colour Television and Athletic Shoes. The brands under study were Convenience Products – Anchor, Closeup, Colgate and Dabur; Shopping Products – LG, Onida, Samsung and Sony and Specialty Products – Action, Adidas, Nike and Reebok.

The Primary objective of the study was to examine the effect of Sales Promotion, Price and Premium Promotion, on Consumer Based Brand Equity (CBBE)

The study had the following specific objectives:

- a) To find out the differential effects of Sales Promotions, viz., Price Promotion and Premium Promotion on Consumer Based Brand Equity.
- b) To explore the differential effects of Sales Promotion on the dimension of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty and Overall Brand Equity among Convenience, Shopping and Specialty product categories.
- c) To find out the effects of Sales Promotions, Price and Premium Promotions, on different categories of products, viz., Convenience, Shopping and Specialty Products on Consumer Based Brand Equity.

3.4 Research Hypotheses

Based on the review of literature and past studies, the following hypotheses were formulated for verification for different product categories – Convenience, Shopping and Specialty Products – through empirical investigation.

The study had the following hypotheses relating to Convenience, Shopping and Specialty product categories:

Convenience Products

Hypothesis 1.1 There is a significant effect of Sales Promotion on Consumer Based Brand Equity. This hypothesis has four sub hypotheses pertaining to the four dimensions of Consumer Based Brand Equity. H1.1 (a) Brand Awareness

and Brand Associations, H1.1 (b) Perceived Quality and H1.1 (c) Brand Loyalty and H1.1 (d) Overall Brand Equity in Convenience Products.

Hypothesis 1.2 There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotions, in Convenience products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H1.2(a) Brand Awareness and Associations, H1.2(b) Perceived Quality H1.2(c) Brand Loyalty and H1.2(d) Overall Brand Equity in Convenience Products.

Hypothesis 1.3 There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Convenience Products.

Shopping Products

Hypothesis 2.1 There is a significant effect of Sales Promotion on Consumer Based Brand Equity in terms of its dimensions H2.1(a) Brand Awareness and Brand Associations, H2.1(b) Perceived Quality and H2.1(c) Brand Loyalty and H2.1(d) Overall Brand Equity in Shopping Products.

Hypothesis 2.2 There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotions, in Shopping Products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H2.2(a) Brand Awareness and Associations, H2.2(b) Perceived Quality, H2.2(c) Brand Loyalty and H2.2(d) Overall Brand Equity in Shopping Products.

Hypothesis 2.3 There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Shopping Products.

Specialty Products

Hypothesis 3.1 There is a significant effect of Sales Promotion on Consumer Based Brand Equity in terms of H3.1.(a) Brand Awareness and Brand Associations, H3.1(b) Perceived Quality and H3.1(c) Brand Loyalty and H3.1(d) Overall Brand Equity in Specialty Products.

Hypothesis 3.2 There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotions, in Specialty Products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H3.2(a) Brand Awareness and Associations, H3.2(b) Perceived Quality, H3.2(c) Brand Loyalty and H3.2(d) Overall Brand Equity in Specialty Products.

Hypothesis 3.3 There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Specialty Products.

Methodology

To meet the above objectives, hypotheses were formulated about the effect of sales promotion on Brand Equity and were tested using a quasi-experimental design by manipulating the Sales Promotion offered and exposing selected subjects to such experimental stimuli representing Sales Promotion offer profiles.

The dependent variable in the study was the Consumer Based Brand Equity and its components measured by using the scale originally developed by Yoo and Donthu (2001) suitably modified to assure the reliability and other scale properties in the local context. The specific sub components were: a) Brand Awareness and Associations, b) Perceived Quality, c) Brand Loyalty and d) Overall Brand Equity.

Sales Promotion was divided into price promotion and premium promotion based on available evidence of similar studies from literature. Price promotion was operationalised as ‘15% off’ in market price and accordingly an offer stimulus was designed to which the respondents were exposed (See Appendix IIA.1, IIB.1 & IIC.1). Premium promotion was operationalised as an equivalent free gift in value to price promotion and accordingly an offer stimulus was designed and respondents were exposed to the stimulus (See Appendix IIA.2, IIB.2 & IIC.2). The promotional offers were designed as visual experimental stimulus. The specific free gifts to represent the premium promotion were identified based on the pilot study.

The study was replicated for three product categories, viz., Convenience Products, Shopping Products and Specialty Products and in each of the product categories, a certain product class was identified and used for the study based on the pilot research.

Respondents of this study consisted of teachers and students belonging to the Mahatma Gandhi University and coming within the four districts of Kerala, viz., Ernakulam, Idukki, Kottayam and Pathanamthitta. For the product class, Colour Television and Toothpaste, the teachers of the said university were taken while for the product class, Athletic shoes, the college students of the same university were used as respondents. The researcher used

a sample size of 300 in each product class, viz., Convenience Products, Shopping Products and Specialty Products and thus giving a total of 900 respondents.

The subjects for the study were chosen from the students and teachers of various colleges of central Kerala. This decision was taken to restrict the study to the academic community of students and teachers for ease of using probability sampling procedures, access to the sampling frame and also considering the experimental nature of the study which needed sustained subject cooperation.

Other extraneous variables particularly measured in the study were age, income, education, gender, etc. and wherever differences were not observed on the dependent variable, the subjects were clubbed into the same group for further analysis.

The subjects were randomly selected and randomly assigned to each Sales Promotion stimulus condition in the experiment consistent with experimental research best practices. The questionnaire to measure the dependent variable had broadly two parts. The first part was administered prior to providing the experimental stimulus and then after the exposure of subjects to the experimental stimulus, the second part was administered.

3.5 Variables in the Study and Measurement

The study is on the effect of various Sales Promotional measures on Brand Equity which is operationally measured as the construct ‘Consumer Based Brand Equity’ as per the conceptualisation of Yoo and Donthu (2001). The dependant variable is Consumer Based Brand Equity which is defined as the differential effect of Brand Knowledge on consumer response to the

marketing of the Brand (Keller, 1993). Aaker (1991) defined Brand Equity as a set of assets or liabilities, namely, Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty and other proprietary assets.

Operationally, Consumer Based Brand Equity is defined as a set of assets or liabilities, namely, Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty. These are often referred to in literature as the sources or components or constructs of Brand Equity. Along with items to measure Overall Brand Equity, Yoo and Donthu (2001) developed a scale to measure the Consumer Based Brand Equity which is used to operationally measure the dependent variable in this study.

Sources of Consumer Based Brand Equity

- a) **Brand Awareness:** Brand Awareness refers to the strength of presence in the minds of the consumers. It is defined as the consumer's ability to identify or recognise the brand (Rossiter and Percy, 1987). Keller (1993) conceptualised Brand Awareness as consisting of both brand recall and brand recognition. Aaker (1991) mentioned several levels of brand awareness, consisting of recognition, recall, top of the mind, brand knowledge, brand opinion and brand dominance. In this spectrum, brand awareness ranges from mere recognition of the brand to dominance, which refers to the condition where the brand involved is the only brand recalled by a consumer.

Operationally, Brand Awareness is the ability of a buyer to recognise or recall that a brand is a member of a certain product category.

- b) **Brand Associations:** Brand Association is an important dimension of Consumer Based Brand Equity. Brand Associations are believed to contain the meaning of the brand for consumers (Keller, 1993). Aaker (1991) argued that Brand Association has a level of strength, and that the link to a brand from the association, will be stronger when it is based on many experiences or exposures to communications, and when a network of other links support it. Aaker (1991) was of the view that Brand Association could provide value to the consumer by providing a reason for consumers to buy the brand, and by creating a positive attitude/feeling among consumers. Keller (1993) classified Brand Associations as attributes, benefits and attitudes. Attributes are product or non-product related while benefits are functional, experimental or symbolic. The non-product related attributes are price, packaging, user imagery and usage imagery.

Krishnan (1996) empirically demonstrated that Brand Association characteristics such as number of associations, valence and uniqueness underlie Consumer Based Brand Equity. According to Krishnan, brands with high Brand Equity are characterised by having a greater number of associations, and more net positive and unique associations.

Operationally, Brand Associations are the informational modes linked to the brand mode in the memory and contain the meaning of the brand for the consumer. The favourability, strength and uniqueness of Brand Associations are the dimensions of Brand Knowledge which are the core of Consumer Based Brand Equity.

- c) **Perceived Quality:** Perceived Quality is another important dimension of Consumer Based Brand Equity. Aaker (1991) associated Perceived Quality with price-premium, price elasticities, brand usage and stock return. Farquhar (1989) and Keller (1993) considered Perceived Quality as the 'core or primary' facts of Consumer Based Brand Equity as it has been associated with the willingness to pay a price premium, brand purchase intent, and brand choice. Perceived Quality provides a buyer with a realm to buy, differentiating the brand from competing brands. Motameni and Shahroki (1998) considered Perceived Quality as a central frame of reference because it involves a competitor's frame of reference.

Operationally, Perceived Quality can be defined as the consumer's judgment about a product's overall excellence, esteem or superiority of a brand relative to alternative brand (Zeithmal, 1988). Perceived Quality is solely based on consumer's or user's evaluation of the product and not manager's or experts subjective evaluation of the product and need not be based on the actual quality of the product.

- d) **Brand Loyalty:** Brand Loyalty is a major component of Consumer Based Brand Equity. Brand Loyalty has two dimensions, behavioural and attitudinal. The proponents of the behavioural school of thought are Aaker (1991) and Oliver (1997). Aaker (1991) defined Brand Loyalty as the attachment that a customer has to a brand. Oliver (1997) defined Brand Loyalty as a deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having potential to cause switching behaviours.

Rossiter and Percy (1987) argued that brand loyalty has to be conceptualised on attitudinal point of view as it is often characterized by a favourable attitude towards a brand and repeated purchases of the same brand over time. Chaudhuri and Holbrook (2001) were of the view that attitudinal brand loyalty includes a degree of dispositional commitment in terms of some unique value associated with the brand.

Operationally, Brand Loyalty is defined as the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the Brand as a primary choice (Yoo and Donthu, 2001; Oliver, 1997).

- e) The primary independent variable was **Sales Promotion**: Sales Promotion is defined as a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular product/services by consumers (Kotler, 1988). The main purpose of a consumer promotion is to have direct impact on the purchase behaviour of the firm's customers (Kotler, 1988, Blattberg and Neslin, 1990). Consumer promotions are aimed at creating a 'pull' for end consumers while promotions offered to trade and retailers are aimed at creating a 'push' through channel members (Jha, Koshy and Sharma, 2005).

Sales Promotions can be classified as Price based and Non-Price based (Campbell and Diamond, 1992; Blattberg and Neslin, 1990). Price based promotions are defined as promotions such as coupons, cents off, refunds and rebates that temporarily reduce the cost of the goods or service (Cooke, 1983).

Non-price based promotions, according to Cooke (1983), refer to promotions such as give aways or contests in which value is added to the product at full price.

Operationally, Price Promotions are promotions which offer a discount on the regular price of the product, and Premium Promotions are promotions that offer a free gift – in addition to the main purchase, or offer an increased quantity of the product/service without an increase in normal price.

This relationship was explored in the case of three different product categories, viz., Convenience, Shopping and Specialty and also separately for the two types of promotions, viz., price and premium.

Other variables

The other variables in the study included demographic variables like gender, age, education, income, etc.

3.6 Classification of Products

Any product is perceived by the buyer to be a contribution or bundle of utilities – qualities, processes and/or capabilities (goods, services, and ideas) that is expected to provide satisfaction (Levitt, 1975; 1980; Enis and Roering, 1980; Kotler, 1984). Murphy and Enis (1986) assess consumer satisfaction in terms of benefit expected minus cost incurred. The cost could be conceptualised on two independent dimensions – effort and risk. Effort is the amount of money, time, and energy the buyer is willing to expend to acquire a given product and is the objective measure of the value the consumer places on the product. Risk is perceived when the product cannot deliver the benefits sought and is essentially financial, psychological, physical, functional and social.

Based on the above, Murphy and Enis (1986) classified products into four, namely convenience, preference, shopping and specialty.

3.6.1 Convenience Products

Convenience Products are defined as the lowest in terms of effort and risk. In this category of products, the consumer will not spend much money or time to purchase the product, nor does he/she perceive significant level of risk in making the selection. Convenience goods are those customarily purchased at easily accessible stores. The unit price for most articles in this class is too small to justify the consumer's going far out of his way or incurring the expense to procure a special brand (Copeland, 1923; Holton, 1958; Luck, 1959; Bucklin, 1963; 1976; Kaish, 1967; Holbrook and Howard, 1977; Ennis and Roering, 1980). Examples of goods that fall into the Convenience Products category include soaps and detergents, toothpastes and brushes, shoe polish and umbrellas.

3.6.2 Preference Products

Holbrook and Howard (1977) and Enis and Roering (1980) called products which are slightly higher on the effort dimension and much higher on risk as Preference Products. Through branding and advertising the marketer is able to generate differentiation among the products and thus perceive risk on consumers. Examples of Preference Products include soft drinks, alcoholic beverages, coffee, tea etc.

3.6.3 Shopping products

Copeland (1923), Luck (1959) and Bucklin (1963; 1976) have defined Shopping Products are those for which the consumer desires to compare prices, quality, and style at the time of purchase. Buyers are willing to spend a significant amount of time and money in searching for and evaluating these

products as the level of the risk perceived by the consumers are high and hence have high involvement in purchase. Example of Shopping Products include utility goods like refrigerator, washing machine, colour TV; dresses, furniture etc.

3.6.4 Specialty Products

Copeland (1923), Bucklin (1963; 1976), Kaish (1967) and Enis and Roering (1980) define Specialty Products as those which have some particular attraction for the consumer other than price which induces him to put forth special effort to visit the store in which they are sold to make purchase without shopping. The Specialty Products are defined to be highest on both the risk and effort dimensions. Examples of Specialty Products include men/women's clothing, men/women's shoes especially athletic shoes, high end furniture etc.

However, most of the researchers on the product taxonomy agree that products can best be classified into three categories, viz., Convenience, Shopping and Specialty (Copeland, 1923; Bucklin, 1963; 1976; Kleimenhagen, 1967; Kaish, 1967; Kotler and Armstrong, 2004). The notable exceptions are Holbrook and Howard (1977) and Enis and Roering (1980) who advocated four categories of products adding Preference Products into the above category. Following the common practice, in this study the researcher has classified the products categories into three, namely, Convenience, Shopping and Specialty.

The following table depicts the classification of consumer products based on market considerations

Table 3.1 Consumer Product Classification and Market Consideration

Marketing Considerations	Convenience	Shopping	Specialty
Customer Buying Behaviour	Frequent purchase, little planning, little comparison or shopping effort, low customer involvement	Less frequent purchase, much planning and shopping effort, comparison of brands on price, quality, style	Strong brand preference and loyalty, special purchase effort, little comparison of brands, low price sensitivity.
Price and Distribution	Low Price, Widespread distribution, convenient locations	Higher price, Selective distribution in fewer outlets.	High price, Exclusive distribution in only one or a few outlets per market area
Promotion	Mass promotion by the producer	Advertising and personal selling by both producer and resellers	More carefully targeted promotion by both producer and resellers
Examples	Toothpaste, magazines, laundry detergent	Major appliances, televisions, furniture, clothing	Lifestyle goods, Expensive watches, men's wear, athletic shoes.

Source: Kotler P., and Garry Armstrong (2004), *Principles of Marketing*, Pearson Education, New Delhi, p. 280.

3.7 Universe and Sampling

The study involved exposing the respondents to experimental stimulus and getting them to answer a very elaborate questionnaire including items to measure the overall as well as the various sub components of Consumer Based Brand Equity. The respondents typically had to spend around 60 minutes for the study. The researcher therefore recruited the participants

from college students and teachers primarily to ensure the extended involvement of the respondents. This practice of using college students and teachers is very common in consumer research (e.g. Yoo and Donthu, 2001; Washburn and Plank, 2002). Respondents of this study consisted of teachers and college students selected from the four districts of Kerala, viz., Ernakulam, Idukki, Kottayam and Pathanamthitta, coming under Mahatma Gandhi University, Kerala. For the product class, Colour Television and Toothpaste, the teachers of the said four districts were taken while for the Product class, Athletic Shoes, the college students of the same districts were used as respondents. The teachers of the districts included Arts and Science and Professional Colleges. The college students of the districts who participated in the study included students of Arts, Commerce, Science, Law, Management, Medicine and Engineering Colleges.

In the selected four districts of Kerala, there were 245 affiliated colleges consisting of 127 Arts and Science Colleges, 27 Engineering Colleges, 1 Law College, 4 Medical Colleges, 7 Dental Colleges, 3 Ayurveda Colleges, 2 Homeo Colleges, 22 Nursing Colleges, and 43 Education Training and other Colleges constituting the higher education spectrum of these districts. The respondents for this study, both teachers and students, were selected at random from these colleges. The researcher followed a two stage random sampling procedure where in the first stage, the colleges were chosen at random from a master list of colleges and from each such college, and students were randomly chosen from the roster available. In case a student was not available or refused to participate on the day of the study, another student was chosen to substitute the element (from the same college and on the same day).

The same sampling method was adopted for selecting teacher respondents also. The teachers were chosen as respondents to get homogeneity

in population in education, socio-economic and other factors. Moreover, studies have shown that in a family the purchase decisions are made by the main income earners, especially in complex (shopping) and habitual (convenience) buying behaviour situations (Assael, 1984).

College students were chosen as respondents as it is widely accepted that students of the age group (18-22) and such educational profile are the best judges for Specialty products and life style goods as they are the users and are prone to affluent life styles (Shimp and Bearden, 1982; Lichtenstein and Burton, 1989)

Moreover, the filling up of the questionnaire requires serious reading and takes around an hour. Hence, the researcher decided that teachers and college students were the best available respondents for the study considering the experimental nature of the study and the long duration involved in collecting data using a questionnaire.

For studying the effect of Sales Promotion on Product classes, viz., Convenience Products, Shopping Products and Specialty Products, there were four brands in each class. Since there were two situations, namely, the effect of Price and Premium Promotions, on the dimensions of Consumer Based Brand Equity, the researcher wanted to ensure at least thirty respondents for each brand experimental stimulus combination. Taking all these considerations into account, it was decided to have a sample size of 300 in each Product Class. Therefore the researcher used a sample size of 300 in each product class i.e., Convenience Products, Shopping Products and Specialty Products thus giving a total of 900 respondents.

The sample design of the study is shown below:

Table 3.2 Sample Design of the Study

Sl. No.	Uniformity Criteria	Convenience (Tooth Paste)	Shopping (Television)	Specialty (Sports Shoes)
1	Profession	Teachers	Teachers	Students
2	Education	PG	PG	Graduate and Post-Graduate Students
3	Geographical Area	Ernakulam, Idukki, Kottayam and Pathanamthitta districts of Kerala	Ernakulam, Idukki, Kottayam and Pathanamthitta districts of Kerala	Ernakulam, Idukki, Kottayam and Pathanamthitta districts of Kerala
4	Sample Size	300	300	300

3.8 Tools used for Data Collection

The principal instrument used in the study is the Consumer Based Brand Equity Scale developed by Yoo and Donthu (2001). The construct of this scale is based on the theoretical framework provided by Aaker (1991) and Keller (1993) who conceptualised the concept of Consumer Based Brand Equity. The scale developed by Yoo and Donthu (2001) is etic in nature, i.e, the scale is valid for universal measurement cutting across all cultures. The dimensions of Consumer Based Brand Equity as envisaged by Aaker (1991) and Keller (1996) were: Brand Associations, Brand Awareness, Perceived Quality and Brand Loyalty.

The study conducted by Yoo and Donthu (2001) among 460 under graduate students, 230 each from South Korea and U.S, included product classes Athletic Shoes, Camera films and Colour T.Vs. They proposed and tested a model composed of the three dimensions of Brand Awareness and

Associations, Perceived Quality and Brand Loyalty for measuring Consumer Based Brand Equity. The Consumer Based Brand Equity Scale consisted of two constructs: Multidimensional Brand Equity (MBE) and Overall Brand Equity (OBE). In MBE, there were ten items which measured five Brand Awareness and Associations, two Perceived Quality and three Brand Loyalty items respectively. They also developed OBE, a four-item uni-dimensional measure of Brand Equity in order to check the convergent validity of MBE.

In this study, the researcher attempted to measure the impact of two different types of promotion, namely, Price and Premium Promotions, on Consumer Based Brand Equity and this was done for selected products from three product classes.

The researcher employed experimental stimulus and a questionnaire was used to study the effect of Sales Promotion on Consumer Based Brand Equity. The questionnaire consisted of three sections I, II and III. Section I consisted of questions pertaining to the general awareness of the Brand. Section II consisted of the constructs developed by Yoo and Donthu (2001) having MBE nine items and OBE four items to measure Consumer Based Brand Equity on a seven point Likert scale. Section II has three parts A, B and C. The respondents were asked to mention their favourite brand and compare with other brands on the constructs of MBE and OBE in Part A.

In part 'B', the respondents were offered price promotion, i.e. cash discount to the brands which were not their favourite brand mentioned in part A. Here the respondents were required to compare other brands, which were offered price promotion with their favourite brand on the same constructs of MBE and OBE. The following table gives the details of the price/cash discounts offered to various product categories under the study:

Table 3.3 Price Promotions of Different Product Class

Serial No	Product category	Product class	Brands	Price promotion
1	Convenience Products	Tooth paste	Anchor, Close up, Colgate, Dabur	15percent off market price or Rs 5/- off
3	Shopping Products	Color T V	LG, Onida, Samsung, Sony	15percent off market price or Rs 1500/- off
2	Specialty Products	Athletic shoes	Action, Adidas, Nike, Reebok	15percent off market price or Rs 500/- off

Part 'C' dealt with Premium Promotion. Here respondents were offered free gifts for other brands while their favourite brand was complacent or offered no gifts. The respondents were required to compare other brands with their favourite brand on the constructs of MBE and OBE. It should be noted that the same respondent is filling the questionnaire pertaining to Price and Premium Promotions (i.e., B and C). The Premium Promotion or free gift or extra products offered for various categories are given below:

Table 3.4 Premium Promotions of different Product Class

Serial No	Product category	Product class	Brands	Premium promotion
1	Convenience Products	Tooth Paste	Anchor, Close up, Colgate, Dabur	15percent Extra
3	Shopping Products	Color T V	LG, Onida, Samsung, Sony	Dinner set worth Rs 1500/-
2	Specialty Products	Athletic Shoes	Action, Adidas, Nike, Reebok	T shirt worth Rs 500/-

The section III pertained to information about marital status and other demographic profile of the respondents.

While administering the questionnaire the respondents were shown pictures of Brands with or without promotions in print or electronic media as the experimental stimulus.

As explained earlier, the participants of the study were randomly chosen from the first stage of selected colleges and randomly assigned to various experimental conditions. The subjects were randomly selected and randomly assigned to each sales promotion stimulus condition in the experiment consistent with experimental research best practices. The questionnaire to measure the dependent variable had broadly two parts. The first part was administered prior to providing the experimental stimulus and then after the exposure of subjects to the experimental stimulus relating to Price Promotion and Premium Promotion, the second part was administered.

3.9 Justification for the tools used

The researcher used Yoo and Donthu (2001) Consumer Based Brand Equity Scale to study the effect of Sales Promotions on Brand Equity. The scale developed by these researchers, as already mentioned, are etic in nature, i.e. can be employed across all cultures. Moreover, the studies conducted by Washburn and Plank (2002) and Pappu, Quester and Cooksey (2005) have validated the usefulness of the scale developed by Yoo and Donthu (2001) to measure Consumer Based Brand Equity.

The study conducted by Washburn and Plank (2002) in the context of co-branded products confirmed the constructs developed by Yoo and Donthu, namely MBE having Brand Awareness/Brand Associations, Perceived Quality and Brand Loyalty and Overall Brand Equity (OBE).

Pappu, Quester and Cooksey (2005) who conducted their study in Australia on consumers of two different product categories, cars and television

with six brands each, provided empirical evidence of the multi dimensions of Consumer Based Brand Equity conceptualised by Aaker (1991) and Keller (1993) and the scale developed by Yoo and Donthu (2001).

Similarly, Yoo, Lee and Donthu (2000) established the validity of MBE constructs on Consumer Based Brand Equity: Brand Awareness and Associations, Perceived Quality and Brand Loyalty while studying the examination of selected marketing elements and Brand Equity.

3.10 Pilot Study

A pilot study was conducted to find out the most popular product class in Convenience, Shopping and Specialty Products among 60 respondents each. The study concluded that the popular Product class, i.e. the top rated in Convenience, Shopping and Specialty, the products were Toothpaste, Colour Television and Athletic Shoes respectively.

A second pilot study was conducted among another set of 60 respondents to find out the popular brands in each Product categories: Convenience, Shopping and Specialty Products. The study revealed that the popular brands (meaning the top rated four brands) in Toothpaste Products are Colgate, Closeup, Anchor and Dabur; in Colour Television: Sony, Samsung, LG and Onida, and in Athletic Shoes: Nike, Reebok, Adidas and Action.

A pilot study was also conducted to check the feasibility of the study among 60 respondents in each product categories, namely, Convenience Products, Shopping Products and Specialty Products before starting the data collection. This was done with the objective of checking the suitability and reliability of the instruments used in the study. On the basis of the study, the

researcher made modification to some of questions based on the comments from the respondents. Some words used for the construction of certain questions were changed to make it easy to understand. The responses collected for pilot study have not been used for the final data analysis.

3.11 Reliability Analysis of Pilot Study

The reliability estimates were provided by the pilot study using Chronbach Alpha, which is a measure of inter-item correlation. The reliability indicated the extent to which individual differences in test score are attributable to “true” differences in the characteristics under considerations and the extent to which they are attributable to chance errors (Anastasi, A and Urbina, S, 2003). The reliability analysis of product categories, Convenience, Specialty, and Shopping Products are given below:

Table 3.5 Reliability Analysis of Convenience Products

Factors	No of items	Chronbach Alpha			Sample size N
		A	B	C	
Brand Awareness and Associations	5	0.303*	0.3088*	0.371*	60
Perceived Quality	2	0.6138	0.6651	0.676	
Brand Loyalty	3	0.6478	0.6841	0.651	
Overall Brand Equity	4	0.6110	0.637	0.682	

- A denotes the respondents’ views on the dimensions of CBBE without Sales Promotion*
- B denotes the respondents’ views on the dimensions of CBBE with Price Promotion*
- C denotes the respondents’ view on the dimensions of CBBE with Premium Promotion*

The reliability scale revealed that items in Perceived Quality, Brand Loyalty and Overall Brand Equity showed acceptable reliability while the items under Brand Awareness and Associations showed low value in the reliability test. However, when the last item in the questionnaire designed by Yoo and Donthu relating to Brand Awareness was removed it showed acceptable reliability Alpha values 0.673, 0.654, 0.623 for A (without Sales Promotion), B (with price promotion) and C (with premium promotion) respectively. The question removed was “I have difficulty in imaging my favourite Brand in my mind”.

Table 3.6 Reliability Analysis of Shopping Products

Factors	No of items	Chronbach Alpha			Sample size N
		A	B	C	
Brand Awareness and Associations	5	0.331*	0.342*	0.363*	60
Perceived Quality	2	0.653	0.640	0.606	
Brand Loyalty	3	0.642	0.676	0.611	
Overall Brand Equity	4	0.663	0.677	0.655	

The reliability scale revealed that items in Perceived Quality, Brand Loyalty and Overall Brand Equity showed acceptable reliability while the items under Brand Awareness and Associations showed low value in the reliability test. However, as done in the earlier case when the last item was removed, the Brand Awareness and Associations showed acceptable reliability values Alpha values 0.683, 0.691, 0.666 for A (without Sales Promotion), B (with Price Promotion) and C (with Premium Promotion) respectively.

Table 3.7 Reliability Analysis of Specialty Products

Factors	No of items	Chronbach Alpha			Sample size N
		A	B	C	
Brand Awareness and Associations	5	0.3321*	0.302*	0.331*	60
Perceived Quality	2	0.6235	0.6551	0.596	
Brand Loyalty	3	0.6678	0.671	0.611	
Overall Brand Equity	4	0.6543	0.657	0.662	

The reliability scale revealed that items in Perceived Quality, Brand Loyalty and Overall Brand Equity showed acceptable reliability while the items under Brand Awareness and Associations showed low value in the reliability test. Here also, when the last item was removed, the Brand Awareness and Associations showed acceptable reliability values Alpha values 0.633, 0.621, 0.646 for A (without Sales Promotion), B (with Price Promotion) and C (with Premium Promotion).

After making the necessary changes in the items pertaining to Brand Awareness and Associations construct, the reliability figures from the pilot study are reported below:

Table 3.8 Reliability Analysis of Product Categories for Brand Awareness and Associations

Product Categories	Chronbach Alpha			Sample size N
	A	B	C	
Convenience Products	0.673,	0.654,	0.623	60
Shopping Products	0.683,	0.691,	0.666	
Specialty Products	0.633,	0.621,	0.646	

3.12 Reliability Analysis of Main Study

Based on the Reliability analysis done above, the questionnaires were designed and administered. The result of the Reliability analysis of the main study is given below:

Table 3.9 Reliability Analysis of Convenience Products

Factors	Chronbach Alpha			Sample Size N
	A	B	C	
Brand Awareness and Associations	0.8541	0.861	0.848	300
Perceived Quality	0.825	0.847	0.809	
Brand Loyalty	0.818	0.838	0.847	
Overall Brand Equity	0.843	0.891	0.853	

The reliability scale revealed that all the four items, viz., in Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity showed acceptable reliability with high Chronbach Alpha values.

Table 3.10 Reliability Analysis of Shopping Products

Factors	Chronbach Alpha			Sample Size N
	A	B	C	
Brand Awareness and Associations	0.822	0.862	0.871	300
Perceived Quality	0.847	0.864	0.838	
Brand Loyalty	0.836	0.873	0.857	
Overall Brand Equity	0.872	0.866	0.881	

The reliability scale for Shopping Products also showed acceptable reliability with high Chronbach Alpha values for all the items in Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity.

Table 3.11 Reliability Analysis of Specialty products

Factors	Chronbach Alpha			Sample Size N
	A	B	C	
Brand Awareness and Associations	0.8021	0.834	0.828	300
Perceived Quality	0.8735	0.821	0.861	
Brand Loyalty	0.8478	0.851	0.826	
Overall Brand Equity	0.8143	0.837	0.842	

The reliability scale for Specialty Products also showed similar high Chronbach Alpha values in all four items in Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity.

3.13 Demographic Variables

The researcher had collected information regarding the gender, age, educational profile, and income of the respondents. For studying effect of Sales Promotion on Brand Equity the total income of the family was considered in all respondents whether in the case of college teachers or students.

3.14 Limitations of the study

- a) The study was restricted to the post-graduate students and teachers of Mahatma Gandhi University coming under four districts of Kerala. Therefore, the results need not be generalised to all sections or age or categories of people.

- b) The study was on the effect of Sales Promotion on Consumer Based Brand Equity of only three categories of products, viz., Convenience Products, Shopping Products and Specialty Products and the researcher did not undertake an in-depth analysis of specific brands.
- c) The study examined the effect of Sales Promotion on Consumer Based Brand Equity among goods only and hence did not cover services. Hence the results cannot be generalised.
- d) The study was only on a homogeneous population, viz., students and teachers and therefore cannot be generalised across heterogeneous groups.
- e) The demographic variable's influence on the effect of Sales Promotion on Consumer Based Brand Equity was not included in the study.
- f) The study was conducted on a simulated environment and not on a real life situation. Therefore results need not reflect the real life situation.

3.15 Statistical methods and Analyses

The responses from the respondents were edited and some of the responses were omitted as they were either not filled or filled incompletely or not done properly. The valid responses were then coded and entered into a spreadsheet of SPSS (Statistical Package for Social Services) software. Most of the data analysis was done using SPSS 15. Statistical software, AMOS was also used for checking the construct validity and reliability of the Consumer Based Brand Equity scale.

The questionnaire consisted of three sections I, II and III. The I section consisted of questions pertaining to the general awareness of the Brand. There

were 13 items in each of the parts A, B and C section II of the questionnaire and the total number of questions in that section came to 39. Section III of the questionnaire dealt with the demographic profiles of the respondents. The study used a seven point Likert scale varying from strongly disagree (1) to strongly agree (7). One question each from A, B, C parts of section II corresponding to Brand Awareness and Associations was removed as respondents viewed it differently, making it inconsistent with the logic of the construct.

The statistical tool 't' test was used to measure the effect of Sales Promotions on Consumer Based Brand Equity and the differential effect between before the Sales Promotion and after the Sales Promotion and between Sales Promotion, viz., Price Promotion and Premium Promotion. ANOVA tests were done to find out the most favourite brand (in the order of preference) among the brands by the population on the sources of Consumer Based Brand Equity. Correlations, Reliability analysis and Factor analysis were also performed. Since the Factor analysis results were not statistically significant, the results were not reported in the study. Summary statistics were computed and reported in the study.

3.16 Chapter Scheme

This thesis is presented in six chapters. The first chapter gives an introduction to the topic and it deals with the relevance of the study in the light of prevailing market situations.

The second chapter deals with the theoretical framework of the study. It is divided into four parts. Part I attempts to define what is Sales Promotion, how it has been classified by different authors and what are the different streams of Sales Promotion from the perspective of market demand, consumers perception and how consumers respond to different promotions.

Part II tries to explain the origin of Brands, define the term brand as given by American Marketing Association and various authors, and evolution of brand concepts and images. Part III discusses the different definitions and approaches to Brand Equity and Consumer Based Brand Equity as envisaged by various authors. It also deals with the different approaches to measure Brand Equity and Consumer Based Brand Equity. Part IV explains the sources of Consumer Based Brand Equity, namely, Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty.

Chapter 3 presents the significance, objectives and hypotheses of the study. It also discusses the dependent variable, Consumer Based Brand Equity and sources of Consumer Based Brand equity, the methodology adopted for conducting the study, the reliability of the scale used, scope and limitations of the study, tools used for the study and also give the chapterisation scheme of the study.

Chapter 4 presents the results of the analysis of the data to find out the effect of Sales Promotion on Brand Equity.

Chapter 5 gives the results and discussion of the analysis of data to examine the objectives and hypotheses of the study. Finally, Chapter 6 presents the conclusion, scope for future research and implication of the research to management theory and practice.

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Chapter 4

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Contents	4.1 Convenience Products
	4.2 Shopping Products
	4.3 Specialty Products

The analyses of the data with the results of tests conducted are presented in this chapter. The various hypotheses were tested and the interpretations are provided.

Since there are three product categories, the discussion will be under the respective heads like Convenience, Shopping and Specialty Products.

4.1 Convenience Products

4.1.1 Sample Profile and Demographics

Responses were obtained from 300 respondents who were college teachers belonging to the Mahatma Gandhi University in Kerala and the questionnaires were analysed. The profile of the Demographic Variable is provided below.

Table 4.1 Sample Profile and Demographics

Serial No	Organisation	Frequency	Gender	
			Male	Female
1	Arts and Science Colleges	240	140	100
2	Engineering Colleges	40	20	20
3	Medical College	20	10	10
Total		300	170	130

Out of 300 respondents, 170 were male and 130 are females contributing to 56.5 percent and 43.4 percent respectively. 240 respondents belonged to the Arts and Science colleges, 40 to Engineering College and 20 to Medical College Teachers contributing 80 percent, 13 percent and 7 percent respectively.

4.1.2 Marital Status and Total Monthly Household Income

The marital status and total monthly household income of respondents in the Convenience product category are given below:

Table 4.2 Marital Status of Respondents

Marital status	Frequency	Percentage
Single	50	16.7
Married	250	83.3
Total	300	100

Table 4.3 Total Household Income of Respondents

The monthly household income	Frequency	Percentage	Cumulative percentage
<12000	0	0	0
12000-20000	5	1.66	1.66
20000-35000	160	53.3	54.96
35000-50000	130	43.3	98.26
50000 and above	5	1.66	99.82
Total	300	100	100

The marital status of the respondents shows that 83.3 percent were married. The average household income of the respondents was approximately Rs. 16,500. More than half of them had salary between Rs. 20,000 - 35,000 and over 98 percent had monthly income between Rs 20,000-50,000. It shows income – wise, the respondents were a homogeneous group, being college teachers.

The researcher studied the effect of Sales Promotion, Price and Premium Promotion, on Consumer Based Brand Equity for the Product category Convenience Products and the Product class selected was Toothpaste under this category. The brands chosen for the study were: Anchor, Colgate, Closeup and Dabur. The dimensions of Consumer Based Brand Equity under study are Brand Awareness and Associations, Perceived Quality and Brand Loyalty. Since the researcher is using Yoo and Donthu (2001) scale for measuring Consumer Based Brand Equity, the Overall Brand Equity construct is also used in the study to check the convergent validity of the three dimensions of Consumer Based Brand Equity.

4.1.3 Effect of Sales Promotion on CBBE Constructs

a) Brand Awareness and Associations – A– (Without Sales Promotion)

The respondents’ views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity without Sales Promotion are depicted in the following tables and in the figure.

Table 4.4(A) Brand Awareness and Associations – A – (Without Sales Promotion)

Items Brands	Q1*		Q2*		Q3*		Q4*	
	Mean Score	Standard Deviation						
Anchor	4.5967	1.58399	4.4000	1.66611	4.3733	1.67630	4.7233	2.54198
Closeup	5.4933	1.36975	5.3700	1.44686	5.3033	1.50517	5.3067	1.43742
Colgate	5.9233	1.08384	5.8000	1.14208	5.6733	1.22131	5.6400	1.30233
Dabur	4.5567	1.54318	4.5400	1.52408	4.4033	1.58188	4.5400	1.69054

Q1* Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can always recognise my favourite brand

Q2* I am aware of my favourite brand

Q3* Some characteristics of my favourite brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of my favourite brand

Table 4.4(B) Brand Awareness and Associations – A – (Without Sales Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Standard Deviation
Anchor	4.523	1.867
Closeup	5.368	1.439
Colgate	5.758	1.187
Dabur	4.512	1.585

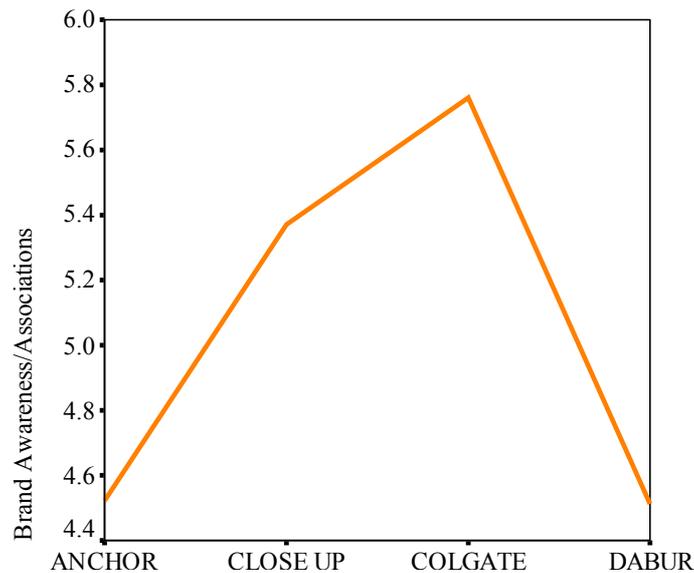


Figure 4.1 Brand Awareness and Associations – A – (Without Sales Promotion)

The result indicates that the respondents' most favourite brand was Colgate followed by Closeup, Anchor and Dabur.

ANOVA Table (Brand Awareness and Associations)

The ANOVA Table is made to find out the most favourite brand among the four brands under study, namely, Anchor, Closeup, Colgate and Dabur with regards to Brand Awareness and Associations dimension of Consumer Based Brand Equity.

Table 4.5 ANOVA Table (Brand Awareness and Associations)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	4.683	3	1.561	108.8	5.7522*10 ⁻⁹
Error	0.1722	12	0.01435		
Total	4.855	15			

Here p value is less than the significance level of 0.05, i.e. as far as the favourite brand is concerned there is marked significant difference between the most favourite brand, Colgate and other brands: Closeup, Anchor and Dabur.

b) Perceived Quality – A – (Without Sales Promotion)

The respondents' views on Perceived Quality dimension of Consumer Based Brand Equity without Sales Promotion is given in the following table and figure.

Table 4.6 Perceived Quality – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Anchor	4.4300	1.60218	4.4400	1.56244	4.435	1.5823
Closeup	5.3400	1.42754	5.3100	1.37119	5.325	1.399
Colgate	5.6933	1.21829	5.6333	1.21813	5.6633	1.2182
Dabur	4.4733	1.55908	4.5367	1.45684	4.505	1.508

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The likely quality of my favourite brand is extremely high

Q2* The likelihood that my favourite brand would be functional is very high

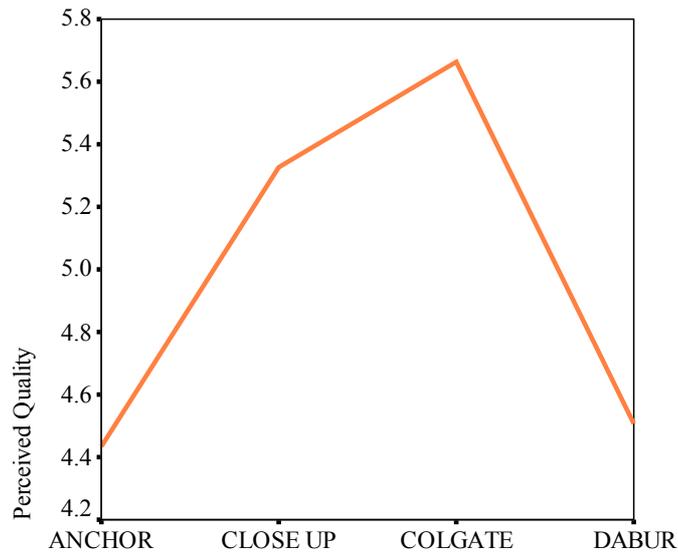


Figure 4.2 Perceived Quality – A – (Without Sales Promotion)

Result indicates that respondents' perceive the quality of brands before Sales Promotion being offered in the descending order of Colgate, followed by Closeup, Anchor and Dabur.

ANOVA Table (Perceived Quality)

Table 4.7 ANOVA Table (Perceived Quality)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	2.208	3	0.736	619.8	8.6329*10 ⁻⁶
Error	0.00475	4	0.001188		
Total	2.213	7			

Result indicates that the most favourite brand, Colgate has a significant difference over other brands: Closeup, Anchor and Dabur, as the p value is less than the significance level 0.05.

c) Brand Loyalty – A – (Without Sales Promotion)

The respondents’ perception on Brand Loyalty construct of Consumer Based Brand Equity without Sales Promotion is as follows:

Table 4.8 Brand Loyalty – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Anchor	4.3133	1.67067	4.3633	1.67152	4.6233	2.39316	4.433	1.912
Closeup	5.3033	1.37025	5.3600	1.44824	5.3967	1.41397	5.353	1.411
Colgate	5.6300	1.23485	5.7200	1.28078	5.5900	1.40202	5.6467	1.306
Dabur	4.2174	1.63935	4.2367	1.66631	4.2800	1.68654	4.2447	1.664

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2* and Q3* are given below:

- Q1*** I consider myself to be loyal to my favourite brand
- Q2*** My favourite brand would be my first choice
- Q3*** I will not buy other brands if my favourite brand is available at the store

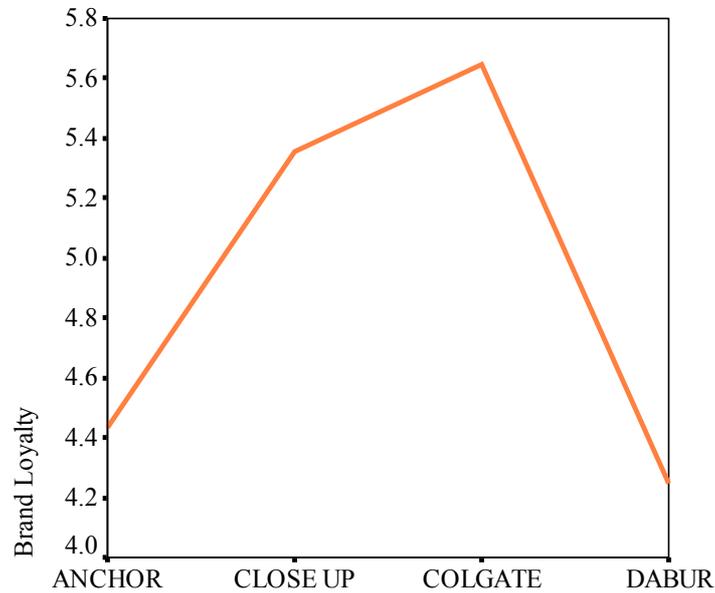


Figure 4.3 Brand Loyalty – A – (Without Sales Promotion)

Result indicates that respondents have ranked brand loyalty of brands in the order of Colgate, followed by Closeup, Anchor and Dabur.

ANOVA Table (Brand Loyalty)

Table 4.9 ANOVA Table (Brand Loyalty)

Source of variation	Sum of Squares	Degree of Freedom	Mean Sum of Squares	F-Value	p-Value
Columns	4.228	3	1.409	158.3	1.8391*10 ⁻⁷
Error	0.0712	8	0.0089		
Total	4.299	11			

Result indicates that the most favourite brand Colgate has a significant difference over other brands Closeup, Anchor and Dabur as the p value is less than the significance level 0.05. That is, as far as the favourite brand is concerned there is a significant difference between the favourite brand and other brands.

d) Overall Brand Equity – A – (Without Sales Promotion)

The respondents' perception on Overall Brand Equity construct of Consumer Based Brand Equity Scale without Sales Promotion is given in the following Table and figure.

Table 4.10(A) Overall Brand Equity – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Anchor	4.4767	1.60563	4.4533	1.66846	4.4167	1.65090	4.4067	1.62586
Closeup	5.3500	1.43563	5.2300	1.52913	5.0933	1.57678	5.2733	1.43019
Colgate	5.6500	1.32414	5.5967	1.34413	5.5100	1.37946	5.5333	1.32467
Dabur	4.3000	1.66511	4.3433	1.68967	4.2733	1.75181	4.4967	1.51271

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

- Q1*** It makes sense to buy my favourite brand instead of any other brand
- Q2*** Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only
- Q3*** If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only
- Q4*** If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only.

**Table 4.10(B) Over all Brand Equity – A – (Without Sales Promotion)
Combined mean and Combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
Anchor	4.438	1.637
Closeup	5.236	1.493
Colgate	5.572	1.343
Dabur	4.353	1.655

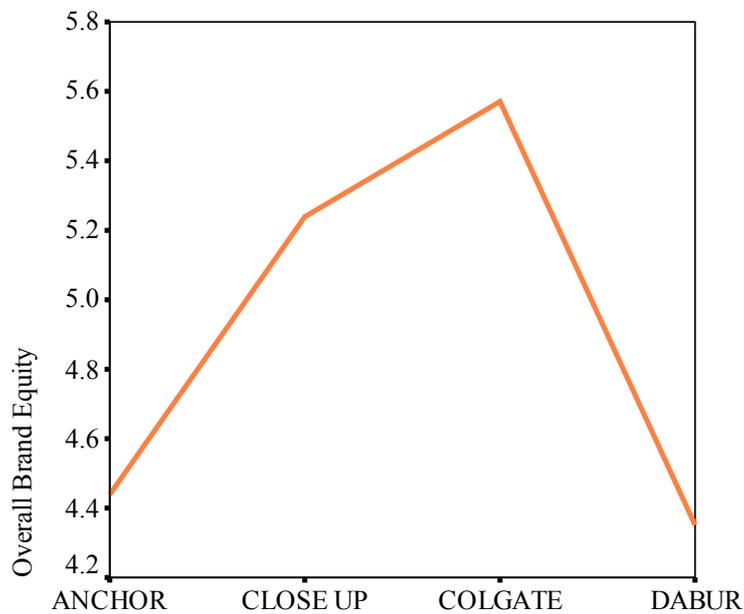


Figure 4.4 Overall Brand Equity – A – (Without Sales Promotion)

Result indicates that respondents' have ranked Overall Brand Equity with the highest rank going to Colgate, followed by Closeup, Anchor and Dabur respectively.

ANOVA Table (Overall Brand Equity)

Table 4.11 ANOVA Table (Overall Brand Equity)

Source of variation	Sum of Squares	Degree of Freedom	Mean Sum of Squares	F-Value	p-Value
Columns	4.303	3	1.434	208.8	1.2840*10 ⁻¹⁰
Error	0.08245	12	0.006871		
Total	4.386	15			

Results indicate that the most favourite brand, Colgate has a significant difference over other brands, Closeup, Anchor and Dabur, as the p value is less than the significance level of 0.05.

4.1.4 Effect of Price Promotion CBBE Constructs

a) Brand Awareness and Associations – B – (With Price Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Price promotion is depicted in the following table.

Table 4.12(A) Brand Awareness and Associations – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Anchor	4.9267	1.64427	4.783	1.44106	4.723	1.57959	5.0133	1.77492
Closeup	5.3933	1.50093	5.246	1.40204	5.236	1.30627	5.2367	1.59661
Colgate	5.6200	1.55036	5.423	1.51827	5.390	1.52062	5.3200	1.78369
Dabur	4.7533	1.60241	4.673	1.59009	4.726	1.66369	4.7400	1.84674

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

- Q1*** I can now recognise the other brand better than before
- Q2*** I am more aware of the other brands
- Q3*** Some characteristics of the other brand come to my mind quickly
- Q4*** I can quickly recall the symbol or logo of the other brands

Table 4.12(B) Brand Awareness and Associations – B – (With Price Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Standard Deviation
Anchor	4.862	1.609
Closeup	5.278	1.451
Colgate	5.438	1.593
Dabur	4.723	1.675

Result indicates that the effect of Price Promotion on Brand Awareness and Associations of different brands are as follows: Colgate, Closeup, Anchor and Dabur.

b) Perceived Quality – B – (With Price Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Price Promotion are depicted in the following table.

Table 4.13 Perceived Quality – B – (With Price Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Anchor	4.1833	2.09867	4.2633	1.67631	4.2233	1.887
Closeup	4.5200	1.92056	4.5767	1.81892	4.548	1.8697
Colgate	4.5467	1.89026	4.6033	1.88800	4.575	1.889
Dabur	3.8900	1.56826	4.0900	1.54159	3.99	1.555

Result indicates Perceived Quality of brands due to Price Promotion is in the order of Colgate followed by Closeup, Anchor and Dabur.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – B – (With Price Promotion)

The following table gives the responses on Brand Loyalty in the dimension of Consumer Based Brand Equity with Price Promotion.

Table 4.14 Brand Loyalty – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Anchor	4.6433	1.68292	4.3967	1.62731	4.3967	1.68720	4.4789	1.666
Closeup	5.5300	1.26535	5.3367	1.27884	5.3367	1.36986	5.4013	1.3047
Colgate	5.6833	1.43641	5.6267	1.29598	5.6267	1.31770	5.645	1.349
Dabur	4.5567	1.78064	4.4533	1.59886	4.4533	1.69544	4.48777	1.692

Result indicates that Brand Loyalty of brands due to Price Promotion is in this order: Colgate, Closeup, Dabur and Anchor.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2* and Q3* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – B – (With Price Promotion)

The responses on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Price Promotion are depicted in the following table.

Table 4.15(A) Overall Brand Equity – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Anchor	4.786	1.65841	4.5333	1.60337	4.5233	1.63658	4.6488	1.768
Closeup	5.483	1.33253	5.2167	1.39147	5.200	1.45386	5.3200	1.553
Colgate	5.816	1.26767	5.5800	1.41076	5.590	1.42196	5.5567	1.501
Dabur	5.000	1.45115	4.5567	1.64798	4.823	1.52922	4.7000	1.840

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only

**Table 4.15(B) Overall Brand Equity – B – (With Price Promotion)
Combined Mean and combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
Anchor	4.623	1.667
Closeup	5.305	1.433
Colgate	5.635	1.401
Dabur	4.77	1.609

Result indicates that Overall Brand Equity of brands due to Price Promotion is in the descending order of Colgate, Closeup, Dabur and Anchor.

4.1.5 Effect of Premium Promotion on CBBE Constructs

a) Brand Awareness and Associations – C – (With Premium Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.16(A) Brand Awareness and Associations – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Anchor	4.9367	1.73860	4.8567	1.62221	4.8500	1.70210	5.1233	1.61973
Closeup	5.3967	1.44671	5.3467	1.49015	5.3233	1.35335	5.2900	1.48771
Colgate	5.6867	1.59697	5.5600	1.59002	5.5133	1.61819	5.4733	2.92080
Dabur	4.8167	1.72810	4.8333	1.70153	4.8400	1.69232	4.8433	1.80081

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can now recognise the other brand better than before

Q2* I am more aware of the other brands

Q3* Some characteristics of the other brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of the other brands

Table 4.16(B) Brand Awareness and Associations – C – (With Premium Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Std. Deviation
Anchor	4.942	1.6707
Closeup	5.339	1.444
Colgate	5.558	1.9315
Dabur	4.833	1.7307

Result indicates that the effect of Premium Promotion on Brand Awareness and Associations of different brands are as follows: Colgate, Closeup, Anchor and Dabur in the descending order.

b) Perceived Quality – C – (With Premium Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.17 Perceived Quality – C – (With Premium Promotion)

Items Brands	Q1		Q2			
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Combined Mean	Combined Std. Deviation
Anchor	3.9400	1.74160	4.1133	1.63587	4.02665	1.689
Closeup	4.6667	1.76615	4.6867	1.79422	4.6767	1.7802
Colgate	4.7300	1.97063	4.7733	1.91158	4.752	1.9411
Dabur	3.8467	1.62644	4.0300	1.68282	3.938	1.6546

Result indicates that Premium Promotion on brands, respondents' Perceived Quality of brands is as follows: Colgate, Closeup, Anchor and Dabur.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – C – (With Premium Promotion)

The respondents' views on Brand Loyalty in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.18 Brand Loyalty – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Anchor	4.4200	1.67120	4.6000	1.73302	4.6233	1.79970	4.547	1.7346
Closeup	5.3400	1.39435	5.3500	1.39547	5.2767	1.45850	5.322	1.4161
Colgate	5.6100	1.45314	5.6967	1.41350	5.5967	1.49715	4.226	1.4546
Dabur	4.6033	1.74819	4.4700	1.84584	4.5333	1.77182	4.535	1.7886

Result indicates that Premium Promotion on Brand Loyalty of brands is in this order Colgate, Closeup, Anchor and Dabur.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – C – (With Premium Promotion)

The respondents' views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Premium Promotion are depicted in the following table.

Table 4.19 (A) Overall Brand Equity – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Anchor	4.8800	1.56645	4.6833	1.68895	4.7033	1.75659	4.6767	1.82663
Closeup	5.4867	1.21988	5.4067	1.31925	5.2567	1.43678	5.3067	1.52984
Colgate	5.8400	1.20800	5.6500	1.30890	5.5733	1.47372	5.5200	1.45487
Dabur	4.7333	1.72205	4.6433	1.70464	4.5533	1.75426	4.6167	1.80200

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

- Q2*** Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only
- Q3*** If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only
- Q4*** If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only.

**Table 4.19(B) Overall Brand Equity – C – (With Premium Promotion)
Combined Mean and Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
Anchor	4.7358	1.7096
Closeup	5.3642	1.3764
Colgate	5.646	1.3614
Dabur	4.6366	1.7457

Result indicates the effect of Premium Promotion on brands with respect to Overall Brand Equity is as follows: Colgate followed by Closeup, Anchor and Dabur.

4.1.6 Comparison of Effect of Sales Promotion on CBBE Constructs in Convenience Products

The comparison of responses towards Consumer Based Brand Equity without Sales Promotion (A) and with Price Promotion (B), without Sales Promotion (A) and with Premium Promotion (C), and Price Promotion (B) and Premium Promotion (C) are given below:

a) Paired Correlation between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Price Promotion (B) on different dimensions of Consumer Based Brand Equity is depicted in the following table:

Table 4.20 Paired Correlations between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.986	.014
Perceived Quality	.907	.093
Brand Loyalty	.993	.007
Overall Brand Equity	.981	.019

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

b) Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and Price Promotion (B) is shown in the following table:

Table 4.21 Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	3.237	.0035
Perceived Quality	3.470	.0031
Brand Loyalty	3.545	.002
Overall Brand Equity	3.214	.0036

The 't' test statistics shows that with Price Promotion (B) and without Promotion (A) on Consumer Based Brand Equity are statistically significant. The effect of Price Promotion on dimensions of Consumer Based Brand Equity: Brand Awareness and Associations, Perceived Quality, Brand Loyalty are all significant and so is the case in Overall Brand Equity.

c) Paired Correlation between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table:

Table 4.22 Paired Correlations between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.992	.008
Perceived Quality	.979	.021
Brand Loyalty	.993	.007
Overall Brand Equity	.998	.001

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

d) Paired differences between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and Premium Promotion (C) is given in the following table:

Table 4.23 Paired differences between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	3.877	.0008
Perceived Quality	6.025	.0003
Brand Loyalty	3.920	.0009
Overall Brand Equity	3.488	.0030

The result shows that the paired difference between A and C, i.e. without Sales Promotion (A) and with Premium Promotion(C) on Consumer Based Brand Equity are statistically significant. The effect of Premium Promotion on the dimensions of Consumer Based Brand Equity are all significant and so also with Overall Brand Equity. The ‘t’ test statistics shows that Premium Promotion affects Consumer Based Brand Equity significantly.

d) Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired correlation between Price Promotion (B) and Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table:

Table 4.24 Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.997	.003
Perceived Quality	.965	.035
Brand Loyalty	.998	.002
Overall Brand Equity	.976	.024

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

f) Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity with Price Promotion (B) and Premium Promotion (C) is given in the following table:

Table 4.25 Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	6.810	.0001
Perceived Quality	5.166	.00003
Brand Loyalty	4.201	.0005
Overall Brand Equity	4.230	.00052

The result indicates that the paired differences between Price Promotion (B) and Premium Promotion (C) on the sources of Consumer Based Brand Equity are statistically significant in the case of Convenience Product. The effect of Premium and Price Promotion on dimensions on Consumer Based Brand Equity: Brand Awareness and Brand Associations, Perceived Quality and Brand Loyalty are all significant and so also on the Overall Brand Equity. The 't' test statistics shows that Price and Premium Promotion affects the Consumer Based Brand Equity significantly in the case of Convenience Products.

4.2 Shopping Products

The researcher studied the effect of Sales Promotions, Price and Premium Promotions, on Consumer Based Brand Equity on Product category Shopping Products, taking colour T.V as the Product class coming under the Shopping Products category. The brands under study are: L.G, Onida,

Samsung and Sony. The sources or dimensions of Consumer Based Brand Equity are Brand Awareness and Associations, Perceived Quality and Brand Loyalty. In addition, following Yoo and Donthu (2001), the Overall Brand Equity construct is also measured along with the sources or dimensions of Consumer Based Brand Equity.

4.2.1 Sample Profile and Demographics

Responses were obtained from 300 respondents who were college teachers belonging to the Mahatma Gandhi University in Kerala. The profile of the Demographic Variable is provided below:

Table 4.26 Sample Profile and Demographics

Serial No	Organisation	Frequency	Gender	
			Male	Female
1	Arts and science colleges	200	140	60
2	Engineering colleges	60	40	20
3	Medical College	40	30	10
Total		300	210	90

Out of 300 respondents, 210 were male and 90 are females contributing to 70 percent and 30 percent respectively. 200 respondents belonged to Arts and Science colleges, 60 to Engineering College and 40 to Medical College Teachers contributing to 66.6 percent, 20 percent and 13.4 percent respectively.

4.2.2 Marital Status and Total Monthly Household Income

The marital status and total monthly household income of respondents in the Shopping Products category is given below:

Table 4.27 Marital status of respondents

Marital Status	Frequency	Percentage
Single	60	20
Married	240	80
Total	300	100

Table 4.28 Total Household Income of Respondents

The monthly household income	Frequency	Percentage	Cumulative percentage
<12000	0	0	0
12000-20000	6	2.00	2.00
20000-35000	150	50.00	52.00
35000-50000	141	47.00	99.00
50000-	3	1.00	100
Total	300	100	100

The marital status of the respondents shows that 80% are married. The average household income of the respondents was approximately Rs. 16,500. More than half of them had salary between Rs. 20,000 - 35,000 and about 99 percent had monthly income between Rs 20,000 - 50,000. It shows income – wise, the respondents were a homogeneous group, being college teachers.

4.2.3 Effect of Sales Promotion on CBBE Constructs

a) Brand Awareness and Associations – A – (Without Sales Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity without Sales Promotion are depicted in the following table and in the diagram.

Table 4.29(A) Brand Awareness and Associations – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.1767	1.31322	5.1400	1.33404	5.0933	1.36044	5.3467	1.33633
Onida	4.5733	1.56614	4.6167	1.55922	4.5767	1.57662	4.8167	1.63257
Samsung	4.8933	1.48413	4.7500	1.49049	4.7133	1.52059	4.7667	1.63947
Sony	5.8467	1.12578	5.6867	1.28087	5.6133	1.29113	5.5967	1.38578

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can always recognise my favourite brand

Q2* I am aware of my favourite brand

Q3* Some characteristics of my favourite brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of my favourite brand

Table 4.29(B) Brand Awareness and Associations – A – (Without Sales Promotion) Combined Mean score and Combined Standard deviation

Brands	Combined Mean	Combined Std. Deviation
LG	5.182	1.336
Onida	4.646	1.584
Samsung	4.781	1.534
Sony	5.686	1.271

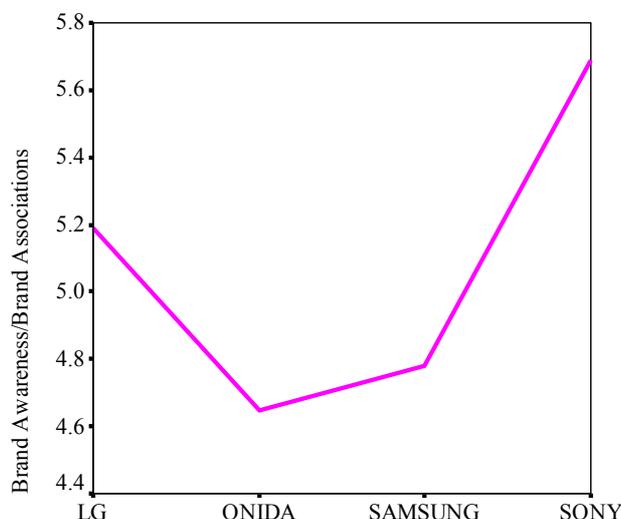


Figure 4.5 Brand Awareness and Associations – A – (Without Sales Promotion)

The result indicates that the respondents' most favourite brand is Sony followed by LG, Samsung and Onida.

ANOVA Table (Brand Awareness and Associations)

The ANOVA Table is made to find out the most favourite brand among the four brands under study, namely, LG, Onida, Samsung and Sony with regards to Brand Awareness and Associations dimension of Consumer Based Brand Equity.

Table 4.30 ANOVA Table (Brand Awareness and Associations)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	2.645	3	0.8816	77.86	3.9069×10^{-8}
Error	0.1359	12	0.01132		
Total	2.781	15			

The result indicates that the most favourite brand Sony has a significant difference over other brands LG, Samsung and Onida as the p value is less than the significance level of 0.05, in the dimension of Brand Awareness and Associations of Consumer Based Brand Equity.

b) Perceived Quality – A – (Without Sales Promotion)

The respondents’ views on Perceived Quality dimension of Consumer Based Brand Equity without Sales Promotion given is as follows:

Table 4.31 Perceived Quality – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	5.1867	1.28738	5.0933	1.36289	5.14	1.325
Onida	4.6133	1.53351	4.6633	1.56145	4.68	1.547
Samsung	4.8733	1.48480	4.8533	1.48295	4.86	1.483
Sony	5.8567	1.19580	5.8000	1.22133	5.82	1.208

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of my favourite brand is extremely high

Q2* The Likelihood that my favourite brand would be functional is very high

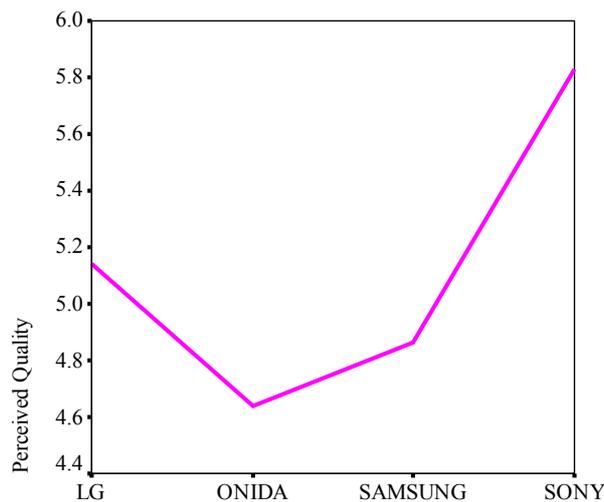


Figure 4.6 Perceived Quality –A – (Without Sales Promotion)

The result indicates that the respondents' most favourite Brand is Sony followed by LG, Samsung and Onida.

ANOVA Table (Perceived Quality)

Table 4.32 ANOVA Table (Perceived Quality)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	1.615	3	0.5382	260.9	4.8378*10 ⁻⁵
Error	0.00825	4	0.002062		
Total	1.623	7			

The result indicates that in the dimension of Perceived Quality of Consumer Based Brand Equity, Sony is the most favourite brand among the brands as there is significant difference between the most favourite brand and others as shown by the p value which is less than the significance level 0.05.

c) Brand Loyalty – A – (Without Sales Promotion)

The respondents' perception on Brand Loyalty construct of Consumer Based Brand Equity without Sales Promotion is given in the following table and figure.

Table 4.33 Brand Loyalty – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	5.0533	1.37967	5.0900	1.45452	5.0033	1.49804	5.0488	1.444
Onida	4.4000	1.66008	4.4749	1.73066	4.4433	1.71364	4.439	1.701
Samsung	4.7333	1.55034	4.8194	1.55465	4.7500	1.58826	4.767	1.564
Sony	5.7067	1.38040	5.7400	1.28760	5.6333	1.40433	5.693	1.357

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

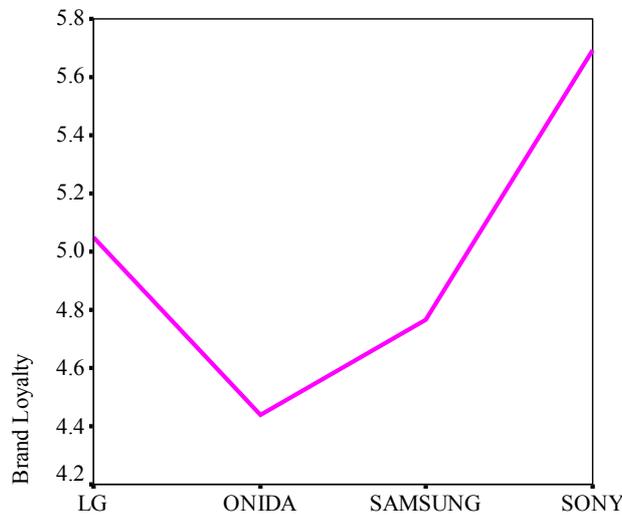


Figure 4.7 Brand Loyalty – A – (Without Sales Promotion)

The result indicates that the respondents’ most favourite brand is Sony followed by LG, Samsung and Onida.

ANOVA Table (Brand Loyalty)

Table 4.34 ANOVA Table (Brand Loyalty)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	2.562	3	0.8539	391.1	5.1629*10 ⁻⁹
Error	0.01747	8	0.002183		
Total	2.579	11			

The results indicate that the Sony is the most favourite brand among the brand consisting of LG, Onida and Samsung. The most favourite brand has significant difference in the source of Consumer Based Brand Equity, Brand Loyalty over other brands, as the p value is less than the significance level 0.05.

e) Overall Brand Equity – A – (Without Sales Promotion)

The respondents' perception on Overall Brand Equity construct of Consumer Based Brand Equity Scale without Sales Promotion is given in the following table and figure.

Table 4.35(A) Overall Brand Equity – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.1267	1.34038	5.0800	1.42374	5.0300	1.43153	5.1700	1.35914
Onida	4.4933	1.58693	4.5067	1.67909	4.4400	1.69192	4.4933	1.64692
Samsung	4.8829	1.48697	4.8462	1.55106	4.7525	1.59033	4.7923	1.58553
Sony	5.7267	1.27700	5.7000	1.24439	5.6167	1.32498	5.6800	1.34049

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only

**Table 4.35(B) Overall Brand Equity – A – (Without Sales Promotion)
Combined Mean and Combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
LG	5.1017	1.3887
Onida	4.483	1.6512
Samsung	4.8185	1.5535
Sony	5.681	1.2967

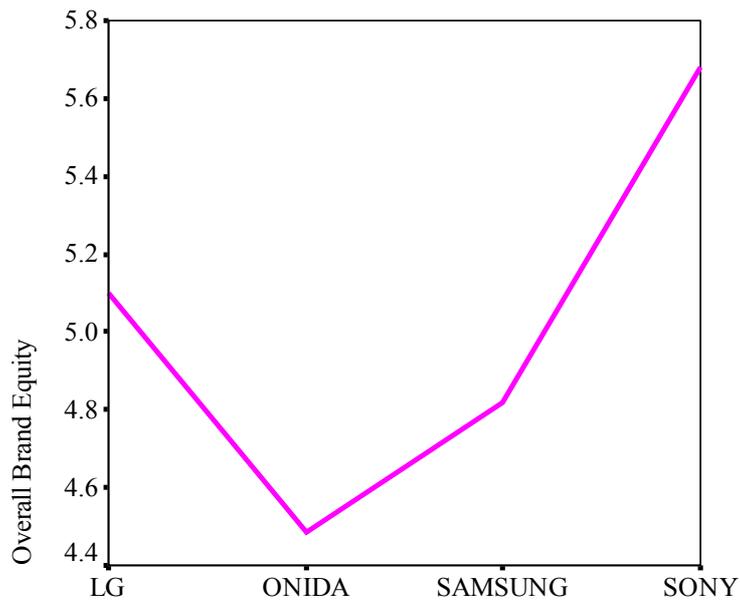


Figure 4.8 Overall Brand Equity – A – (Without Sales Promotion)

The result indicates that the respondents' most favourite brand is Sony followed by LG, Samsung and Onida

ANOVA Table (Overall Brand Equity)**Table 4.36 ANOVA Table (Overall Brand Equity)**

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	3.102	3	1.034	406.9	2.4859*10 ⁻¹²
Error	0.0305	12	0.002542		
Total	3.133	15			

The result indicates that in the dimension of Overall Brand Equity construct of Consumer Based Brand Equity Scale, the most favoured brand Sony have a significant difference over other brands: LG, Samsung and Onida as the p value is less than the significance level of 0.05.

4.2.4 Effect of Price Promotion on CBBE Constructs**a) Brand Awareness and Associations Variables – B – (With Price Promotion)**

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Price promotion is depicted in the following table.

Table 4.37(A) Brand Awareness and Associations –B – (Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.4300	1.48744	5.4181	1.38150	5.3367	1.51580	5.5100	1.49578
Onida	4.6767	1.60854	4.7258	1.53450	4.7733	1.49087	4.7333	1.60128
Samsung	5.1033	1.55372	5.1271	1.45444	5.0933	1.50738	5.0500	1.61333
Sony	5.8833	1.34253	5.7667	1.37058	5.7333	1.42677	5.7067	1.55629

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can now recognise the other brand better than before

Q2* I am more aware of the other brands

Q3* Some characteristics of the other brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of the other brands

Table 4.37(B) Brand Awareness and Associations – B – (With Price Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Std. Deviation
LG	5.4237	1.4701
Onida	4.7273	1.5588
Samsung	5.0934	1.5322
Sony	5.7725	1.424

The result indicates the effect of price promotion on Brand Awareness and Associations is in this order Sony, LG, Samsung and Onida. The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Price Promotion are depicted in the above table.

b) Perceived Quality – B – (With Price Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Price promotion is depicted in the following table.

Table 4.38 Perceived Quality – B – (With Price Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	4.4767	1.50455	4.4200	1.48017	4.4484	1.492
Onida	4.1633	1.70480	4.1767	1.65163	4.171	1.678
Samsung	4.3933	1.63796	4.1900	1.61118	4.292	1.625
Sony	5.1600	1.56927	5.1033	1.59409	5.1316	1.582

The result indicates that the effect of Price Promotion on Perceived Quality is in this order: Sony, LG, Samsung and Onida.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – B – (With Price Promotion)

The respondents' views on Brand Loyalty in the dimension of Consumer Based Brand Equity with Price Promotion are depicted in the following table.

Table 4.39 Brand Loyalty – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Combined Deviation	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	5.3333	1.47063	5.3067	1.47871	5.1867	1.55560	5.2756	1.5016
Onida	4.4767	1.55268	4.5033	1.59535	4.4567	1.60313	4.4789	1.5837
Samsung	4.9933	1.47440	4.9800	1.55381	4.9433	1.56897	4.9722	1.5324
Sony	5.9000	1.35504	5.8800	1.31836	5.7233	1.46536	5.8344	1.378

The result indicates that the effect of Price Promotion, Brand Loyalty dimension of Consumer Based Brand Equity on brands is in this order: Sony, LG, Samsung and Onida.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – B – (Price Promotion)

The respondents' views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Price Promotion are depicted in the following table.

Table 4.40(A) Overall Brand Equity – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.3233	1.45574	5.3367	1.48233	5.3467	1.50334	5.2433	1.51827
Onida	4.5567	1.51253	4.5367	1.54378	4.4467	1.59518	4.5067	1.58693
Samsung	5.0167	1.51571	5.0033	1.55070	4.9667	1.56644	4.9600	1.55342
Sony	5.8696	1.33853	5.8261	1.32978	5.8060	1.35440	5.8495	1.29042

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only

**Table 4.40(B) Overall Brand Equity – B – (With Price Promotion)
Combined Mean and Combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
LG	5.3124	1.4899
Onida	4.5117	1.5596
Samsung	4.9867	1.5466
Sony	5.8378	1.3283

The result indicates that the effect of Overall Brand Equity dimension of Consumer Based Brand Equity Scale on brands is in this order: Sony, LG, Samsung and Onida.

4.2.5 Effect of Premium Promotion on CBBE Constructs

a) Brand Awareness and Associations – C – (With Premium Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Premium promotion are depicted in the following table.

Table 4.41(A) Brand Awareness and Associations – C– (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.1833	1.50464	5.2100	1.43040	5.1200	1.46495	5.1833	1.56991
Onida	4.6700	1.59255	5.7333	1.51764	4.7567	1.51386	4.6900	1.59658
Samsung	5.0267	1.57508	4.9367	1.49894	4.8833	1.54413	4.8900	1.59364
Sony	5.8433	1.33594	5.6867	1.38620	5.7367	1.34661	5.6267	1.56700

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can now recognise the other brand better than before

Q2* I am more aware of the other brands

Q3* Some characteristics of the other brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of the other brands

Table 4.41(B) Brand Awareness and Associations – C – (With Premium Promotion) Combined Mean and Combined Std. Deviation

Brands	Combined Mean	Combined Std. Deviation
LG	5.1733	1.4928
Onida	4.9625	1.555
Samsung	4.934	1.553
Sony	5.723	1.4089

The result indicates that the effect of Premium Promotion on Brand Awareness and Associations on brands is in this order: Sony, followed by LG, Samsung and Onida.

b) Perceived Quality – C – (With Premium Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.42 Perceived Quality – C – (With Premium Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	4.3633	1.55329	4.2933	1.55843	4.3283	1.55586
Onida	4.1767	1.64960	4.1300	1.69785	4.1534	1.6737
Samsung	4.1533	1.63669	4.0833	1.67503	4.1183	1.65586
Sony	5.0533	1.67127	5.0733	1.68446	5.0633	1.67787

The result indicates that the Perceived Quality dimension of Consumer Based Brand Equity due to premium promotion on brands is in this order: Sony, LG, Samsung and Onida.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – C – (With Premium Promotion)

The respondents view on Brand Loyalty in the dimension of Consumer Based Brand Equity with Premium Promotion is depicted in the following table.

Table 4.43 Brand Loyalty – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
LG	5.2067	1.46895	5.1633	1.43883	5.1100	1.49623	4.3283	1.55586
Onida	4.5933	1.55650	4.5167	1.56991	4.5433	1.61560	4.1534	1.6737
Samsung	5.0233	1.54621	5.0000	1.53008	4.9200	1.56901	4.1183	1.65586
Sony	5.8533	1.38500	5.8333	1.24796	5.6967	1.37512	5.0633	1.67787

The result indicates that the Brand Loyalty dimension of Consumer Based Brand Equity due to Premium Promotion on brands is in this order: Sony, followed by LG, Onida and Samsung.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – C – (With Premium Promotion)

The respondents' views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Premium Promotion are depicted in the following table.

Table 4.44(A) Overall Brand Equity – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
LG	5.2067	1.46439	5.2200	1.37279	5.1467	1.42780	5.1900	1.43787
Onida	4.5967	1.56487	4.6133	1.61219	4.5633	1.62526	4.5800	1.61419
Samsung	5.0367	1.52196	4.9700	1.47298	4.9267	1.49289	4.9500	1.53472
Sony	5.9000	1.29186	5.7333	1.27579	4.7133	1.31030	5.7633	1.42387

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only.

**Table 4.44(B) Overall Brand Equity – C – (With Premium Promotion)
Combined Mean and Std. Deviation**

Brands	Combined Mean	Combined Std. Deviation
LG	5.191	1.426
Onida	4.588	1.6041
Samsung	4.9692	1.5056
Sony	5.527	1.3255

The result indicates that the Overall Brand Equity dimension Consumer Based Brand Equity Scale due to Premium Promotion on brands is in this order Sony, followed by LG, Samsung and Onida.

4.2.6 Comparison of Effect of Sales Promotion on CBBE Constructs in Shopping Products

The comparisons of respondents towards Consumer Based Brand Equity without Sales Promotion (A) and with Price Promotion (B), without Sales Promotion (A) and with Premium Promotion (C), and Price Promotion (B) and Premium Promotion (C) are given below:

a) Paired Correlation between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Price Promotion (B) on different dimensions of Consumer Based Brand Equity is depicted in the following table.

Table 4.45 Paired Correlations between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.970	.030
Perceived Quality	.988	.012
Brand Loyalty	.990	.010
Overall Brand Equity	.995	.005

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

b) Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and with Price Promotion (B) is shown in the following table:

Table 4.46 Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	4.108	.00052
Perceived Quality	11.633	.000003
Brand Loyalty	3.647	.0016
Overall Brand Equity	4.007	.00055

The result indicates that the paired difference between Price Promotion (B) and no promotion (A) on dimensions of Consumer Based Brand Equity scale are statistically significant as shown by 't' test statistics.

c) Paired Correlation between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table.

Table 4.47 Paired Correlations between without Sales Promotion (A) and With Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.991	.009
Perceived Quality	.965	.035
Brand Loyalty	.995	.005
Overall Brand Equity	.999	.001

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

d) Paired differences between without Sales Promotion (A) and with Premium Promotion (C) CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and with Premium Promotion (C) is figured in the following table:

Table 4.48 Paired differences between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	3.697	.0006
Perceived Quality	9.534	.000008
Brand Loyalty	5.071	.0004
Overall Brand Equity	7.812	.00006

The result indicates that the paired differences between with Premium Promotion(C) and without promotion (A) on sources of Consumer Based Brand Equity are statistically significant as shown by 't' test statistics

e) Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired correlation between Price Promotion (B) and Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table.

Table 4.49 Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.991	.009
Perceived Quality	.965	.035
Brand Loyalty	.995	.005
Overall Brand Equity	.999	.001

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

f) Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity with Price Promotion (B) and Premium Promotion (C) is figured in the following table:

Table 4.50 Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	4.207	.0005
Perceived Quality	3.258	.0035
Brand Loyalty	3.470	.0031
Overall Brand Equity	3.726	.00087

The result indicates that the paired differences between Sales Promotions, Premium (c) and Price (B) Promotion are statistically significant

in all the constructs of Consumer Based Brand Equity Scale in the case of Shopping Products. The effect of Premium and Price Promotion on dimensions on Consumer Based Brand Equity: Brand Awareness and Brand Associations, Perceived Quality and Brand Loyalty are all significant and so also the Overall Brand Equity. The 't' test statistics show that the Premium and Price Promotion affect the Consumer Based Brand Equity significantly in the case of Shopping Products.

4.3 Specialty Products

The researcher studied the effect of Sales Promotion, Price and Premium Promotion, on Consumer Based Brand Equity for the Product category Specialty Product by taking the Product class Athletic Shoes. The brand chosen are Action, Adidas, Nike and Reebok. The dimensions of Consumer Based Brand Equity under study are Brand Awareness and Associations, Perceived Quality and Brand Loyalty. Since the researcher is using Yoo and Donthu, (2001) scale for measuring Consumer Based Brand Equity, the Overall Brand Equity constructs is also used in the study to check the convergent validity of the three dimensions of Consumer Based Brand Equity, namely, Brand Awareness and Associations, Perceived Quality and Brand Loyalty.

4.3.1 Sample Profile and Demographics

Responses were obtained from 300 student respondents studying in Mahatma Gandhi University, Kerala. The demographic profile of the student respondents are provided below:

Table 4.51 Sample Profile and Demographics

Serial No	Professional Courses	Frequency	Gender	
			Male	Female
1	Engineering	120	80	40
2	Medicine	105	70	35
3	Management	75	50	25
Total		300	200	100

Out of 300 respondents, 200 were male and 100 are females contributing to 67 percent and 33 percent respectively. 120 respondents belonged to Engineering, 105 to Medicine and 75 to Management Students of Mahatma Gandhi University contributing to 40 percent, 35 percent and 25 percent respectively.

4.3.2 Marital Status and Total Monthly Household Income

The marital status of the respondents showed hundred percent bachelors. The total monthly household income of the student respondents (family) is given below:

Table 4.52 Total Household Income of Respondents

The monthly household income	Frequency	Percentage	Cumulative Percentage
<12000	0	0	0
12000-20000	5	1.66	1.66
20000-35000	140	46	47.66
35000-50000	150	50	97.66
50000-	5	1.66	99.32
Total	300	100	100

The average household income of the respondents was approximately Rs. 16,500. 47.66 percent of the respondents' household had salary between Rs. 20,000 - 35,000 and more than 97 percent had monthly income between Rs 20,000 - 50,000.

4.3.3 Effect of Sales Promotion on CBBE Constructs

a) Brand Awareness and Associations – A – (Without Sales Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity without Sales Promotion are depicted in the following table and in the figure.

Table 4.53(A) Brand Awareness and Associations – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	4.0100	1.63876	3.9233	1.57025	3.7167	1.58686	3.8233	1.84485
Adidas	5.3100	1.41914	5.1400	1.38810	4.9900	1.46414	5.4333	1.51654
Nike	5.8633	1.30268	5.5867	1.41746	5.4500	1.47470	5.9533	1.50067
Reebok	5.3600	1.41317	5.0967	1.42856	4.9467	1.50711	5.3700	1.53437

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

- Q1*** I can always recognise my favourite brand
- Q2*** I am aware of my favourite brand
- Q3*** Some characteristics of my favourite brand come to my mind quickly
- Q4*** I can quickly recall the symbol or logo of my favourite brand

Table 4.53(B) Brand Awareness and Associations – A – (Without Sales Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Std. Deviation
Action	3.8681	1.6602
Adidas	5.2183	1.447
Nike	5.7133	1.4239
Reebok	5.1933	1.471

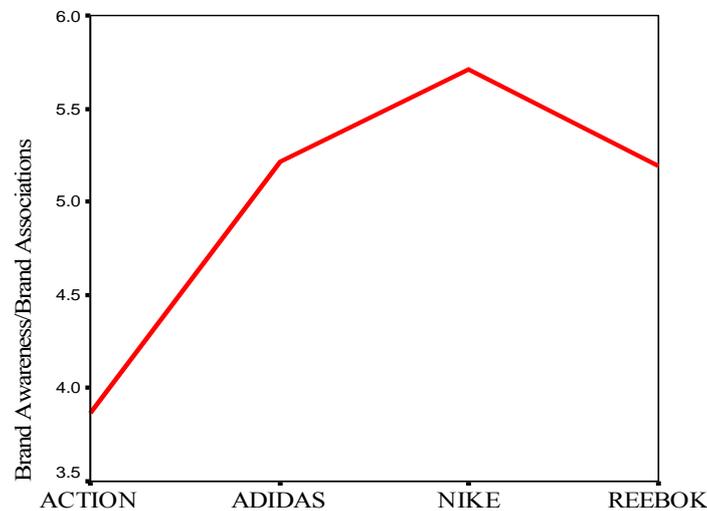


Figure 4.9 Brand Awareness and Associations – A – (Without Sales Promotion)

The result indicates that the respondents’ most favourite brand is Nike followed by Adidas and Reebok and Action.

ANOVA Table (Brand Awareness and Associations)

The ANOVA Table is made to find out the most favourite brand among the four brands under study, namely, Action, Adidas, Nike and Reebok with regards to Brand Awareness and Associations dimension of Consumer Based Brand Equity.

Table 4.54 ANOVA Table (Brand Awareness and Associations)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	7.502	3	2.501	67.05	9.1061*10 ⁻⁸
Error	0.4475	12	0.03729		
Total	7.95	15			

Result indicates that the most favourite brand, Nike has significant difference over other brands, Viz., Action, Adidas and Reebok on the dimension Brand Awareness and Associations of Consumer Based Brand Equity as the p value is less than significance level of 0.05.

b) Perceived Quality – A – (Without Sales Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity without Sales Promotion as follows:

Table 4.55 Perceived Quality – A – (Without Sales Promotion)

Items Brands	Q1		Q2			
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Combined Mean	Combined Std. Deviation
Action	4.0633	1.54508	4.0300	1.57821	4.045	1.562
Adidas	5.3900	1.31542	5.4000	1.35627	5.395	1.336
Nike	5.7433	1.44837	5.8200	1.38105	5.782	1.415
Reebok	5.2833	1.37210	5.2800	1.39094	5.282	1.3815

The result shows that the respondents have ranked Nike as the most favourite brand followed by Adidas, Reebok and Action in the Perceived Quality dimension of Consumer Based Brand Equity.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of my favourite brand is extremely high

Q2* The Likelihood that my favourite brand would be functional is very high

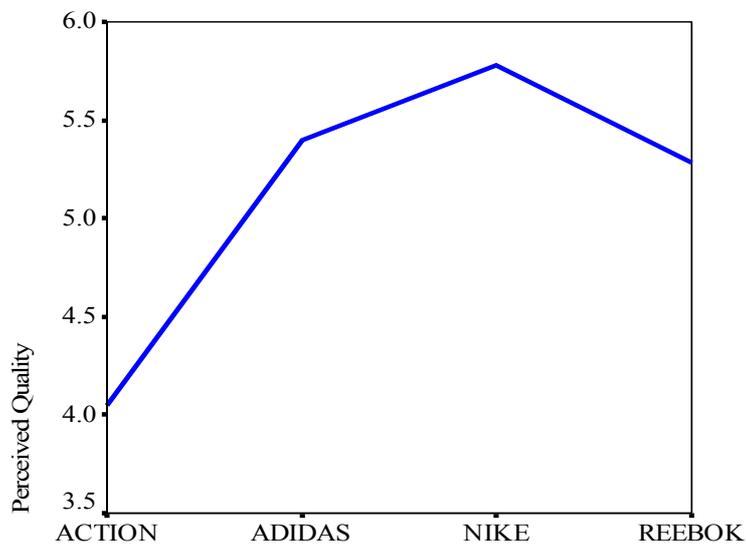


Figure 4.10 Perceived Quality – A – (Without Sales Promotion)

ANOVA Table (Perceived Quality)

Table 4.56 ANOVA Table (Perceived Quality)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	3.385	3	1.128	1220	2.2349*10 ⁻⁶
Error	0.0037	4	0.000925		
Total	3.388	7			

Result indicates the most favourite brand, Nike has significant difference over other brands, viz., Action, Adidas and Reebok on the dimension of Perceived Quality of Consumer Based Brand Equity as the p value is less than significance level of 0.05.

c) Brand Loyalty – A – (Without Sales Promotion)

The respondents' views on Brand Loyalty in the dimension of Consumer Based Brand Equity without Sales Promotion are depicted in the following table and in the figure.

Table 4.57 Brand Loyalty – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Action	3.6833	1.61402	3.6900	1.62060	3.6667	1.65873	3.6799	1.628
Adidas	5.0833	1.39387	5.1433	1.41992	4.9900	1.41536	5.0722	1.4097
Nike	5.5900	1.43900	5.7900	1.40369	5.4467	1.51265	5.6089	1.45178
Reebok	4.9833	1.39626	5.1000	1.44115	4.8867	1.42850	4.990	1.42197

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

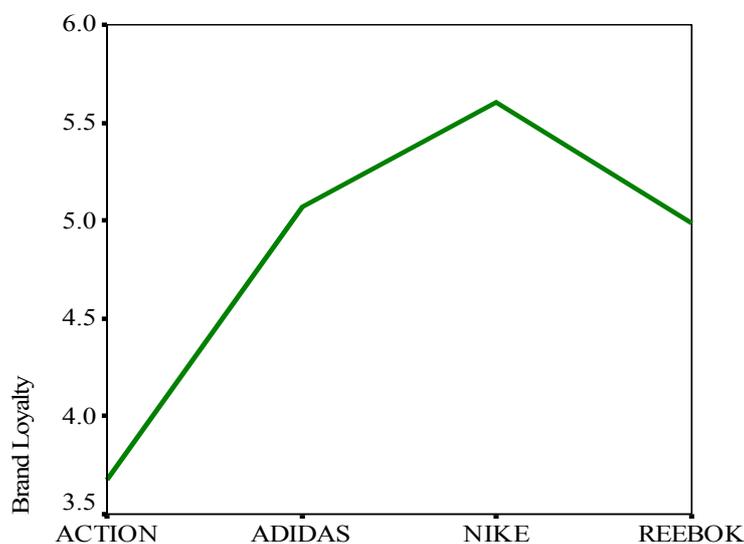


Figure 4.11 Brand Loyalty – A – (Without Sales Promotion)

The result shows that the Brand Loyalty dimension of Consumer Based Brand Equity, Nike is the most favourite brand followed by Adidas, Reebok and Action.

ANOVA Table (Brand Loyalty)

Table 4.58 ANOVA Table (Brand Loyalty)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	6.034	3	2.011	189	9.1689×10^{-8}
Error	0.08513	8	0.01064		
Total	6.119	11			

Result indicates that the most favourite brand, Nike has significant difference over other brands, namely, Action, Adidas and Reebok on the dimension of Brand Loyalty of Consumer Based Brand Equity as the p value is less than significance level of 0.05.

e) Overall Brand Equity – A – (Without Sales Promotion)

The respondents' views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale without Sales Promotion are depicted in the following table and in the figures.

Table 4.59(A) Overall Brand Equity – A – (Without Sales Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	3.8233	1.63125	3.8300	1.67844	3.8700	1.66202	3.8167	1.70079
Adidas	5.1467	1.32325	4.9867	1.43295	5.0433	1.38366	5.0367	1.48188
Nike	5.6833	1.37210	5.3833	1.53979	5.4133	1.50889	5.4400	1.55600
Reebok	5.0967	1.32407	4.8700	1.51903	4.9833	1.44106	4.9667	1.50102

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only

**Table 4.59(B) Overall Brand Equity – A – (Without Sales Promotion)
Combined Mean and Combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
Action	3.835	1.6681
Adidas	5.0533	1.4054
Nike	5.480	1.4942
Reebok	4.9792	1.4463

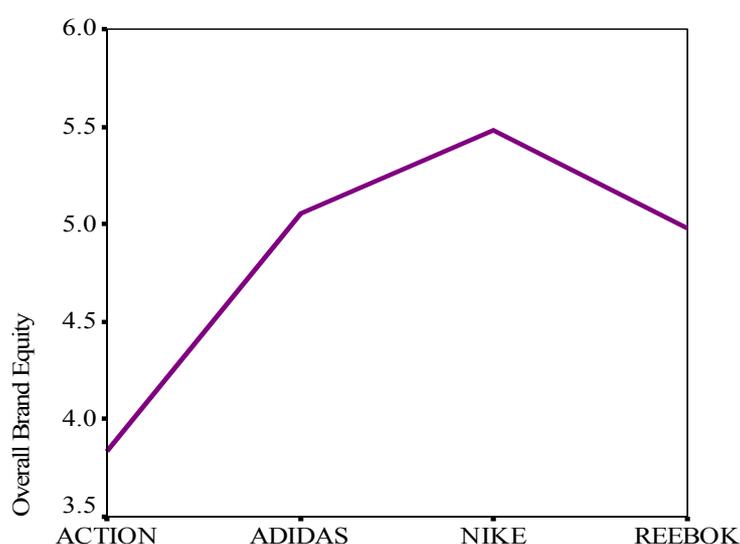


Figure 4.12 Overall Brand Equity – A – (Without Sales Promotion)

The result shows that the Overall Brand Equity dimension of Consumer Based Brand Equity Scale, Nike is the most favourite brand followed by Adidas, Reebok and Action.

ANOVA Table (Overall Brand Equity)

Table 4.60 ANOVA Table (Overall Brand Equity)

Source of variation	Sum of Squares	Degree of freedom	Mean Sum of Squares	F-Value	p-Value
Columns	5.929	3	1.976	240.8	$5.5385 \cdot 10^{-11}$
Error	0.09848	12	0.008206		
Total	6.027	15			

Result indicates that the dimension of Overall Brand Equity construct of Consumer Based Brand Equity Scale, the most favored brand Nike has a significant difference over other brands: Action, Adidas and Reebok as the p value is less than the significance level of 0.05.

4.3.4 Effect of Price Promotion on CBBE Constructs

a) Brand Awareness and Associations – B – (With Price Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Price Promotion are depicted in the following table.

Table 4.61(A) Brand Awareness and Associations – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	4.1467	1.68164	4.1800	1.64009	4.0167	1.69686	3.9733	1.91787
Adidas	5.2900	1.50114	5.2433	1.51165	5.1433	1.58044	5.2467	1.65982
Nike	5.3667	1.59395	5.2433	1.61436	5.1867	1.66163	5.4000	1.74264
Reebok	5.2800	1.52842	5.1433	1.65082	5.0733	1.63202	5.3100	1.68425

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

- Q1*** I can now recognise the other brand better than before
- Q2*** I am more aware of the other brands
- Q3*** Some characteristics of the other brand come to my mind quickly
- Q4*** I can quickly recall the symbol or logo of the other brands

Table 4.61(B) Brand Awareness and Associations – B – (With Price Promotion) Combined Mean and combined Standard Deviation

Brands	Combined Mean	Combined Std. Deviation
Action	4.0775	1.735
Adidas	5.2308	1.5633
Nike	5.2992	1.6531
Reebok	5.22665	1.624

Result indicates that the Brand Awareness and Associations are of this order: Nike, Adidas, Reebok and Action due to Price Promotions.

b) Perceived Quality – B – (With Price Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Price Promotion are depicted in the following table.

Table 4.62 Perceived Quality – B – (With Price Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Action	3.5367	1.76987	3.6233	1.70425	3.58	1.7371
Adidas	4.6500	1.64617	4.5700	1.60843	4.61	1.6273
Nike	5.0800	1.72695	5.0367	1.79053	5.0583	1.75874
Reebok	4.4100	1.69051	4.4000	1.80301	4.405	1.74676

The result indicates that the Perceived Quality construct of Consumer Based Brand Equity on brands due to Price Promotion is in the descending order: Nike, Adidas and Reebok and Action.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – B – (With Price Promotion)

The respondents' views on Brand Loyalty in the dimension of Consumer Based Brand Equity due to Price Promotion are depicted in the following table.

Table 4.63 Brand Loyalty – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combine Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Action	4.0233	1.62633	4.0567	1.63576	3.9767	1.67695	4.0189	1.6463
Adidas	5.4033	1.32407	5.5033	1.31804	5.1000	1.59115	5.3355	1.4111
Nike	5.5367	1.35454	5.4867	1.40347	5.3067	1.51887	5.4434	1.4256
Reebok	5.2667	1.45233	5.2900	1.47189	5.0300	1.63033	5.1956	1.5182

The result indicates that the Brand Loyalty of respondents is in the descending order due to Price Promotion: Nike, Adidas, Reebok and Action.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – B – (With Price Promotion)

The respondents' views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Price Promotion are depicted in the following table.

Table 4.64(A) Overall Brand Equity – B – (With Price Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	4.0100	1.60160	3.9600	1.64746	3.9767	1.67695	4.0300	1.67684
Adidas	5.2967	1.39588	5.2007	1.45625	5.2500	1.41923	5.3000	1.39157
Nike	5.5400	1.41009	5.6633	1.82169	5.4167	1.45261	5.4267	1.46690
Reebok	5.2533	1.49776	5.2467	1.54935	5.1933	1.56550	5.1867	1.57058

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only.

**Table 4.64(B) Overall Brand Equity – B – (With Price Promotion)
Combined Mean and Combined Standard Deviation**

Brands	Combined Mean	Combined Std. Deviation
Action	3.994	1.6507
Adidas	5.26185	1.4157
Nike	5.5117	1.5378
Reebok	5.221	1.5458

The result indicates that the Overall Brand Equity of respondents' view is in the descending order due to Price Promotion: Nike, Adidas, Reebok and Action.

4.3.5 Effect of Premium Promotion on CBBE Constructs

a) Brand Awareness and Associations – C – (With Premium Promotion)

The respondents' views on Brand Awareness and Associations in the dimension of Consumer Based Brand Equity with Premium promotion are depicted in the following table.

Table 4.65(A) Brand Awareness and Associations – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	4.1833	1.74926	4.1233	1.71793	4.0733	1.73532	4.0967	1.73706
Adidas	5.2167	1.52232	5.2000	1.55394	5.0867	1.53199	5.1833	1.59736
Nike	5.2467	1.60241	5.1533	1.64890	5.1467	1.60637	5.3667	1.69562
Reebok	5.2367	1.59031	5.1667	1.60233	5.1300	1.59213	5.2567	1.62262

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Brand Awareness and Associations Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I can now recognise the other brand better than before

Q2* I am more aware of the other brands

Q3* Some characteristics of the other brand come to my mind quickly

Q4* I can quickly recall the symbol or logo of the other brands

Table 4.65(B) Brand Awareness and Associations – C – (With Premium Promotion) Combined Mean and Combined Standard Deviation

Brands	Combined Mean	Combined Std. Deviation
Action	4.1191	1.7349
Adidas	5.1716	1.5514
Nike	5.2283	1.6383
Reebok	5.1975	1.6021

The result indicates that the Premium Promotion affects the Brand Awareness and Associations in the descending order: Nike, Reebok, Adidas and Action.

b) Perceived Quality – C – (With Premium Promotion)

The respondents' views on Perceived Quality in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.66 Perceived Quality – C – (With Premium Promotion)

Items Brands	Q1		Q2		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Action	3.5733	1.76304	3.5800	1.69899	3.5767	1.731
Adidas	4.5633	1.68388	4.5567	1.60688	4.56	1.6454
Nike	5.0333	1.70349	5.0233	1.73960	5.0283	1.7215
Reebok	4.3251	1.7001	4.3232	1.6921	4.324	1.7011

Result indicates that the respondents’ perceived the quality of the brands due to Premium Promotion in this order: Nike, Adidas, Reebok and Action.

Q1* and Q2* represent the two items in the CBBE Scale corresponding to the Perceived Quality Construct.

The questions corresponding to Q1* and Q2* are given below:

Q1* The Likely quality of the other brand is extremely high

Q2* The Likelihood that the other brand would be functional is very high

c) Brand Loyalty – C – (With Premium Promotion)

The respondents’ views on Brand Loyalty in the dimension of Consumer Based Brand Equity with Premium Promotion are depicted in the following table.

Table 4.67 Brand Loyalty – C – (With Premium Promotion)

Items Brands	Q1		Q2		Q3		Combined Mean	Combined Std. Deviation
	Mean Score	Standard Deviation	Mean Score	Standard Deviation	Mean Score	Standard Deviation		
Action	3.9565	1.65115	3.9200	1.67620	3.9300	1.65152	3.9355	1.6596
Adidas	5.3667	1.36078	5.3767	1.36173	5.3367	1.72790	5.36003	1.4835
Nike	5.5800	1.42491	5.5167	1.44800	5.2767	1.56897	5.4578	1.4806
Reebok	5.3100	1.47914	5.3867	1.46434	5.1067	1.63018	5.2678	1.52455

The result indicates that the Brand Loyalty of the brands due to Premium Promotion is in this descending order: Nike, Adidas, Reebok and Action.

Q1*, Q2* and Q3* represent the three items in the CBBE Scale corresponding to the Brand Loyalty Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* I consider myself to be loyal to my favourite brand

Q2* My favourite brand would be my first choice

Q3* I will not buy other brands if my favourite brand is available at the store

d) Overall Brand Equity – C – (With Premium Promotion)

The respondents’ views on Overall Brand Equity in the dimension of Consumer Based Brand Equity Scale with Premium Promotion are depicted in the following table.

Table 4.68(A) Overall Brand Equity– C – (Premium Promotion)

Items Brands	Q1		Q2		Q3		Q4	
	Mean Score	Standard Deviation						
Action	4.0633	1.66390	4.0467	1.64322	3.9533	1.62685	3.8367	1.70676
Adidas	5.3933	1.35576	5.3067	1.43509	5.3100	1.44251	5.2533	1.55259
Nike	5.5600	1.39267	5.3733	1.52809	5.3700	1.46524	5.3533	1.58013
Reebok	5.3733	1.44485	5.2467	1.54935	5.2100	1.55584	5.1167	1.62435

Q1*, Q2*, Q3* and Q4* represent the four items in the CBBE Scale corresponding to the Overall Brand Equity Construct.

The questions corresponding to Q1*, Q2*, Q3* and Q4* are given below:

Q1* It makes sense to buy my favourite brand instead of any other brand

Q2* Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only

Q3* If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only

Q4* If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only

**Table 4.68(B) Overall Brand Equity – C – (With Premium Promotion)
Combined Mean and Combined Std. Deviation**

Brands	Combined Mean	Combined Std. Deviation
Action	3.975	1.6602
Adidas	5.3158	1.4465
Nike	5.414	1.4915
Reebok	5.2367	1.5436

The result indicates that the Overall Brand Equity of the respondents due to Premium Promotion is in this descending order: Nike, Adidas, Reebok and Action.

4.3.6 Comparison of Effect of Sales Promotion on CBBE Constructs in Specialty Products

The comparisons of respondents towards Consumer Based Brand Equity without Sales Promotion (A) and with Price Promotion (B), without Sales Promotion (A) and with Premium Promotion (C), and Price Promotion (B) and Premium Promotion (C) are given below:

a) Paired Correlation between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Price Promotion (B) on different dimensions of Consumer Based Brand Equity is depicted in the following table.

Table 4.69 Paired Correlations between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.971	.029
Perceived Quality	.985	.015
Brand Loyalty	.978	.022
Overall Brand Equity	.992	.008

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

b) Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired difference on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and Price Promotion (B) is shown in the following table:

Table 4.70 Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	7.345	.00004
Perceived Quality	8.109	.00043
Brand Loyalty	8.471	.000024
Overall Brand Equity	7.483	.00004

The result indicates that the paired difference between Price Promotion (B) and without promotion (A) on dimensions of Consumer Based Brand Equity are statistically significant. The effect of Price Promotions on Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are statistically significant as indicated by 't' test statistics.

c) Paired Correlation between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

The paired correlation between without Sales Promotion (A) and with Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table.

Table 4.71 Paired Correlations between without Sales Promotion (A) and with Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.964	.036
Perceived Quality	.994	.006
Brand Loyalty	.971	.029
Overall Brand equity	.976	.024

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

d) Paired differences between without Sales Promotion (A) and with Price Promotion (B) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity without Sales Promotion (A) and Premium Promotion (C) is figured in the following table:

Table 4.72 Paired differences between without Sales Promotion (A) and with Price Promotion (B) CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	7.451	.00054
Perceived Quality	8.778	.00034
Brand Loyalty	7.619	.00067
Overall Brand Equity	8.932	.00048

The result indicates that the paired differences between Premium Promotion (C) and without Promotion (A) are statistically significant on sources of Consumer Based Brand Equity. The effect of Premium Promotion on Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are all significant as shown by 't' test statistics.

e) Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired correlation between Price Promotion (B) and Premium Promotion (C) on different dimensions of Consumer Based Brand Equity is depicted in the following table:

Table 4.73 Paired Correlation between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	Correlation	Significance
Brand Awareness and Associations	.999	.001
Perceived Quality	.992	.008
Brand Loyalty	.999	.001
Overall Brand Equity	.995	.005

The result indicates that the correlation between variables is positive. The correlation values are high and significant.

f) Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

The paired difference in samples on dimensions of Consumer Based Brand Equity with Price Promotion (B) and Premium Promotion (C) is given in the following table:

Table 4.74 Paired differences between Price Promotion (B) and Premium Promotion (C) on CBBE Constructs

CBBE Constructs	t values	Significance
Brand Awareness and Associations	.917	.101
Perceived Quality	.240	.331
Brand Loyalty	.212	.333
Overall Brand Equity	.357	.321

The result indicates the paired difference between Sales Promotions, Price (B) and Premium (C) are not statistically significant in the case of Specialty Products. The effect of Price and Premium Promotion on Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are not statistically significant as shown by 't' test statistics in Specialty Products.

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Chapter 5

FINDINGS AND DISCUSSIONS OF THE STUDY

Contents	5.1 Convenience Products
	5.2 Shopping Products
	5.3 Specialty Products
	5.4 Discussion of the Findings of the Study

5.1 Convenience Products

The study was to find out the effect of Sales Promotion, Price and Premium Promotions, on Consumer Based Brand Equity on different categories of products, viz., Convenience, Shopping and Specialty Products. Following the scale developed by Yoo and Donthu (2001), the constructs of Consumer Based Brand Equity examined in the study are: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity. The Product class chosen under Product category for the study of Convenience Product was Toothpaste and the brands under review were Anchor, Closeup, Colgate and Dabur. Based on the study conducted among 300 samples of teachers at higher education sectors, the researcher was able to prove or disprove the hypotheses formulated in Chapter 3.

The ANOVA table results on the four dimensions of Consumer Based Brand Equity (CBBE) Scale yielded the following:

Table 5.1 Summary ANOVA Results about the Effect of CBBE Scale Constructs on the Most Favourite Brand in Convenience Products

Sources of CBBE	F-Value	p-value
Brand Awareness and Associations	108.8	$5.7522 * 10^{-9}$
Perceived Quality	619.8	$8.6329 * 10^{-6}$
Brand Loyalty	158.3	$1.8391 * 10^{-7}$
Overall Brand Equity	208.8	$1.2840 * 10^{-10}$

It was already seen in Chapter IV that for all the constructs of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, there existed a brand which was considered as the most favourite brand by the respondents. ANOVA table 5.1 given above clearly shows that the most favourite brand has significant difference over other brands.

In the following section, a detailed examination of the findings with respect to various hypotheses formulated for the study is attempted.

5.1.1 The first hypothesis was about the relationship between Sales Promotion and Consumer Based Brand Equity. **Hypothesis 1.1** stated that **there is a significant effect of Sales Promotion on Consumer Based Brand Equity in Convenience Products.**

This hypothesis has four sub hypotheses pertaining to the four dimensions of CBBE.

H1.1 (a): Brand Awareness and Brand Associations, H1.1 (b) Perceived Quality and H1.1 (c) Brand Loyalty and H1.1 (d) Overall Brand Equity.

These hypotheses were tested by computing the ‘t’ test statistics on each construct of Consumer Based Brand Equity Scale, the results of which are discussed below:

a) Brand Awareness and Associations:

H1.1 (a): There is a significant effect of Sales Promotion on Brand Awareness and Brand Associations in Convenience Products.

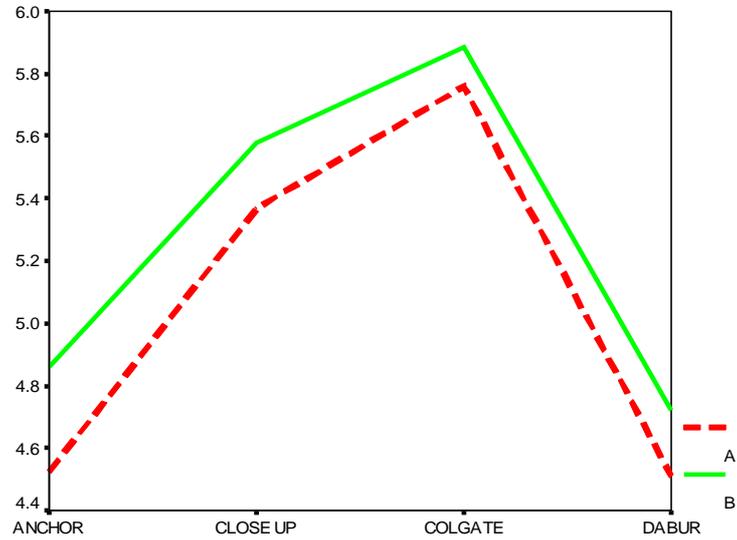
The ‘t’ Test statistics on Brand Awareness and Associations due to Premium and Price Promotion as compared to without Sales Promotion is tabulated below:

Table 5.2 ‘t’ Test on Brand Awareness and Associations – Convenience Products

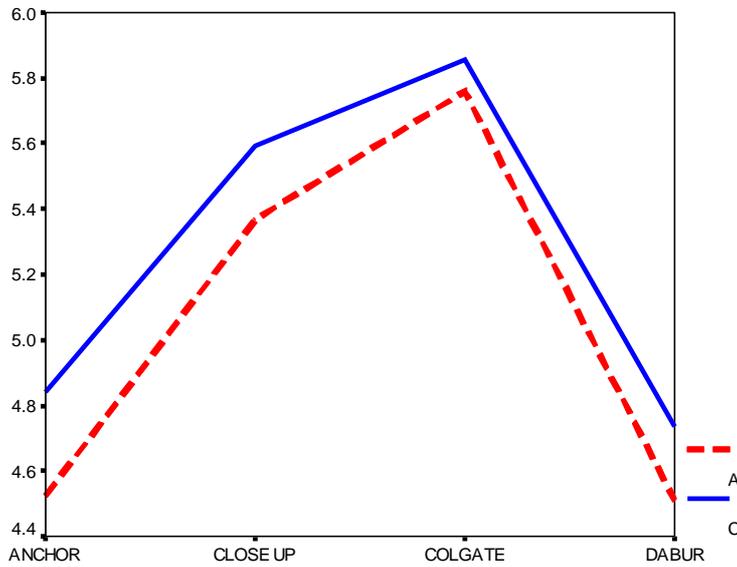
Dimension	N	Mean Diff.	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Awareness and Associations	300	-.0352	.2978	3.237		.0035
		-.1297	.29174		3.877	.0008

The result indicated that the paired differences in Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) in the dimension of Brand Awareness and Associations are statistically significant. The ‘t’ test statistics shows that Brand Awareness and Associations is affected by Sales Promotion, Price and Premium Promotions, in the case of Convenience Products.

This is clearly demonstrated in the following figure which shows the effect of Sales Promotion, Price and Premium Promotions (A&B) and (A&C) on Brand Awareness and Associations of Consumer Based Brand Equity.



A&B



A&C

Figure 5.1 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Brand Awareness and Associations - Convenience Products

It is clearly seen that Sales Promotion, whether Price (B) or Premium(C), leads to higher Brand Awareness and Associations across all brands including the most favourite brand.

b) Perceived Quality:

H1.1 (b): There is a significant effect of Sales Promotion on Perceived Quality in Convenience Products.

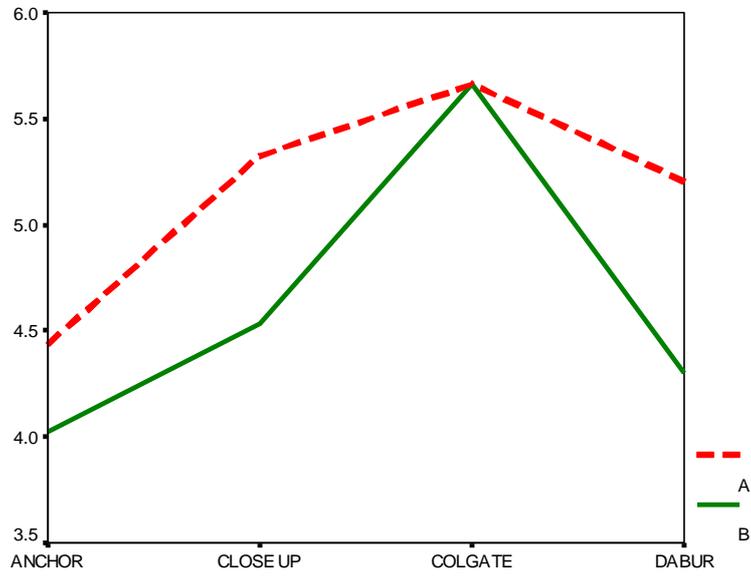
The ‘t’ Test statistics on Perceived Quality due to Premium and Price Promotion as compared to without Sales Promotion is given below:

Table 5.3 ‘t’ Test on Perceived Quality – Convenience Products

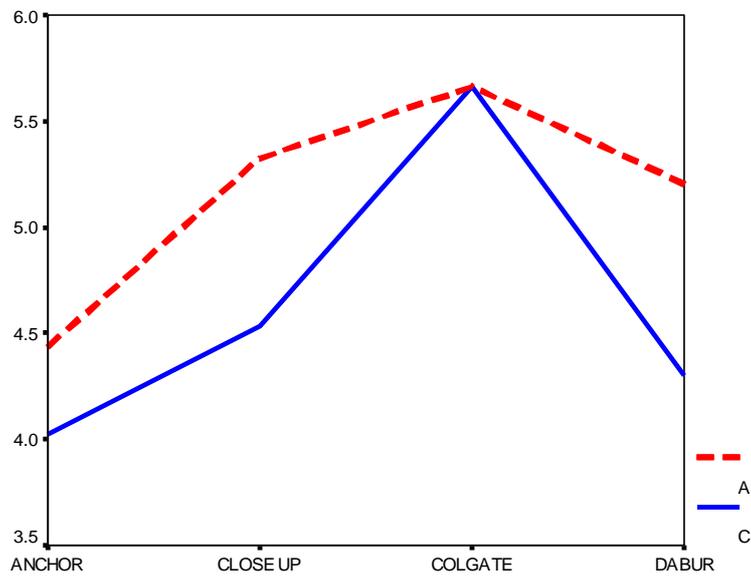
Dimension	N	Mean Diff.	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Perceived Quality	300	.6479	.37349	.3470		.0031
		.6337	.21036		6.025	.0003

The result indicated that the paired differences in Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) in the dimension of Perceived Quality are statistically significant. The ‘t’ test statistics shows that the Perceived Quality is affected by Sales Promotion, Price and Premium Promotion.

Figure 5.2 shows the effect of Sales Promotion, Price and Premium Promotions, (A&B) and (A&C) on Perceived Quality of Consumer Based Brand Equity with respect to Convenience Products.



A&B



A&C

Figure 5.2 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Perceived Quality - Convenience Products

The figure given above reveals the following:

- I. Sales Promotion whether Price (B) or Premium(C) decreases the Consumers' Perceived Quality of the brands.
- II. Impact of Sales Promotion on Perceived Quality on the most favourite brand remains same whether with or without Sales Promotion

c) Brand Loyalty:

H1.1(c): There is a significant effect of Sales Promotion on Brand Loyalty in Convenience Products.

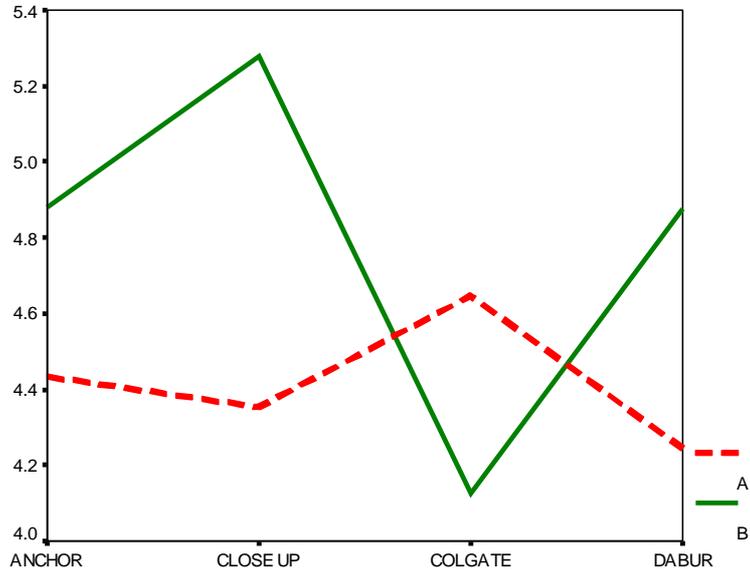
The 't' Test statistics on Brand Loyalty due to Premium and Price Promotion as compared to without Sales Promotion is given below:

Table 5.4 't' Test on Brand Loyalty – Convenience Products

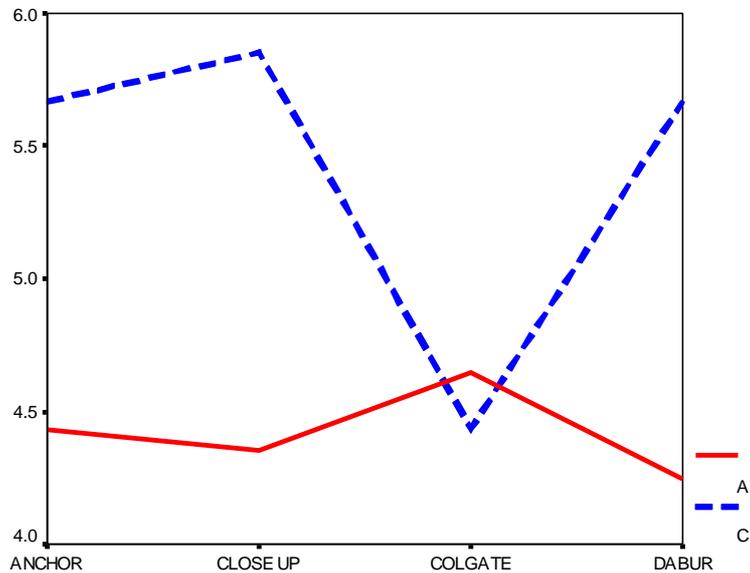
Dimension	N	Mean Diff.	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Loyalty	300	.0838	.10854	3.545		.002
		.0905	.14836		3.920	.0009

The result indicated that the paired differences in Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) in the dimension of Brand Loyalty are statistically significant. The 't' test statistics shows that Brand Loyalty is affected by Sales Promotion, Price and Premium Promotion.

The following figure shows the effect of Sales Promotion, Price and Premium Promotion, on Brand Loyalty of Consumer Based Brand Equity in Convenience Products.



A&B



A&C

Figure 5.3 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Brand Loyalty – Convenience Products

It can be inferred from figure 5.3 given above that Sales Promotion affects Brand Loyalty. There is a clear shift of consumers away from the most favourite brand because of Sales Promotion, whether Price (B) or Premium (C), in Convenience Products.

d) Overall Brand Equity:

H1.1 (d): There is a significant effect of Sales Promotion on Overall Brand Equity in Convenience Products.

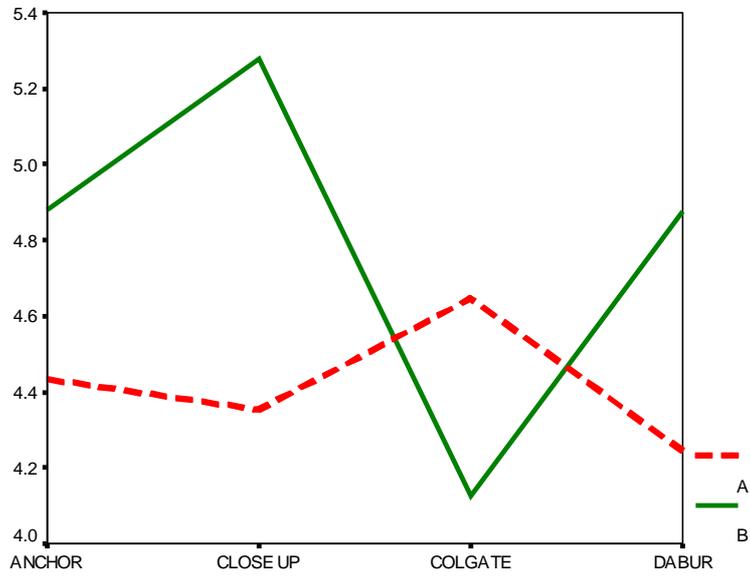
The 't' Test statistics on Overall Brand Equity due to Premium and Price Promotion as compared to without Sales Promotion is given below:

Table 5.5 't' Test on Overall Brand Equity – Convenience Products

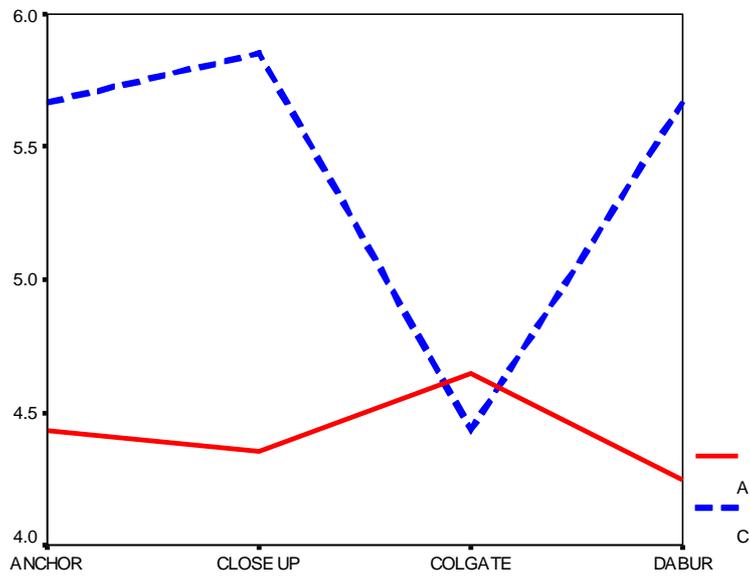
Dimension	N	Mean Diff.	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Overall Brand Equity	300	-.1832	.16546	3.214		.0036
		-.1954	.11203		3.488	.0031

The result revealed that the paired differences in Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) in the dimension of Overall Brand Equity are statistically significant. The 't' test statistics shows that the Overall Brand Equity is affected by Sales Promotion, Price and Premium Promotion.

The following figure shows the effect of Sales Promotion, Price and Premium Promotions (A&B) and (A&C) on Overall Brand Equity of Consumer Based Brand Equity Scale in Convenience Products.



A&B



A&C

Figure 5.4 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Overall Brand Equity – Convenience Products

Like in Brand Loyalty, here also there is a clear shift of Overall Brand Equity away from the most favourite brand towards other brands can be seen because of Sales Promotions.

5.1.2 Summary of the finding with respect to Hypothesis 1.1 on Consumer Products:

It may be concluded from the above discussion that Sales Promotion affects the Consumer Based Brand Equity as all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are significantly affected by Price and Premium Promotion. Hence the hypothesis that there is a significant effect of Sales Promotion on Consumer Based Brand Equity together with all the four sub hypotheses is accepted. (H1.1; so also H1.1 (a), H1.1 (b), H1.1(c) and H1.1 (d) are accepted).

5.1.3 Hypothesis 1. 2

Hypothesis 1.2: There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotions, in Convenience Products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H1.2(a) Brand Awareness and Associations, H1.2(b) Perceived Quality H1.2(c) Brand Loyalty and H1.2(d) Overall Brand Equity in Convenience Products.

The hypotheses were tested by ‘t’ test statistics on each construct of Consumer Based Brand Equity Scale: Brand Awareness and Associations,

Perceived Quality, Brand Loyalty and Overall Brand Equity due to Sales Promotion, Price and Premium Promotion.

Table 5.6 't' Test on Price (B) and Premium (C) Promotion – Convenience Products

CBBE Constructs	N	Mean Diff.	Standard Deviation	t Values Between B&C	Significance
Brand Awareness and Associations	300	-.0927	.02722	6.810	.0001
Perceived Quality		.0142	.17148	5.166	.0003
Brand Loyalty		-.0067	.06632	4.201	.0005
Overall Brand Equity		-.0122	.10572	4.230	.00052

The results indicated that the paired comparison between Price Promotion (B) and Premium Promotion (C) on the constructs of Consumer Based Brand Equity is statistically significant. The 't' test statistics showed that Sales Promotion affected Consumer Based Brand Equity significantly.

The following figures 5.5 to 5.8 clearly depict the effect Sales Promotion, Price and Premium Promotion, on the four constructs of Consumer Based Brand Equity with respect to Convenience Products.

a) Brand Awareness and Associations:

H1.2 (a): Price Promotion affects Brand Awareness and Associations more than Premium Promotion in Convenience Products.

The following figure explains the effect of Price and Premium Promotion on the Brand Awareness and Associations construct of Consumer Based Brand Equity.

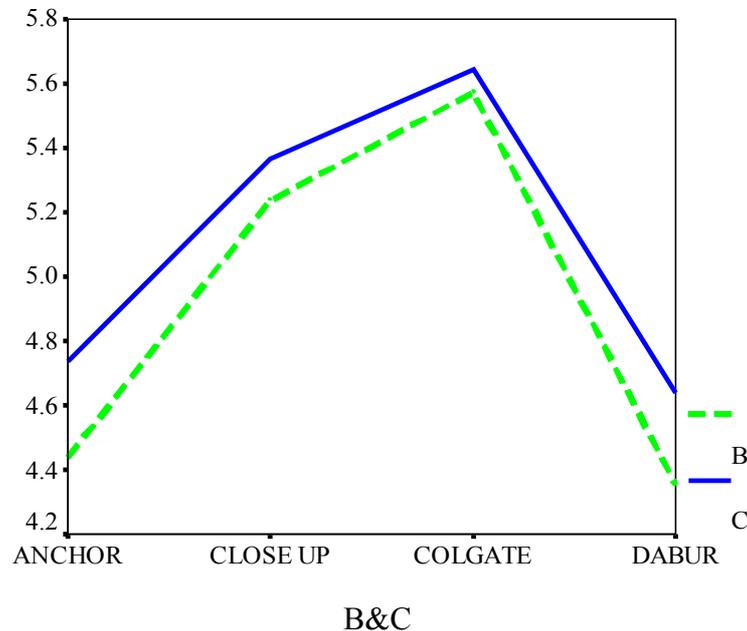


Figure 5.5 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Awareness and Associations – Convenience Products

It can be seen from figure 5.5 that Premium promotion (C) has greater effect than Price Promotion (B) in increasing the Brand Awareness and Associations across all brands including the most favourite brand. This is also corroborated by the ‘t’ test statistics given earlier in Table 5.6.

The table depicts the difference in Brand Awareness and Associations as perceived by respondent while Premium and Price Promotion are offered. The ‘t’ test statistics shows that the paired differences between them are statistically significant.

b) Perceived Quality:

H1.2 (b): Price Promotion affects Perceived Quality more than Premium Promotion in Convenience Products.

The difference in perception of respondents on the Perceived Quality of brands while Price and Premium Promotions are on can be observed from Table 5.6 given earlier. The ‘t’ test statistics shows that the paired differences between them are statistically significant

The following figure explains the effect of Price and Premium Promotion on the Perceived Quality construct of Consumer Based Brand Equity.

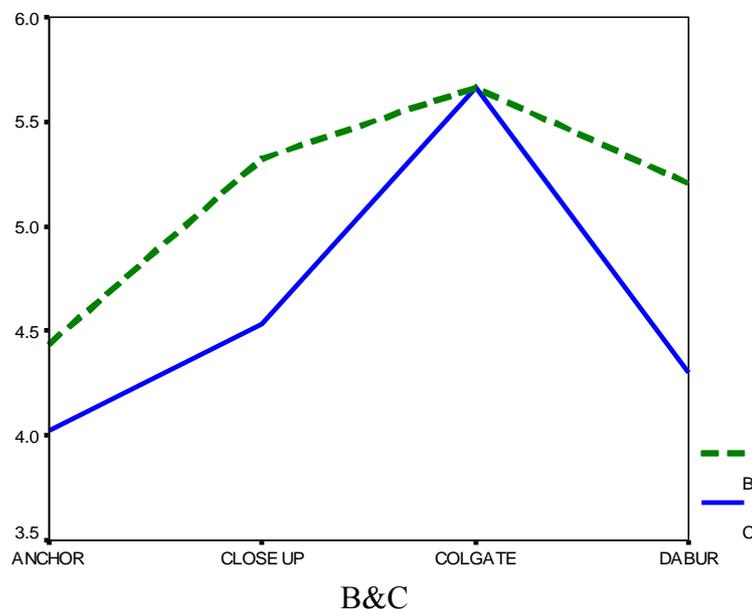


Figure 5.6 Effect of Price Promotion (B) and Premium (C) Promotion on Perceived Quality – Convenience Products

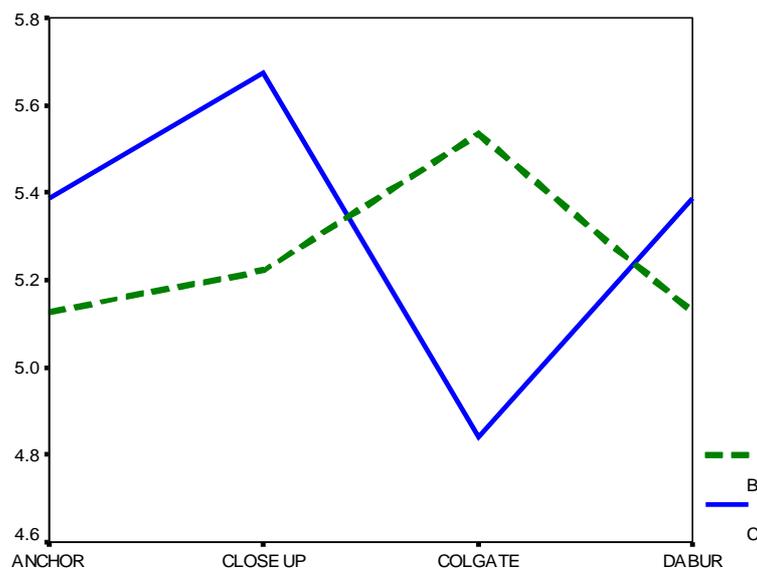
Fig. 5.6 clearly shows that Premium Promotion (C) significantly decreases the Perceived Quality of brands as compared to Price Promotion (B). Conversely, Price Promotion has more favourable impact on Perceived Quality as compared to Premium Promotion. However, in both Price and Premium Promotion, the impact on the most favourite brand on Perceived Quality construct remains the same.

c) Brand Loyalty:

H1.2 (c): Price Promotion affects Brand Loyalty more than Premium Promotion in Convenience Products.

The difference in perception of respondents on the Brand Loyalty of brands while Price and Premium Promotions are on can be observed from Table 5.6 given earlier. The ‘t’ test statistics shows that the paired differences between them are statistically significant

The following figure explains the effect of Price and Premium Promotion on the Brand Loyalty construct of Consumer Based Brand Equity.



B&C

Figure 5.7 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Loyalty – Convenience Products

The figure 5.7 reveals that the most favourite brand Colgate has lost its Brand Loyalty more in Premium Promotion than in Price Promotion. What has been lost by the most favourite brand Colgate has been gained by other brands: Close up, Dabur and Anchor respectively.

d) Overall Brand Equity:

H1.2 (d): Price Promotion affects Overall Brand Equity more than Premium Promotion in Convenience Products.

The difference in perception of respondents on the Overall Brand Equity of brands while Price and Premium Promotions are on can be observed from Table 5.6 given earlier. The 't' test statistics shows that the paired differences between Premium Promotion (C) and Price Promotion (B) are statistically significant.

The following figure explains the effect of Price and Premium Promotion on the Overall Brand Equity construct of Consumer Based Brand Equity Scale in Convenience Products.

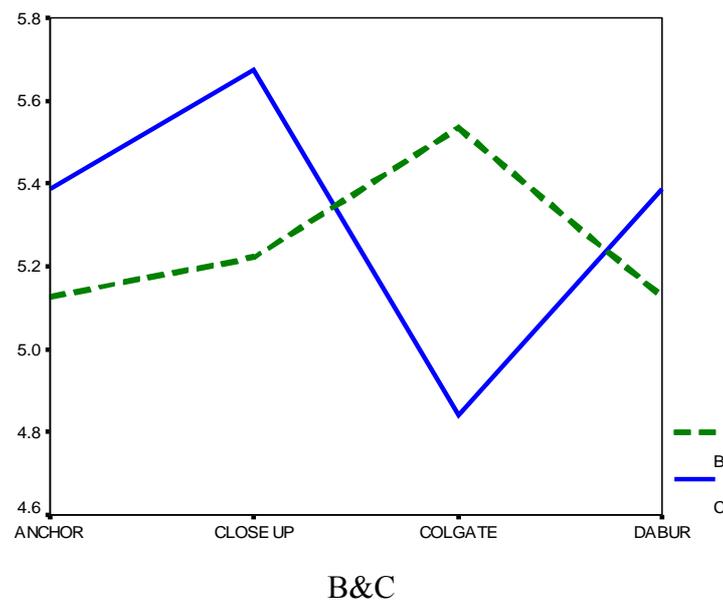


Figure 5.8 Effect of Price Promotion (B) and Premium (C) Promotion on Overall Brand Equity – Convenience Products

The fig. 5.8 shows that the effect of Premium Promotion on the most favourite brand is more significant than Price Promotion on the construct of Overall Brand Equity of Consumer Based Brand Equity Scale. Premium

Promotion leads to significant dilution in the Overall Brand Equity of the most favourite brand and its loss is gained by the competing brands in the case of Convenience Products; whereas in Price Promotion (B), the most favourite brand retains its position.

5.1.4 Summary of the findings with respect to Hypothesis 1.2 in Convenience Products:

The study revealed that there is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price and Premium, in Convenience Products.

The hypothesis that Price Promotion affects Consumer Based Brand Equity more than Premium Promotion stands rejected in H1.2 (a) Brand Awareness and Associations H1.2 (b) Perceived Quality H1.2 (c) Brand Loyalty and H1.2 (d) Overall Brand Equity. That is, the hypothesis:

H1.2 (a): Price Promotion affects Brand Awareness and Associations more than Premium Promotion stands rejected.

H1.2 (b): Price Promotion affects Perceived Quality more than Premium Promotion stands rejected.

H1.2 (c): Price Promotion affects Brand Loyalty more than Premium Promotion stands rejected.

H1.2 (d): Price Promotion affects Overall Brand Equity more than Premium Promotion stands rejected.

5.1.5 Hypothesis H1.3

There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Convenience Products.

The hypothesis was tested by 't' test on each of the four sources of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity among different brands and the most favourite brand specifically due to Sales Promotions, Price and Premium Promotions.

The 't' test was done to find out the statistical significance on the paired differences between with Price Promotion (B) and Without Promotion (A), with Premium Promotion (C) and Without Promotion (A) and Price Promotion (B) and Premium Promotion (C) on the four sources of CBBE.

Table 5.7 The Effect of Sales Promotion on the Sources of Consumer Based Brand Equity – Convenience Products

Sources of CBBE	Brands	t Values		
		Between A&B	Between A&C	Between B&C
Brand Awareness and Associations	Anchor	4.671*	5.207*	4.281*
	Closeup	4.522*	4.504*	5.142*
	Colgate	4.537*	4.447*	4.811*
	Dabur	5.234*	5.304*	5.089*
Perceived Quality	Anchor	4.845*	4.768*	4.743*
	Closeup	4.565*	5.178*	5.232*
	Colgate	4.843*	4.631*	4.677*
	Dabur	5.549*	5.333*	5.249*
Brand Loyalty	Anchor	4.554*	3.852*	5.253*
	Closeup	3.632*	7.61**	7.683**
	Colgate	4.463*	7.442**	7.723**
	Dabur	3.946*	4.091*	4.248*
Overall Brand Equity	Anchor	4.630*	3.961*	3.678*
	Closeup	5.064*	6.686**	6.344**
	Colgate	4.642*	6.947**	6.979**
	Dabur	4.267*	3.767*	3.868*

*Significant at 5% level **Significant at 1% level

The 't' test revealed that the paired differences between Price Promotion (B) and without Promotion (A), with Premium Promotion (C) and without Promotion (A) and Price Promotion (B) and Premium Promotion (C) are statistically significant. It can be inferred from the table 5.7 that the effects of Sales Promotion on the sources of Consumer Based Brand Equity differed according to the type of Sales Promotions used.

The 't' values in the paired differences between Price Promotion (B) and without Promotion (A), with Premium Promotion (C) and without Promotion (A) and Price Promotion (B) and Premium Promotion (C) for all the four sources of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity across all the brands are statistically significant at 5 % level, thereby proving the hypothesis 1.3. Further, it is seen that the effect of Sales Promotion, notably Premium Promotion on Brand Loyalty and Overall Brand Equity on the two most leading brands, viz., Colgate and Closeup are statistically significant even at 1% level as indicated by the 't' values in the paired differences between Premium Promotion (C) and without Promotion (A) and Price Promotion (B) and Premium Promotion (C).

5.1.6 Summary of finding with respect to Hypothesis 1.3 in Convenience Products:

Since Sales Promotions, Price and Premium Promotion affects differently on the sources of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of different brands and more specifically the most favourite brand, the hypothesis H1.3 which states that there is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Convenience Products is accepted.

5.2 Shopping Products

The objective of the research was to find out the effect of Sales Promotion, Price and Premium Promotion, on the constructs of Consumer Based Brand Equity Scale on different categories, viz., Convenience, Shopping and Specialty Products. The Shopping Products are products which are purchased for its utility rather than pleasure or aesthetics. White goods namely, Colour TV, Refrigerator, Microwave Oven, etc belong to this category. Among the Shopping Products, Colour TV was chosen as it is widely purchased and involves rational decision making in purchase behavior. The brands under study included LG, Onida, Samsung and Sony. Based on the study conducted among the teachers of Mahatma Gandhi University, Kerala, numbering 300, the researcher was able to prove or disprove the hypothesis formulated in Chapter 3.

The ANOVA table results on the four dimensions of Consumer Based Brand Equity (CBBE) Scale yielded the following:

Table 5.8 Summary ANOVA Results about the Effect of CBBE Scale Constructs on the Most Favourite Brand in Shopping Products

Sources of CBBE	F-Value	p-value
Brand Awareness and Associations	77.86	$3.9069 * 10^{-8}$
Perceived Quality	260.9	$4.837 * 10^{-5}$
Brand Loyalty	391.1	$5.1629 * 10^{-9}$
Overall Brand Equity	406.9	$2.4859 * 10^{-12}$

The result indicates that for all the constructs of Consumer Based Brand Equity Scale there existed a brand which was considered as the most favourite among the four brands by the respondents. ANOVA table 5.8

given above clearly shows that the most favourite brand has a significant difference over other brands as the p-value of the corresponding constructs of Consumer Based Brand Equity is less than the significance level of 0.05.

In the following section, a detailed examination of the findings with respect to various hypotheses formulated for the study is attempted.

5.2.1 The first hypothesis of the study was about the relationship between Sales Promotion and Consumer Based Brand Equity. **Hypothesis 2.1** stated that **there is a significant effect of Sales Promotion on Consumer Based Brand Equity in Shopping Products.**

This hypothesis has four sub hypotheses pertaining to the four dimensions of CBBE.

H2.1 (a) Brand Awareness and Brand Associations, H2.1 (b) Perceived Quality and H2.1 (c) Brand Loyalty and H2.1 (d) Overall Brand Equity

These hypotheses were tested by computing the 't' test statistics on each construct of Consumer Based Brand Equity Scale, the result of which are discussed below:

a) Brand Awareness and Associations:

H2.1 (a): There is a significant effect of Sales Promotion on Brand Awareness and Associations in Shopping Products.

The 't' Test statistics on Brand Awareness and Associations due to Premium and Price Promotion as compared to without Sales Promotion is tabulated below:

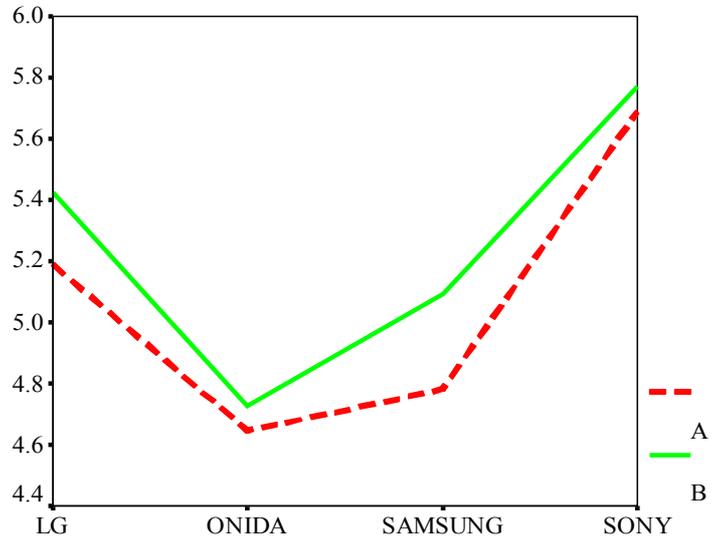
Table 5.9 't' Test on Brand Awareness and Associations – Shopping Products

Dimension	N	Mean	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Awareness and Associations	300	-.1782	.11466	4.108		.00052
		-.0600	.07075		3.697	.0006

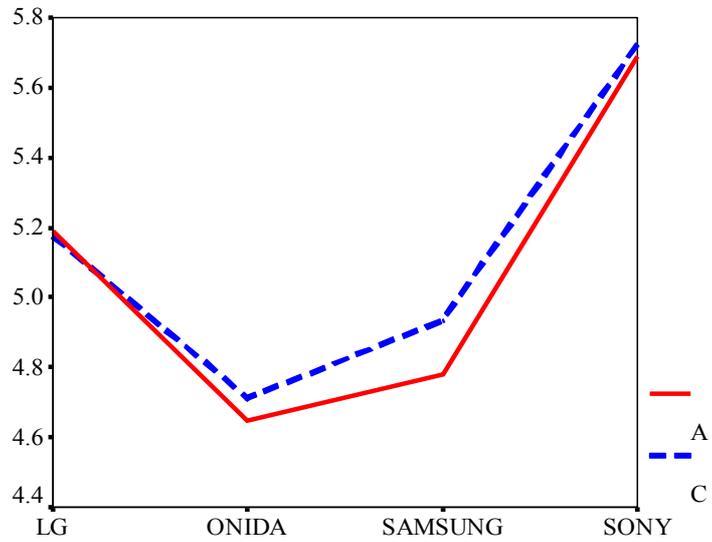
The results indicate that the paired comparison between Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) is statistically significant in the dimension of Brand Awareness and Associations. The 't' test statistics indicates that Sales Promotion, both Price and Premium Promotion, affects Brand Awareness and Associations significantly in the case of Shopping Products.

This is clearly demonstrated in the following figure which shows the effect of Sales Promotion, Price (B) and Premium (C) Promotions, on Brand Awareness and Associations construct of Consumer Based Brand Equity in Shopping Products.

It is clearly seen that Sales Promotion whether Price (B) or Premium(C) lead to higher Brand Awareness and Associations across all brands including the most favourite brand.



A&B



A&C

Figure 5.9 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Awareness and Associations – Shopping Products

c) Perceived Quality:

H2.1 (b): There is a significant effect of Sales Promotion on Perceived Quality in Shopping Products.

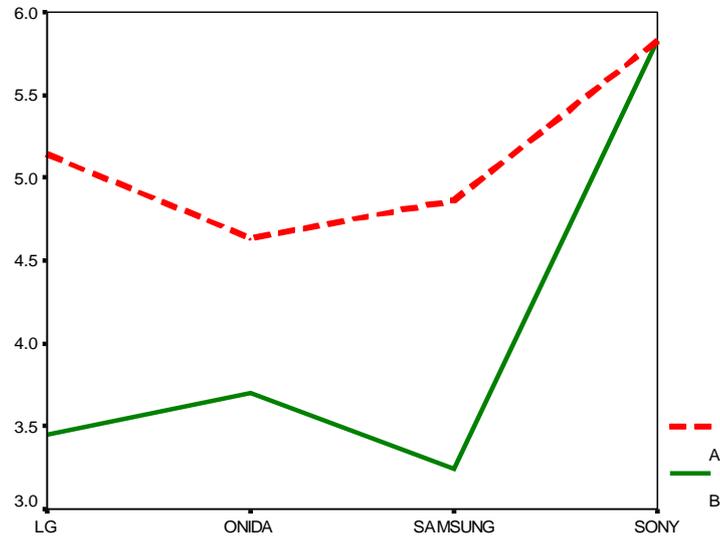
The 't' Test statistics on Perceived Quality due to Premium and Price Promotion as compared to without Sales Promotion is tabulated below:

Table 5.10 't' Test on Perceived Quality – Shopping Products

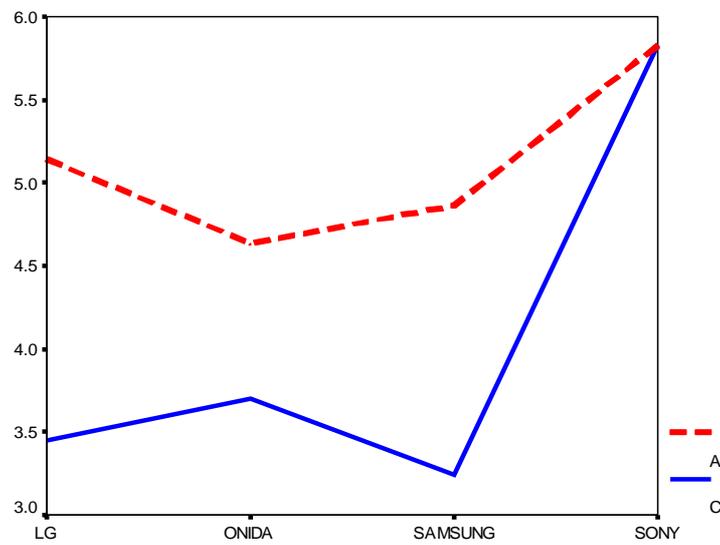
Dimension	N	Mean	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Perceived Quality	300	.6196	.10652	11.633		.000003
		-.7017	.14719		9.534	.000008

The result indicated that the paired comparison between with Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) is statistically significant in the dimension of Perceived Quality. The 't' test statistics indicate that Sales Promotion, both Price and Premium Promotion, affects Perceived Quality significantly in Shopping Products.

The following figure shows the effect of Sales Promotion, Price and Premium Promotions (A&B) and (A&C) on Perceived Quality of Consumer Based Brand Equity in Shopping Products.



A&B



A&C

Figure 5.10 Effect of Price Promotion (B) and Premium (C) Promotion on Perceived Quality – Shopping Products

The figure 5.10 given above reveals the following:

- I. Sales Promotion whether Price (B) or Premium (C) decreases the Consumers' Perceived Quality of the brands.
- II. Impact of Sales Promotion on Perceived Quality on the most favourite brand remains same whether with or without Sales Promotion

c) Brand Loyalty:

H2.1 (c): There is a significant effect of Sales Promotion on Brand Loyalty in Shopping Products.

The 't' Test statistics on Brand Loyalty due to Price and Premium Promotion compared to without Sales Promotion is tabulated below:

Table 5.11 't' Test on Brand Loyalty – Shopping Products

Dimension	N	Mean	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Loyalty	300	-.1530	.8390	3.647		.001
		-1344	.05299		5.071	.0004

The results indicated that the paired comparisons between with Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) are statistically significant in the dimension of Brand Loyalty. The 't' test statistics indicated that Sales Promotion, both Price and Premium Promotion, affected Brand Loyalty significantly.

Figure 5.11 shows the effect of Sales Promotion, Price and Premium Promotion, on Brand Loyalty construct of Consumer Based Brand Equity in Shopping Products.

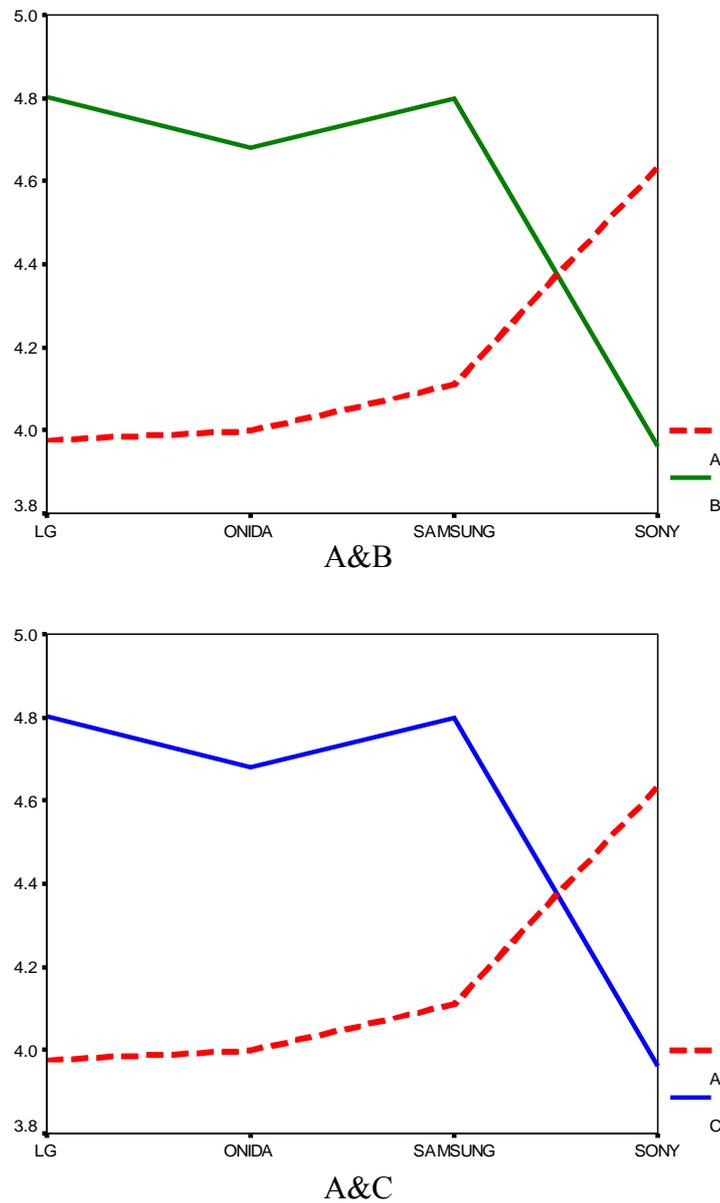


Figure 5.11 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Loyalty – Shopping Products

It can be inferred from the above figure that there is a clear shift of consumers away from the most favourite brand because of Sales Promotion, whether Price (B) or Premium (C), in Shopping Products.

d) Overall Brand Equity:

H2.1 (d): There is a significant effect of Sales Promotion on Overall Brand Equity in Shopping Products.

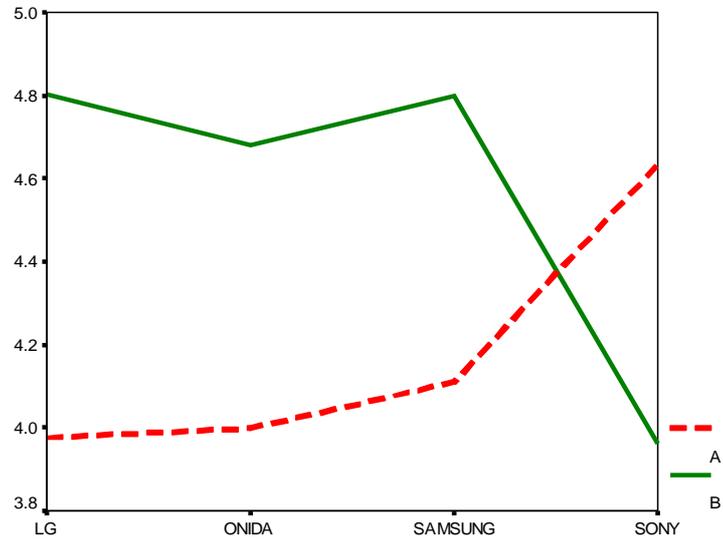
The 't' Test statistics on Overall Brand Equity is tabulated below

Table 5.12 't' Test on Overall Brand Equity – Shopping Products

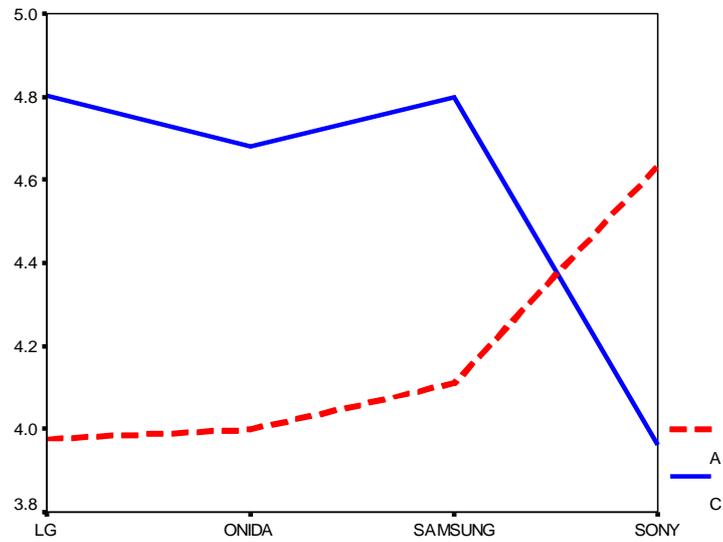
Dimension	N	Mean	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Overall Brand Equity	300	-.1601	.09191	4.007		.00055
		-.1485	.15372		7.812	

The results indicated that the paired comparison between Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) is statistically significant in the dimension of Overall Brand Equity. The 't' test statistics indicated that Sales Promotion, both Price and Premium Promotion, affected the Overall Brand Equity construct of CBBE Scale significantly.

The following figure shows the effect of Sales Promotion, Price and Premium Promotions, on Overall Brand Equity of Consumer Based Brand Equity Scale in Shopping Products.



A&B



A&C

Figure 5.12 Effect of Price Promotion (B) and Premium (C) Promotion on Overall Brand Equity – Shopping Products

Here also there is a shift of Overall Brand Equity away from the most favourite brand towards other brands due to Sales Promotions, whether Price or Premium.

5.2.2 Summary of the findings with respect to Hypothesis 2.1 on Shopping Products:

The Hypothesis (H2.1) which stated that there is a significant effect of Sales Promotion on Consumer Based Brand Equity in terms of its dimensions H2.1(a) Brand Awareness and Brand Associations, H2.1(b) Perceived Quality and H2.1(c) Brand Loyalty and H2.1(d) Overall Brand Equity are accepted.

Sales Promotion, Price and Premium Promotion, has significant effect on all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity.

5.2.3 Hypothesis H2.2: There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotion, in Shopping Products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H2.2 (a) Brand Awareness and Associations, H2.2 (b) Perceived Quality, H2.2 (c) Brand Loyalty and H2.2 (d) Overall Brand Equity in Shopping Products.

The hypotheses were tested by 't' test statistics on each construct of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity due to Sales Promotion, Price and Premium Promotion.

Table 5.13 ‘t’ Test on Price (B) and Premium (C) Promotion – Shopping Products

Dimension	N	Mean	Standard Deviation	t Values Between B&C	Significance
Brand Awareness and Associations	300	.1181	.10706	4.207	.0005
Perceived Quality		.0821	.05040	3.258	.0035
Brand Loyalty		.0186	.07930	3.470	.0031
Overall Brand Equity		.0259	.07143	3.726	.00087

The result indicated that the paired differences between the Price Promotion (B) and Premium Promotion (C) on the constructs of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are statistically significant. The ‘t’ test statistics indicated that the effect of Sales Promotion, Price and Premium, on Consumer Based Brand Equity Scale constructs on Shopping Products are statistically significant.

The following figures 5.13 to 5.16 clearly depict the effect of Sales Promotion, Price and Premium Promotion, on the four constructs of Consumer Based Brand Equity Scale with respect to Shopping Products.

a) Brand Awareness and Associations:

H2.2 (a): Price Promotion affects Brand Awareness and Associations more than Premium Promotion in Shopping Products.

The difference in perception of respondents on the Brand Awareness and Associations of brands while Price and Premium Promotions are on can be observed from Table 5.13 given earlier. The ‘t’ test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant.

The following figure demonstrates the effect of Price and Premium Promotion on Brand Awareness and Associations construct of Consumer Based Brand Equity.

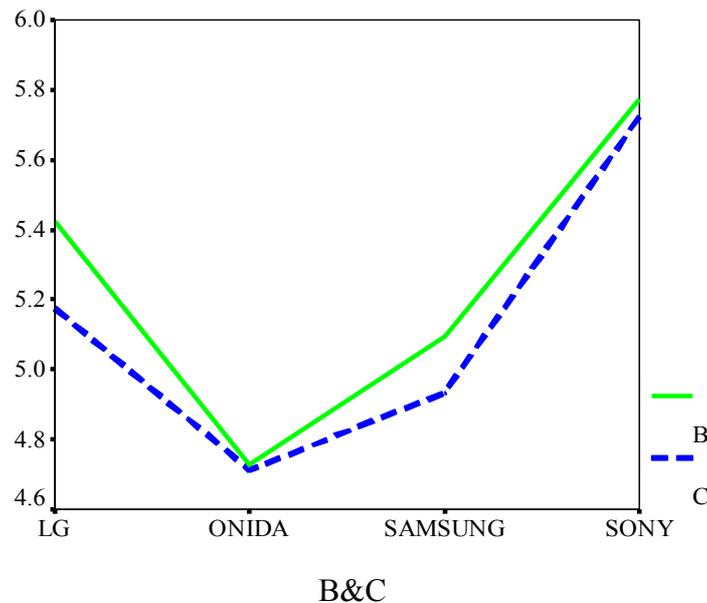


Figure 5.13 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Awareness and Associations – Shopping Products

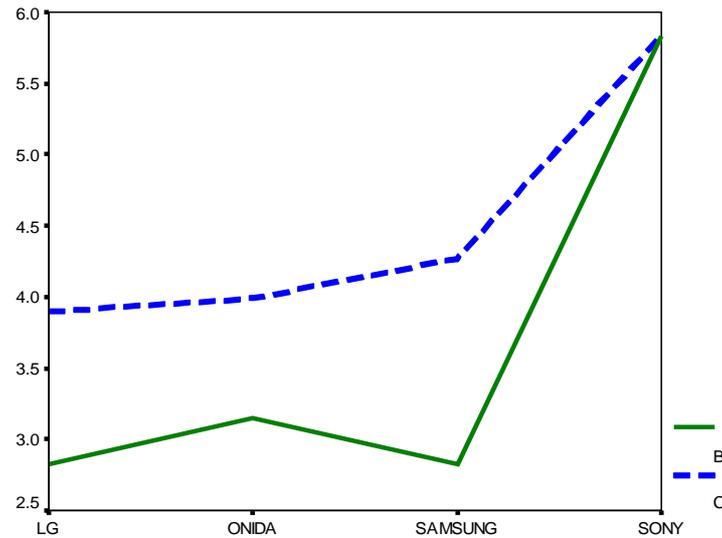
It is seen that Price promotion (B) is more effective than Premium Promotion (C) in increasing Brand Awareness and Associations across all brands including the most favourite brand.

b) Perceived Quality:

H2.2 (b): Price Promotion affects Perceived Quality more than Premium Promotion in Shopping Products.

The difference in perception of respondents on the Perceived Quality of brands while Price and Premium Promotions are on can be observed from Table 5.13 given earlier. The 't' test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant.

The following figure explains the effect of Price and Premium Promotion on Perceived Quality construct of Consumer Based Brand Equity in Shopping Products.



B&C

Figure 5.14 Effect of Price Promotion (B) and Premium (C) Promotion on Perceived Quality – Shopping Products

Fig. 5.14 clearly shows that Price Promotion (B) significantly decreases the Perceived Quality of brands as compared to Premium Promotion (C). Conversely, Premium Promotion has more favourable impact on Perceived Quality as compared to Price Promotion. However, in both Price and Premium Promotion, the impact on the most favourite brand on Perceived Quality construct remains the same.

c) Brand Loyalty:

H2.2 (c): Price Promotion affects Brand Loyalty more than Premium Promotion in Shopping Products.

The difference in perception of respondents on the Brand Loyalty of brands while Price and Premium Promotions are on can be observed from Table 5.13 given earlier. The 't' test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant.

The following figure shows the effect of Price and Premium Promotion on Brand Loyalty construct of Consumer Based Brand Equity in Shopping Products.

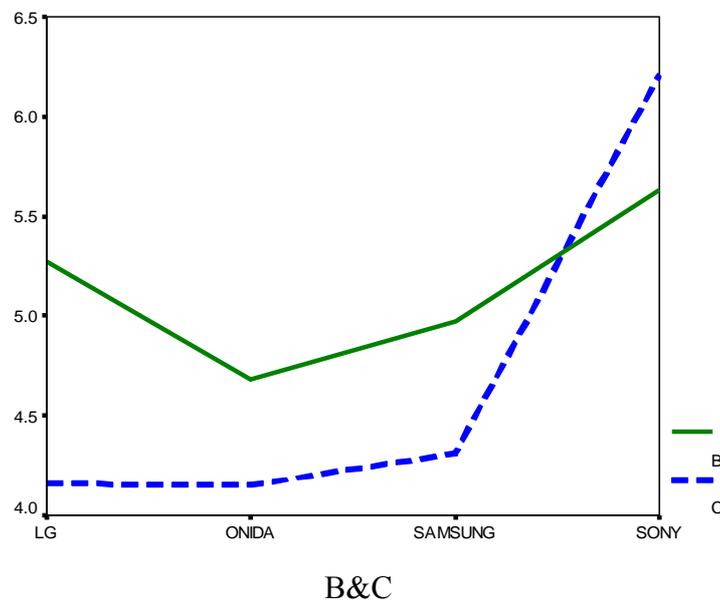


Figure 5.15 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Loyalty – Shopping Products

The figure 5.15 reveals that the most favourite brand Sony has lost its Brand Loyalty more in Price Promotion than in Premium Promotion. What has been lost by the most favourite brand Sony has been gained by other brands: LG, Samsung and Onida respectively.

d) Overall Brand Equity:

H2.2 (d): Price Promotion affects Overall Brand Equity more than Premium Promotion in Shopping Products.

The difference in perception of respondents on the Overall Brand Equity of brands while Price and Premium Promotions are on can be observed from Table 5.13 given earlier. The ‘t’ test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant.

The following figure explains the effect of Price and Premium Promotion on Overall Brand Equity construct of Consumer Based Brand Equity Scale.

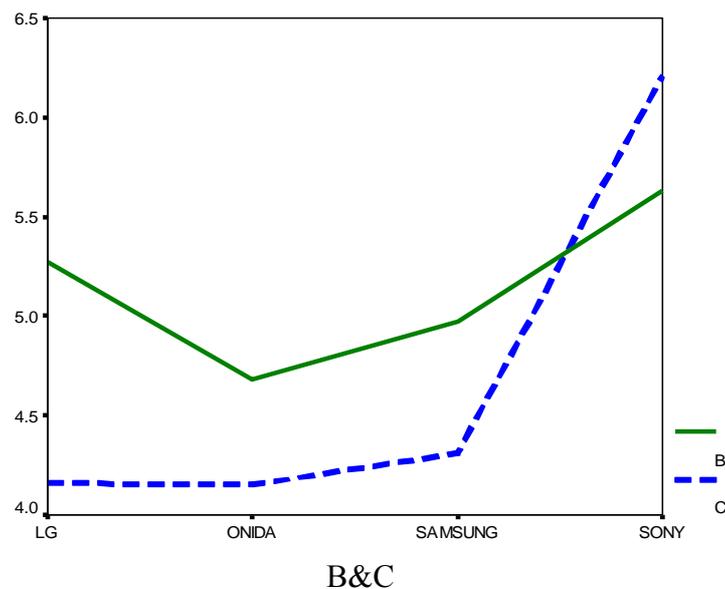


Figure 5.16 Effect of Price Promotion (B) and Premium (C) Promotion on Overall Brand Equity – Shopping Products

The figure 5.16 shows that the effect of Price Promotion on the most favourite brand is more significant than Premium Promotion on the construct of Overall Brand Equity of Consumer Based Brand Equity Scale. Price Promotion (B) leads to significant dilution in the Overall Brand Equity of the most favourite brand

and its loss is gained by the competing brands in the case of Shopping Products; whereas in Premium Promotion (C), the most favourite brand retains its position.

5.2.4 Summary of the findings with respect to Hypothesis 2.2 in Shopping Products:

The study revealed that there is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price and Premium, in Shopping Products.

The hypothesis that Price Promotion affects Consumer Based Brand Equity more than Premium Promotion stands accepted in H2.2(a) Brand Awareness and Associations H2.2(b) Perceived Quality H2.2(c) Brand Loyalty and H2.2(d) Overall Brand Equity. That is the hypothesis:

H2.2 (a): Price Promotion affects Brand Awareness and Associations more than the Premium Promotion stands accepted.

H2.2 (b): Price Promotion affects Perceived Quality more than the Premium Promotion stands accepted.

H2.2 (c): Price Promotion affects Brand Loyalty more than the Premium Promotion stands accepted.

H2.2 (d): Price Promotion affects Overall Brand Equity more than the Premium Promotion stands accepted.

5.2.5 Hypothesis H2.3

There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Shopping Products.

The hypothesis was tested by 't' test on each construct of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived

Quality, Brand Loyalty and Overall Brand Equity among different brands and the most favourite brand specifically due to Sales Promotions, Price and Premium Promotions.

The 't' test was done to find out the statistical significance on the paired differences between Price Promotion (B) and Without Promotion (A), with Premium Promotion (C) and Without Promotion (A) and Price Promotion (B) and Premium Promotion (C) on the four sources of CBBE.

Table 5.14 The Effect of Sales Promotion on the Sources of Consumer Based Brand Equity – Shopping Products

Sources of CBBE	Brands	t Values		
		Between A&B	Between A&C	Between B&C
Brand Awareness and Associations	LG	3.251*	4.207*	4.761*
	Onida	3.662*	4.504*	5.190*
	Samsung	3.881*	4.447*	4.171*
	Sony	3.932*	5.304*	5.009*
Perceived Quality	LG	3.889*	4.768*	4.553*
	Onida	3.577*	5.348*	5.002*
	Samsung	3.786*	4.341*	4.117*
	Sony	3.911*	5.445*	4.649*
Brand Loyalty	LG	7.554**	3.852*	7.088**
	Onida	3.681*	4.061*	4.001*
	Samsung	3.543*	3.427*	4.023*
	Sony	6.956**	3.533*	8.018**
Overall Brand Equity	LG	8.630**	4.764*	8.228**
	Onida	4.114*	5.326*	4.514*
	Samsung	3.661*	3.645*	3.444*
	Sony	7.447**	4.063*	8.018**

* Statistically significant at 5% level

** Statistically significant at 1% level

The 't' test revealed that the paired differences between Price Promotion (B) and without promotion (A), with Premium Promotion (C) and without promotion (A) and Price Promotion (B) and Premium Promotion (C) are statistically significant. It can be inferred from the table 5.14 that there is a differential effect of Sales Promotion on the sources of Consumer Based Brand Equity.

The 't' values in the paired differences between Price Promotion (B) and without Promotion (A), with Premium Promotion (C) and without Promotion (A) and Price Promotion (B) and Premium Promotion (C) for all the four sources of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity across all the brands are statistically significant at 5 % level, thereby proving the hypothesis 2.3. Further, it is seen that the effect of Sales Promotion, notably Price Promotion on Brand Loyalty and Overall Brand Equity on brands, viz., Sony and LG, are statistically significant even at 1% level as indicated by the 't' values in the paired differences between Price Promotion (B) and without Promotion (A) and Price Promotion (B) and Premium Promotion (C).

5.2.6 Summary of the findings with respect to Hypothesis 2.3 in Shopping Products:

Since Sales Promotions, Price and Premium Promotion, affects differently on the sources of Consumer Based Brand Equity Scale, namely, Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of different brands and more specifically the most favourite brand, the hypothesis H2.3 which states that there is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Shopping Products is accepted.

5.3 Specialty Products

The researcher studied the effect of Sales Promotion, Price and Premium Promotion, on the constructs of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity on the Product class Athletic Shoes coming under Product category Specialty Products. Specialty Products are products which are purchased as life style goods for gaining pleasure and to show as a personality statement. Athletic Shoes are classified as a Specialty Product as it expresses an individual's personality or life style.

The brands chosen for the study were Action, Adidas, Nike and Reebok. Based on the study conducted among college students of Mahatma Gandhi University, Kerala, numbering 300, the researcher was able to prove or disprove the hypotheses formulated in Chapter 3.

The ANOVA table on the four Consumer Based Brand Equity constructs yielded the following:

Table 5.15 Summary ANOVA Results about the effect of CBBE Scale Constructs on the Most Favourite Brand in Specialty Products

Sources of CBBE	F-Value	p-value
Brand Awareness and Associations	67.05	$9.1061 * 10^{-8}$
Perceived Quality	12.20	$2.2349 * 10^{-6}$
Brand Loyalty	189	$9.1689 * 10^{-8}$
Overall Brand Equity	240.8	$5.5385 * 10^{-11}$

It was already seen in Chapter IV that in the constructs of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, there existed a brand which was considered as the most favourite brand by the respondents. ANOVA table (Table 5.15) given above clearly shows that the most favourite brand has significant difference over other brands.

The following section gives a detailed description of the findings with respect to the various hypotheses formulated for the study.

5.3.1 The first hypothesis of the study was about the relationship between Sales Promotion and Consumer Based Brand Equity. **Hypothesis 3.1** stated that **there is a significant effect of Sales Promotion on Consumer Based Brand Equity in Specialty Products.**

This hypothesis has four sub hypotheses pertaining to the four dimensions of CBBE.

H3.1 (a) Brand Awareness and Brand Associations, H3.1 (b) Perceived Quality and H3.1 (c) Brand Loyalty and H3.1 (d) Overall Brand Equity.

These hypotheses were tested by computing the 't' test statistics on each construct of Consumer Based Brand Equity Scale, the results of which are discussed below:

a) Brand Awareness and Associations:

H3.1 (a): There is a significant effect of Sales Promotion on Brand Awareness and Brand Associations in Specialty Products.

The 't' Test statistics on Brand Awareness and Associations due to Sales Promotion is tabulated below:

Table 5.16 't' Test on Brand Awareness and Associations – Specialty Products

Dimension	N	Mean	Standard deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Awareness and Associations	300	.0454	.26307	7.345		.00004
		.0689	.30599		7.451	.00054

The results indicated that the paired comparison between Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) is statistically significant in the dimension of Brand Awareness and Associations. The ‘t’ test statistics shows that Sales Promotion, both Price and Premium Promotion, affects Brand Awareness and Associations significantly in the case of Specialty Products.

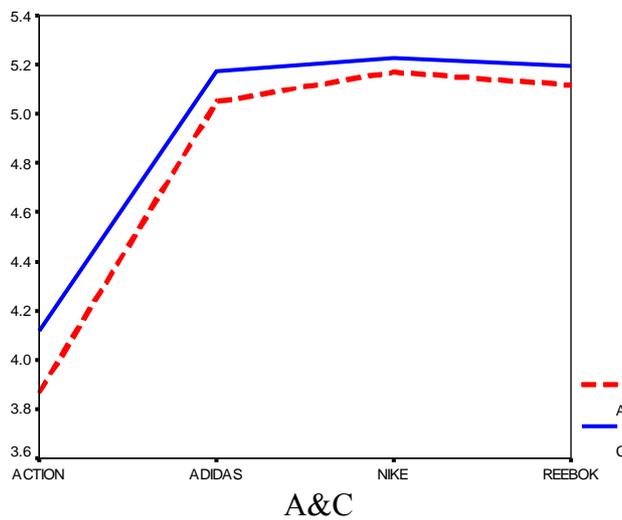
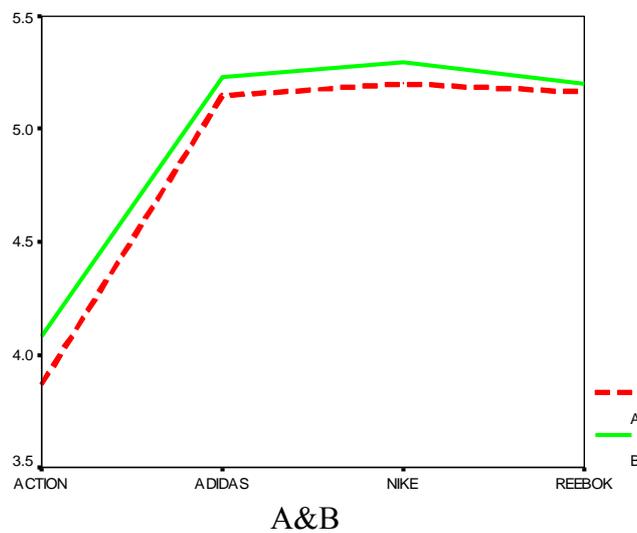


Figure 5.17 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Brand Awareness and Associations – Specialty Products

This is clearly demonstrated in the above figure which shows the effect of Sales Promotion, Price and Premium Promotion, on Brand Awareness and Associations of Consumer Based Brand Equity.

It is clearly seen that Sales Promotion whether Price (B) or Premium(C) leads to higher Brand Awareness and Associations across all brands including the most favourite brand.

b) Perceived Quality:

H3.1 (b): There is a significant effect of Sales Promotion on Perceived Quality in Specialty Products.

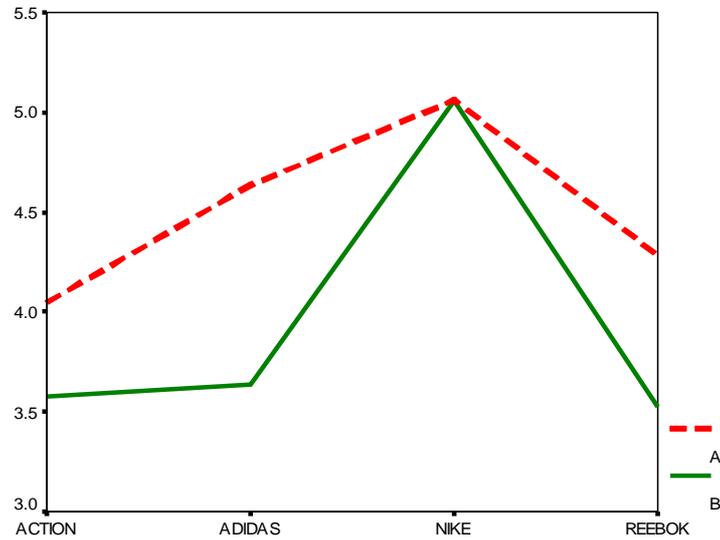
The 't' Test statistics on Perceived Quality due to Sales Promotion is tabulated below:

Table 5.17 't' Test on Perceived Quality – Specialty Products

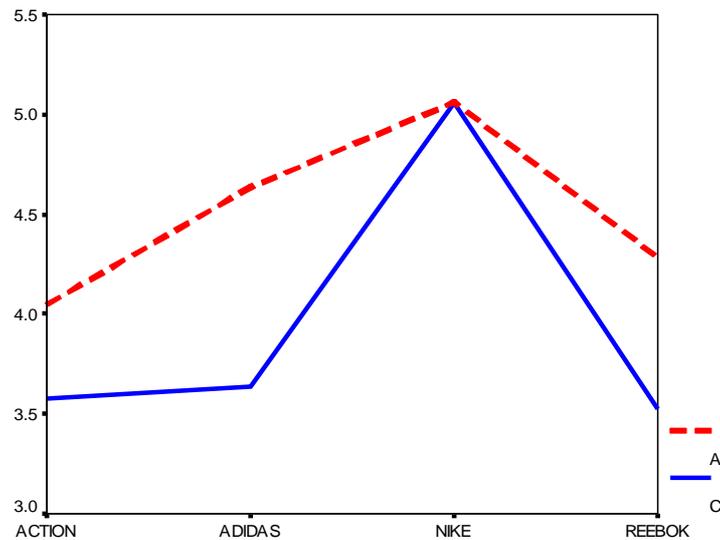
Dimension	N	Mean	Standard Deviation	t Value		Sig.
				Between A&B	Between A&C	
Perceived Quality	300	.7129	.17583	8.109	8.778	.00003
		.7038	.16035			.00034

The results indicated that the paired comparison between Price Promotion (B) and Without Sales Promotion (A) and with Premium Promotion (C) and Without Sales Promotion (A) are statistically significant in the dimension of Perceived Quality. The 't' test statistics indicated that the Sales Promotion, Price and Premium Promotion, affected Perceived Quality significantly in the case of Specialty Products.

Figure 5.18 shows the effect of Sales Promotion, Price and Premium Promotions, (A&B) and (A&C) on Perceived Quality of Consumer Based Brand Equity.



A&B



A&C

Figure 5.18 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Perceived Quality – Specialty Products

The figure given above reveals the following:

- I. Sales Promotion whether Price (B) or Premium(C) decreases the Consumers' Perceived Quality of the brands.
- II. Impact of Sales Promotion on Perceived Quality on the most favourite brand remains same whether with or without Sales Promotion.

c) Brand Loyalty:

H3.1 (c): There is a significant effect of Sales Promotion on Brand Loyalty in Specialty Products.

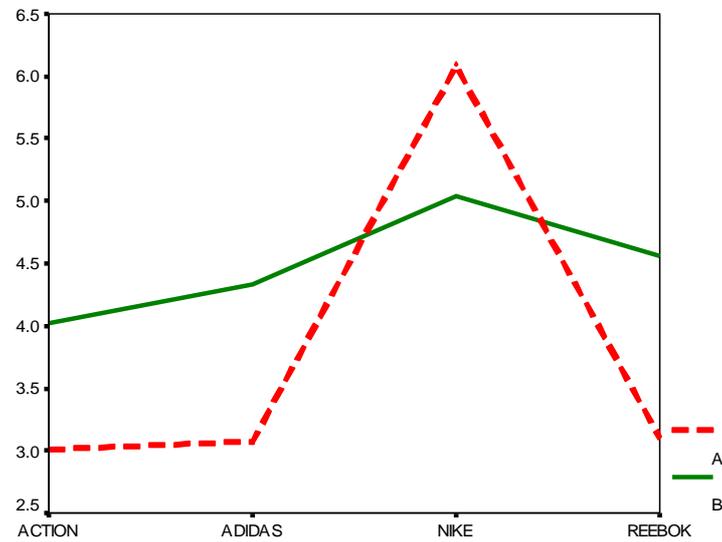
The 't' Test statistics on Brand Loyalty due to Sales Promotion is tabulated below:

Table 5.18 The 't' Test on Brand Loyalty – Specialty Products

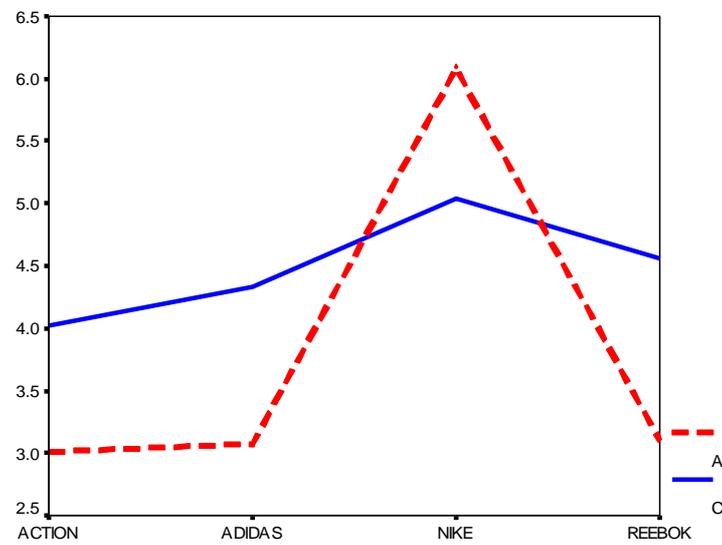
Dimension	N	Mean	Standard deviation	t Value		Sig.
				Between A&B	Between A&C	
Brand Loyalty	300	-.1631	.2217	8.471		.00002
		.1700	.20994		7.619	.00067

The result indicated that the paired comparison between Price Promotion (B) and Without Sales Promotion (A) and with Premium Promotion (C) and Without Sales Promotion (A) are statistically significant in the dimension of Brand Loyalty. The 't' test statistics indicated that the Sales Promotion, both Price and Premium Promotion, affected Brand Loyalty significantly in Specialty Products.

Figure 5.19 shows the effect of Sales Promotion, Price and Premium Promotions, (A&B) and (A&C) on Brand Loyalty construct of Consumer Based Brand Equity.



A&B



A&C

Figure 5.19 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Brand Loyalty – Specialty Products

It can be inferred from the above figure that there is a clear shift of consumers away from the most favourite brand because of Sales Promotion whether Price (B) or Premium (C), on Specialty Products.

d) Overall Brand Equity:

H3.1 (d): There is a significant effect of Sales Promotion on Overall Brand Equity on Specialty Products.

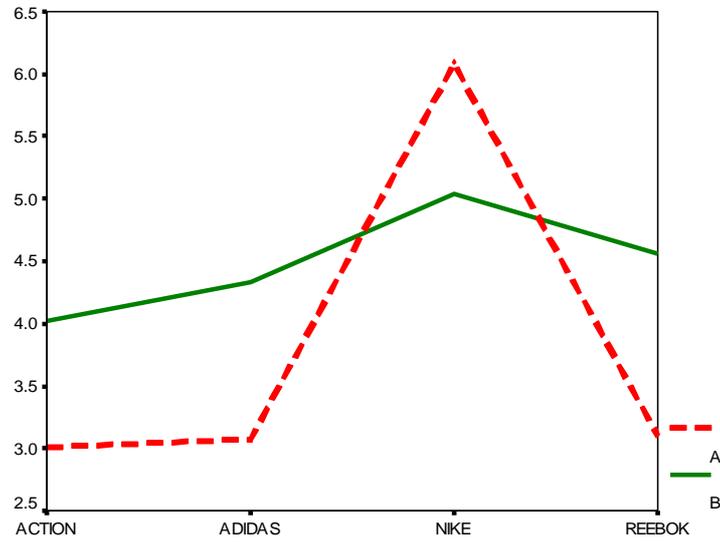
The 't' Test statistics on Overall Brand Equity due to Sales Promotion is tabulated below:

Table 5.19 The 't' Test on Overall Brand Equity – Specialty Products

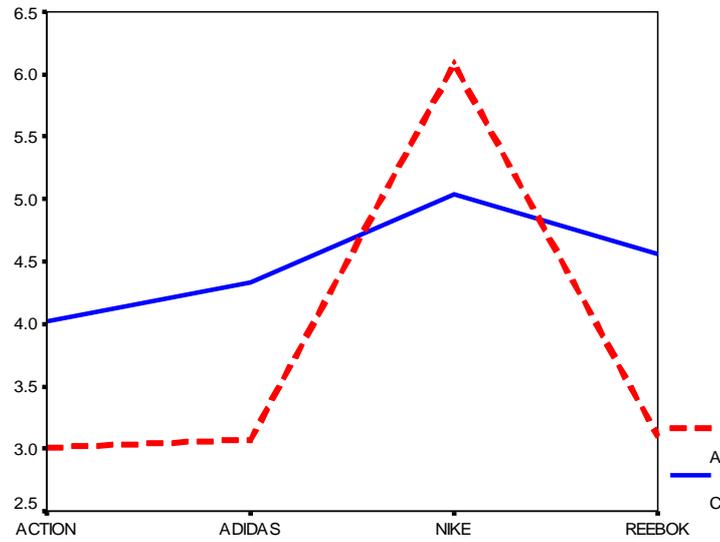
Dimension	N	Mean	Standard deviation	t Value		Sig.
				Between A&B	Between A&C	
Overall Brand Equity	300	-.1601	.09191	7.483		.00004
		-.1485	.15372		8.932	.00048

The result indicated that the paired comparison between Price Promotion (B) and Without Sales Promotion (A) and with Premium Promotion (C) and Without Sales Promotion (A) are statistically significant in the dimension of Overall Brand Equity. The 't' test statistics indicated that Sales Promotion, both Price and Premium Promotion, affected Consumer Based Brand Equity Scale construct, Overall Brand Equity significantly with respect to Specialty Products.

The following figure shows the effect of Sales Promotion, Price and Premium Promotions (A&B) and (A&C) on Overall Brand Equity of Consumer Based Brand Equity Scale.



A&B



A&C

Figure 5.20 Comparison of Price Promotion (B), Premium Promotion (C) and without Sales Promotion (A) on Overall Brand Equity – Specialty Products

Here also there is a shift of Overall Brand Equity away from the most favourite brand towards other brands due to Sales Promotions, whether Price or Premium.

5.3.2 Summary of the finding with respect to Hypothesis 3.1 on Specialty Products:

It may be concluded from the above discussion that Sales Promotion affects Consumer Based Brand Equity as all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are significantly affected by Price and Premium Promotion on Specialty Products. Hence the hypothesis that there is a significant effect of Sales Promotion on Consumer Based Brand Equity together with all the four sub hypotheses is accepted. (H3.1; so also H3.1 (a), H3.1 (b), H3.1(c) and H3.1 (d) are accepted).

5.3.3 Hypothesis 3.2: There is a significant differential effect on Consumer based Brand Equity due to Sales Promotions, Price Promotion and Premium Promotions, in Specialty Products.

Price Promotion affects Consumer Based Brand Equity more than Premium Promotion in H3.2 (a) Brand Awareness and Associations, H3.2 (b) Perceived Quality, H3.2 (c) Brand Loyalty and H3.2 (d) Overall Brand Equity.

The hypotheses were tested by 't' test statistics on each construct of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity due to Sales Promotion, Price and Premium Promotion.

Table 5.20 The ‘t’ Test on Price (B) and Premium (C) Promotion – Specialty Products

Dimension	N	Mean	Standard Deviation	t Values Between B&C	Significance
Brand Awareness and Associations	300	.0235	.05138	.917	.101
Perceived Quality		-.0091	.07634	.240	.331
Brand Loyalty		-.0069	.06528	.212	.333
Overall Brand Equity		.0155	.06467	.357	.321

The results indicated that the paired differences between Price (B) and Premium (C) Promotion in the constructs of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are not statistically significant. The ‘t’ statistics indicated that the effect of Sales Promotion, Price and Premium Promotion, are not statistically significant on dimensions of Consumer Based Brand Equity.

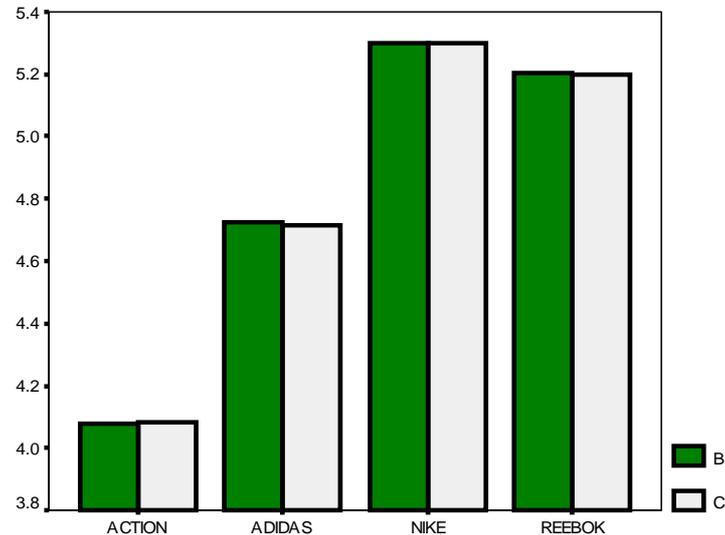
The following figures 5.21 to 5.24 clearly depict the effect of Sales Promotion, Price and Premium Promotion on the four dimensions of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity.

a) Brand Awareness and Associations:

H3.2 (a): Price Promotion affects Brand Awareness and Associations more than Premium Promotion on Specialty Products.

The difference in perception of respondents on the Brand Awareness and Associations of brands while Price and Premium Promotions are on can be observed from Table 5.20 given earlier. The ‘t’ test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant.

The following figure shows the effect of Price and Premium Promotion on Brand Awareness and Associations on Specialty Products.



B&C

Figure 5.21 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Awareness and Associations – Specialty Products

Figure 5.21 clearly shows that in the case of Specialty Products, Price and Premium Promotion, affects similarly on the dimension Brand Awareness and Associations of Consumer Based Brand Equity across all brands including the most favourite brand.

b) Perceived Quality:

H3.2 (b): Price Promotion affects Perceived Quality more than Premium Promotion on Specialty Products.

The difference in perception of respondents on the Perceived Quality of brands while Price and Premium Promotions are on can be observed from Table 5.20 given earlier. The 't' test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant.

The following figure demonstrates the effect of Price and Premium Promotion on Perceived Quality construct of Consumer Based Brand Equity on Specialty Products.

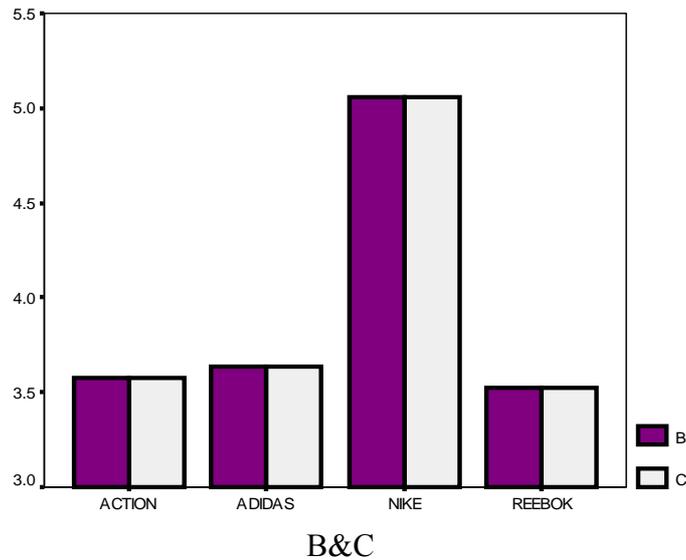


Figure 5.22 Effect of Price Promotion (B) and Premium (C) Promotion on Perceived Quality – Specialty Products

Figure 5.22 clearly shows that in the case of Specialty Products, both Price and Premium Promotion, affects similarly on the Perceived Quality dimension of Consumer Based Brand Equity across all brands including the most favourite brand.

c) Brand Loyalty:

H3.2 (b): Price Promotion affects Brand Loyalty more than Premium Promotion on Specialty Products.

The difference in perception of respondents on the Brand Loyalty of brands while Price and Premium Promotions are on can be observed from Table 5.20 given earlier. The ‘t’ test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant.

The following figure explains the effect of Price and Premium Promotion on Brand Loyalty construct of Consumer Based Brand Equity on Specialty Products.

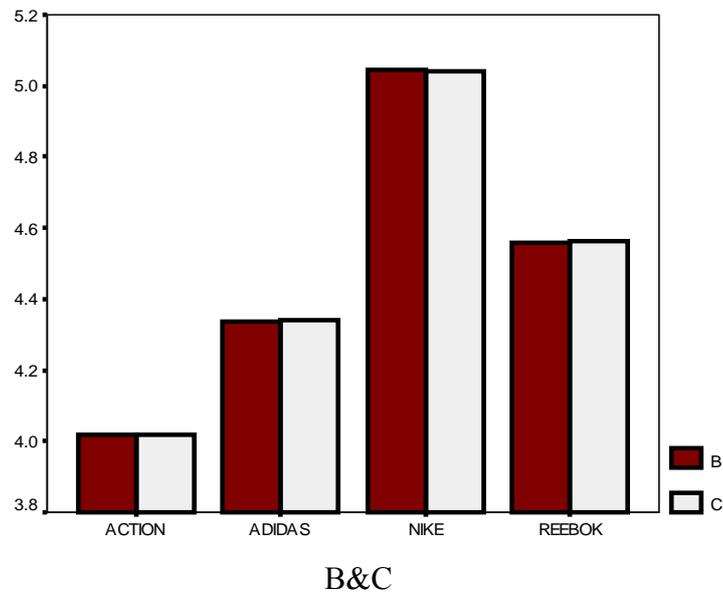


Figure 5.23 Effect of Price Promotion (B) and Premium (C) Promotion on Brand Loyalty – Specialty Products

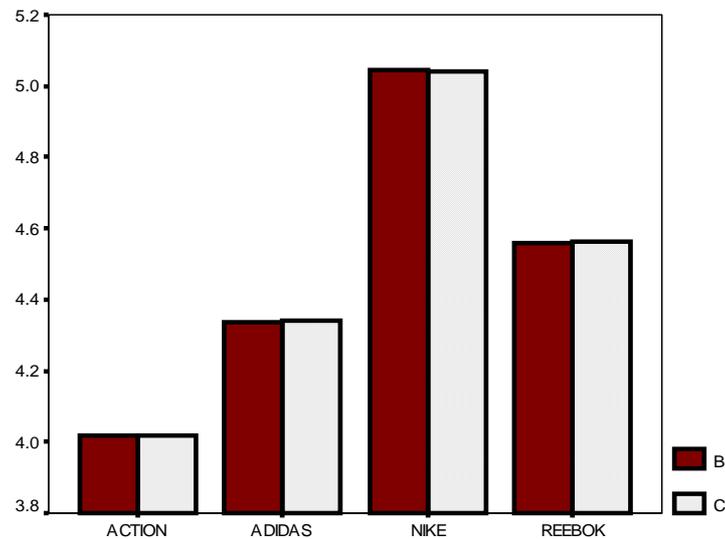
Figure 5.23 clearly shows that in the case of Specialty Products, both Price and Premium Promotion, affects similarly on the dimension Brand Loyalty of Consumer Based Brand Equity across all brands including the most favourite brand.

d) Overall Brand Equity:

H3.2 (b): Price Promotion affects Overall Brand Equity more than Premium Promotion on Specialty Products.

The difference in perception of respondents on the Overall Brand Equity of brands while Price and Premium Promotions are on can be observed from Table 5.20 given earlier. The ‘t’ test statistics shows that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant

The following figure explains the effect of Price and Premium Promotion on Overall Brand Equity construct of Consumer Based Brand Equity Scale on Specialty Products.



B&C

Figure 5.24 Effect of Price Promotion (B) and Premium (C) Promotion on Overall Brand Equity – Specialty Products

Figure 5.24 clearly shows that in the case of Specialty Products, both Price and Premium Promotion, affects similarly on the dimension Overall Brand Equity of Consumer Based Brand Equity Scale across all brands including the most favourite brand.

5.3.4 Summary of the finding with respect to Hypothesis 2.2 on Specialty Products:

The study reveals that there is no significant differential effect on Consumer Based Brand Equity due to Sales Promotion, Price and Premium Promotion, in Specialty Products.

The hypothesis that Price promotion effect Consumer Based Brand Equity more than Premium Promotion stands rejected in H3.2(a) Brand

Awareness and Associations H3.2(b) Perceived Quality, H3.2(c) Brand loyalty and H3.2(d) Overall Brand Equity. That is, the hypothesis:

H3.2 (a): Price Promotion affects Brand Awareness and Associations more than Premium Promotion stands rejected.

H3.2 (b): Price Promotion affects Perceived Quality more than Premium Promotion stands rejected.

H3.2 (c): Price Promotion affects Brand Loyalty more than Premium Promotion stands rejected.

H3.2 (d): Price Promotion affects Overall Brand Equity more than Premium Promotion stands rejected.

5.3.5 Hypothesis H3.3

There is a significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions in Specialty Products.

The hypothesis was tested by 't' Test on each source of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity among different brands and specifically the most favourite brand, due to Sales Promotions, Price and Premium Promotions.

The 't' test was done to find out the statistical significance of the paired differences between Price Promotion (B) and without Sales Promotion (A), with Premium Promotion (C) and without Sales Promotion (A) and Price Promotion (B) and Premium Promotion (C) on the four sources of CBBE.

Table 5.21 The Effect of Sales Promotion on the Sources of Consumer Based Brand Equity – Specialty Products

Sources of CBBE	Brands	t Values		
		Between A&B	Between A&C	Between B&C
Brand Awareness	Action	3.441*	4.117*	1.761
	Adidas	4.332*	4.324*	1.190
	Nike	3.881*	4.017*	1.171
	Reebok	3.932*	3.804*	1.009
Perceived Quality	Action	3.889*	4.008*	1.553
	Adidas	3.877*	5.048*	1.405
	Nike	3.786*	4.361*	0.997
	Reebok	3.932*	5.045*	0.969
Brand Loyalty	Action	4.514*	3.866*	0.988
	Adidas	3.789*	4.231*	1.056
	Nike	3.693*	3.727*	1.023
	Reebok	3.931*	3.583*	1.018
Overall Brand Equity	Action	3.671*	3.484*	1.252
	Adidas	4.044*	4.286*	1.314
	Nike	4.531*	3.695*	1.414
	Reebok	3.947*	4.055*	1.019

* Statistically significant at 5% level

The 't' test revealed that the effects of Sales Promotion on the Sources of Consumer Based Brand Equity between Price Promotion (B) and without Promotion (A) and with Premium Promotion (C) and without Sales Promotion (A) are statistically significant at 5% level. Across all brands, the researcher got significant 't' values for A&B and A&C which indicates that between Price Promotion (B) and without Sales Promotion (A) and with Premium Promotion

(C) and without Sales Promotion are statistically significant at 5% level on the sources of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, thereby accepting the hypothesis 3.3.

5.3.6 Summary of the finding with respect to Hypothesis 3.3 on Specialty Products:

Since Sales Promotions, Price and Premium Promotion, affects similarly on Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of different brands, the hypothesis H3.3 which stated that there is a significant differential effect on the sources of Consumer Based Brand Equity among brands due to Sales Promotions on the Specialty Products is accepted.

5.4 Discussion of the Findings of the Study

This study is an attempt to examine the effect of Sales Promotion on Consumer Based Brand Equity among the three product categories, namely, Convenience, Shopping and Specialty Products. Under the Product category the researcher studied the Product class Tooth paste, Colour TV and Athletic Shoes and the brands chosen under each product class were, in Toothpaste: Anchor, Colgate, Closeup and Dabur; in Colour TV: LG, Onida, Samsung and Sony; and for Athletic shoes: Action, Adidas, Nike and Reebok.

The effect of Sales Promotion, Price and Premium Promotion, on the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity were examined and analysed thoroughly with respect to the brands coming under the selected Product class and Product categories. A brief

summary of the important findings is given below as a prelude to the discussion of the findings:

5.4.1 Summary of the Findings

Convenience Products

- a) Sales Promotions, both Price and Premium Promotions have significant effect on Consumer Based Brand Equity. The 't' test statistics showed that all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of brands, especially the most favourite brand, are affected by Sales Promotion, whether Price or Premium Promotion.
- b) Each respondent is having a favourite brand of his own and there is a brand which is the most favourite brand among the brands chosen for the study. ANOVA test indicated that for all the dimensions of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, the most favorite brand had a significant difference over other brands.
- c) There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, in case of both Price and Premium Promotions. It was seen that each construct of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity is affected differently by Price and Premium Promotion. It was shown from the 't' test that there is significant difference between the

effect of Sales Promotions, Price and Premium on the sources of Consumer Based Brand Equity.

- Sales Promotion, both Price and Premium Promotion, led to higher Brand Awareness and Associations across all brands including the most favourite brand. It was observed that Premium Promotion affected more than Price Promotion in the Brand Awareness and Associations construct of Consumer Based Brand Equity Scale.
 - Premium Promotion reduced the Perceived Quality of the brands more than Price Promotion.
 - Further, it was seen that the Brand Loyalty of the brands got diluted especially with the most favourite brand in Premium Promotion than in the case of Price Promotion.
 - Similarly, Premium Promotion diluted the Overall Brand Equity of the brands especially the most favourite brand, more than Price Promotion.
- d) There is a significant differential effect on the sources of Consumer Based Brand Equity among brands due to Sales Promotions, Price and Premium Promotions. It is more pronounced in the Brand Loyalty and Overall Brand Equity constructs of Consumer Based Brand Equity Scale of the most favourite brand and the next competing brand. The 't' test revealed that the effects of Sales Promotion, notably Premium Promotion on Brand Loyalty and Overall Brand Equity on brands are significant even at 1% level.

Shopping products

- a) Sales Promotions, both Price and Premium Promotion have significant effect on Consumer Based Brand Equity in the case of Shopping Products. The 't' test statistics showed that the all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of brands, especially the most favourite brand, are affected by Sales Promotion, whether Price or Premium Promotion.
- b) Each respondent is having a favourite brand of his own and there is a brand which is the most favourite brand among the brands chosen for the study. ANOVA test indicated that for all the dimensions of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, the most favourite brand has a significant difference over other brands.
- c) There is a significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price and Premium Promotions. It was seen that each construct of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity is affected differently by Price and Premium Promotion. It was shown from the 't' test that there is a statistically significant difference between the effect of Sales Promotions, Price and Premium, on the sources of Consumer Based Brand Equity.
 - Sales Promotion, both Price and Premium Promotion, led to higher Brand Awareness and Associations across all brands including the most favourite brand. It was observed that Price

Promotion affected more than Premium Promotion in the Brand Awareness and Associations construct of Consumer Based Brand Equity Scale.

- Price Promotion reduced the Perceived Quality of the brands more than Premium Promotion.
 - Further, it was seen that the Brand Loyalty of the brands got diluted especially with the most favourite brand in Price Promotion than in the case of Premium Promotion.
 - In the same way, Price Promotion diluted the Overall Brand Equity of the brands, especially the most favourite brand, more than Premium Promotion.
- d) There is significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions, Price and Premium Promotions. It is more pronounced in the Brand Loyalty and Overall Brand Equity constructs of Consumer Based Brand Equity Scale of the most favourite brand and the next competing brand in the case of Price Promotion. The effect of Sales Promotion, notably Price Promotion on Brand Loyalty and Overall Brand Equity on brands are significant even at 1% level, as inferred by the 't' test.

Specialty Products

- a) Sales Promotions, both Price and Premium Promotions have effect on Consumer Based Brand Equity. The 't' test statistics showed that all the four constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity of brands, especially the most

favourite brand, are affected by Sales Promotion, Price and Premium Promotion.

- b) Each respondent is having a favourite brand of his own and there is a brand which is the most favourite brand among the brands chosen for the study. ANOVA test indicated that for all the dimensions of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity, the most favourite brand has a significant difference over other brands.
- c) There is no significant differential effect on Consumer Based Brand Equity due to Sales Promotions, Price and Premium Promotions. Each construct of Consumer Based Brand Equity Scale: Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity are affected similarly by Price and Premium Promotion. It was shown from the 't' test that there is no significant difference between Sale Promotions, Price and Premium, on all the four sources of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity.
 - Sales Promotion, both Price and Premium Promotion, led to higher Brand Awareness and Associations across all brands including the most favourite brand. Premium Promotion and Price Promotion affected similarly on the Brand Awareness and Associations construct of Consumer Based Brand Equity Scale.
 - Premium Promotion and Price Promotion affected the Perceived Quality of the brands similarly.

- Further, it was seen that, the Brand Loyalty of the brands got diluted similarly with Premium Promotion and Price Promotion.
 - Premium Promotion and Price promotion diluted the Overall Brand Equity of the brands similarly.
- d) There is no significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotions, Price and Premium Promotions. It can be inferred from the ‘t’ test that the effect of Sales Promotion, Premium and Price Promotion, on the sources of Consumer Based Brand Equity are similar at 5% significant level.

The following table gives the main findings of the study in a tabular form:

Table 5.22 Summary of the Overall Study

Product Category	Sales Promotions	Effect on CBBE Constructs Scale				Comparison of Sales Promotion on CBBE
		Brand Awareness and Associations	Perceived Quality	Brand Loyalty	Overall Brand Equity	
Convenience Products	Price	Positive	Negative*	Negative**	Negative**	Premium > Price
	Premium	Positive	Negative*	Negative**	Negative**	
Shopping Products	Price	Positive	Negative*	Negative**	Negative**	Premium < Price
	Premium	Positive	Negative*	Negative**	Negative**	
Specialty Products	Price	Positive	Negative*	Negative**	Negative**	Premium = Price
	Premium	Positive	Negative*	Negative**	Negative**	

Single Star (*) denotes the effect of Sales Promotion on Perceived Quality construct of CBBE Scale on other brands. In this case, the Perceived Quality of the most favourite brand remains unchanged.

Double Star ()** denotes the effect of Sales Promotion on Brand Loyalty and Overall Brand Equity constructs of CBBE Scale on the most favourite brand.

In the Brand Awareness and Associations construct of CBBE Scale, Sales Promotion affects positively across all brands including the most favourite brand.

5.4.2 Discussion of the Findings

I Sales Promotion and Consumer Based Brand Equity

a) Brand Awareness and Associations

The study revealed that Sales Promotion, both Price and Premium Promotion, has significant effect in increasing the Brand Awareness and Associations construct of Consumer Based Brand Equity across all Product Categories, viz., Convenience, Shopping and Specialty Products. The paired differences between Price Promotion (B) and Without Sales Promotion (A), with Premium Promotion (C) and Without Sales Promotion (A) are statistically significant on the dimension of Brand Awareness and Associations in all Product Categories. These findings are in agreement with the study conducted by Vidal and Elena (2005) which stated that Sales Promotion can contribute to Brand Equity by creating awareness and/or linking strong favourable and unique associations to the brand in the consumers' memory. This result also confirms the model proposed by Keller (1993) on Consumer Based Brand Equity, which posits that marketing tools like Sales Promotions can contribute to Brand Equity by creating awareness of the brand and can be used to build Brand Knowledge as the individuals exposed to Sales Promotion evoked a greater number and more favourable associations with the brands. However, these findings are in contrast with Yoo et al. (2000) who showed that Sales Promotions do not enhance the strength of Brand Associations despite short-term financial gain. In other words, they questioned the long term impact of Sales Promotions.

From the study it was found out that Premium Promotion affects more than Price Promotion significantly on the dimension of Brand Awareness and Associations in the case of Convenience Products. It was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the dimension of Brand Awareness and Associations construct of Consumer Based Brand Equity Scale on Convenience Products. But in the case of Shopping products, it was found out that Price Promotion was having more significant effect than Premium Promotion on the dimension Brand Awareness and Associations. The paired differences between Price Promotion (B) and Premium Promotion (C) were statistically significant on Brand Awareness and Associations construct of Consumer Based Brand Equity on Shopping Products. In the case of Specialty Products, on the other hand it was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant on the dimension Brand Awareness and Associations construct of Consumer Based Brand Equity. In other words, it was found out that the effect of Premium Promotion and Price Promotion are not different on the dimension of Brand Awareness and Associations.

Comparing the above results with previous studies, it can be observed that these findings are in general agreement with Vidal and Elena (2005) with regard to Shopping Products. Their study had confirmed that among the Sales Promotions, monetary (price) and non-monetary (premium) promotions, Price Promotion has a more positive effect on Brand Knowledge: Brand Awareness and Associations than Price Promotion on Shopping (Utilitarian) Products and Price and Premium Promotions are equally effective for Specialty Product categories. In fact this study has found the positive relationship between Price Promotion and Brand Awareness and Associations is true not only in

Shopping Products but also in Convenience Products. On Specialty Products too, findings are similar to Vidal and Elena (2005), who found that Sales Promotions, both Price and Premium Promotions are equally effective on Brand Awareness and Associations. However, on Specialty (Hedonic) Products, Chandan et al. (2000) found that Premium Promotion increases Brand Awareness and Associations more than Price Promotion.

b) Perceived Quality

The result indicated that the Perceived Quality construct of Consumer Based Brand Equity Scale is negatively affected by Sales Promotion, Price and Premium Promotion across all Product categories, viz., Convenience, Shopping and Specialty Products. The ‘t’ test statistics showed that the paired differences between Premium Promotion and Without Sales Promotion, and Price Promotion and Without Sales Promotion are statistically significant on the dimension of Perceived Quality in all Product categories. This is in agreement with the studies done by Swait and Erdem (2002) which showed that Sales promotion erodes the consumers’ value on Perceived Quality. Similar findings were reported by Raghubir and Corfman (1999) who found out that Sales Promotion had a negative impact on consumer brand value before consumer began using a new product. The study is also consistent with the findings of Dodson, Tybout and Sternthal (1978) and Khan and Louie (1990) that the mere presence of a promotion would lead to perception of low quality product or brand.

From the study it was also found out that the Premium Promotion affects more than Price Promotion significantly on the dimension of Perceived Quality on Convenience Products. It was inferred from the ‘t’ test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the dimension Perceived Quality construct of Consumer Based Brand Equity Scale in respect to Convenience Products.

This study is in sharp contrast with Cox and Cox (1990) which showed that Price Promotion was negatively co-related to Perceived Quality.

However, in the case of Shopping Products, it was found out that Price Promotion affects significantly more than Premium Promotion on the Perceived Quality dimension. The paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the dimension of Perceived Quality in the case of Shopping Products. In this context, this study is in agreement with Cox and Cox (1990) who showed that Price Promotion was negatively correlated to Perceived Quality. In contrast, the study conducted by Davis, Inman and McAlister (1992) had shown that Price Promotions may not lead to the inference of low quality of the promoted products as the evaluations of the brand in the post promotional period were not lower than the pre promotional period.

In the case of Specialty Products, like in Brand Awareness and Associations, it was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant on the dimension of Perceived Quality construct of Consumer Based Brand Equity Scale. From the study it was found out that the effect of Premium Promotion and Price Promotion are not different on the dimension of Perceived Quality. These findings are in agreement with Sivaramakrishnan and Manchanda (2003) who confirmed that cognitively busy consumers (rational consumers) acquire enough product and brand information before purchasing and are not influenced on Sales Promotions alone.

c) Brand Loyalty

The study revealed that the Consumer Based Brand Equity construct Brand Loyalty is affected by Sales Promotions, Price and Premium Promotions,

across all Product categories: Convenience, Shopping and Specialty Products. The 't' test statistics indicated that the paired differences between Price Promotion and Without Sales Promotion, and Premium Promotion and Without Sales Promotion are statistically significant in the dimension of Brand Loyalty in all Product Categories. It was seen that Brand Loyalty is diluted by Price and Premium Promotion in the case of all Product categories, especially in the case of the most favourite brand. There was a clear shift of Brand Loyalty away from the most favourite brand. This is in agreement with Gupta (1998) who decomposed the sales 'bump' during the Sales Promotional period into sales due to brand switching, purchase time acceleration and stock piling and found out that more than 84 percent of the sales increases due to promotion came from brand switching. The study is also in conformity with the findings of Khan and Louie (1990) that a promotion's brand share increased during Promotion and decreased in the post promotion period. Similarly, Mela et al. (2000) also showed that Sales Promotion had 'bad' effects on Brand Loyalty.

Another important finding from this study was that Premium Promotion affects more than Price Promotion on the dimension of Brand Loyalty with respect to Convenience Products. It was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the Brand Loyalty construct of Consumer Based Brand Equity Scale on Convenience Products. The study showed that there was a greater shift away from the most favourite Brand to the other brands due to Premium Promotion. This is in agreement with Smith and Sinha (2000) who showed that consumers preferred Premium Promotion to Price Promotion for lower priced categories (Convenience Products). In contrast, Siebert (1996) and Gilbert and Jackaria (2002) argued that Price Promotion prompted consumers to shift Brand Loyalty more than Premium Promotion.

In the case of Shopping Products, on the other hand it was found out that the Price Promotion affects more than Premium Promotion on the dimension of Brand Loyalty. It was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the Brand Loyalty on Shopping Products. The study showed that there was a greater shift away from the most favourite Brand to the other brands due to Price Promotion.

In the case of Specialty Products, the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant on the dimension of Brand Loyalty in the Consumer Based Brand Equity Scale. From the study it was found out that the effect of Premium Promotion and Price Promotion was not different on the dimension of Brand Loyalty. This study is in sharp contrast with Smith and Sinha (2000) who showed that consumers preferred Price Promotion for higher priced categories (Specialty Products) than Premium Promotion.

d) Overall Brand Equity

The Overall Brand Equity construct was developed by Yoo and Donthu (2001) to find out the convergent validity of all the dimensions of Consumer Based Brand Equity, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty. The present study has revealed that the Consumer Based Brand Equity Scale construct, Overall Brand Equity, is significantly affected by Sales Promotion, Price and Premium Promotion, across all Product Categories: Convenience, Shopping and Specialty Products. The 't' test statistics indicated that the paired differences between Price Promotion and Without Sales Promotion, and Premium Promotion and Without Sales Promotion are statistically significant on the dimension of Overall Brand Equity in all Product categories.

From the study it was also found out that Premium Promotion affected more than Price Promotion on the dimension of Overall Brand Equity in the case of Convenience Products. It was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the dimension Overall Brand Equity.

In the case of Shopping Products, on the other hand, it was found out that Price Promotion affected more than Premium Promotion on the dimension of Overall Brand Equity. It was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are statistically significant on the dimension Overall Brand Equity in the case of Shopping Products.

In the case of Specialty Products, it was inferred from the 't' test that the paired differences between Price Promotion (B) and Premium Promotion (C) are not statistically significant on the Overall Brand Equity construct of Consumer Based Brand Equity Scale. From the study it was clear that the effect of Sales Promotion, whether Premium or Price Promotion, is not different on the dimension of Overall Brand Equity.

To summarise the discussion, the study clearly showed that Sales Promotion, whether Price or Premium, led to dilution in the various dimensions of Consumer Based Brand Equity Scale of all brands across all Product categories except in Brand Awareness and Associations dimension. This finding is in general agreement with the existing literature which has shown that Sales Promotions lead to dilution in Consumer Based Brand Equity (for example, Yoo, Donthu and Lee, 2000; Mela, Gupta and Lehman, 1997; Kamakura and Russel, 1993).

The Brand Awareness and Associations dimension in all Product categories and Sales Promotions went up due to the fact that the Sales Promotion package brings with it a surfeit of information that exposes the consumers to a whole lot of data on the relevant product which may, in certain cases, also lead to the consumers to seek out more information on their own, on all the competing brands including the most favourite brand to complete their decision heuristics.

In the case of Convenience Products, Premium Promotion increased the Brand Awareness and Associations more than Price Promotion, while in Shopping Products, it was Price Promotion which had greater positive effect than Premium Promotion. On the other hand, in Specialty Products, both Price Promotion and Premium Promotion had no differential effect. This could be explained by the fact that, in the case of low cost Convenience Products like Tooth Paste the offer of extra quantity is more attractive than Price discount, while in higher priced Shopping Products like Colour TV, consumers are motivated primarily by the price discounts offered during the Sales Promotion period. But in the case of Specialty Products (hedonic products) like Athletic Shoes, respondents are motivated mainly by the life style statements and other hedonic reasons. Price and Premium Promotions have no impact on such a segment.

Sales Promotion was found to reduce the Perceived Quality of all brands except the most favourite brand. This is because of the fact that, consumers may get a notion of lower quality of the products which are promoted through Price or Premium Promotions. Since the most favourite brand is not subjected to any Sales Promotion, its Perceived Quality remains unaffected. As between Price and Premium Promotions, Perceived Quality was more affected by Premium Promotions in Convenience Products than in Shopping Products, whereas it was Price Promotion which reduced the Perceived Quality more in

Shopping Products. In the case of Specialty Products both Price and Premium Promotions had no differential effect since they are hedonic goods.

In the case of Brand Loyalty, both Price and Premium Promotions led to dilution across all product categories. Here also Premium promotion led to more dilution in the case of Convenience Products than in Shopping Products. This is because of the fact that for low cost Convenience Products like Tooth Paste, consumers shift their Brand Loyalty more due to Premium Promotion than Price Promotion. In the case of Shopping Products, it was Price Promotion which diluted the Brand Loyalty more than Premium Promotion. It may be due to fact that in higher priced Shopping Products like Colour TV, consumers shift loyalty motivated by Price discounts than Premium offers. Here too in Specialty Products (Hedonic Products) there was no differential impact between Price and Premium Promotion.

The study found out that across all product categories, namely, Convenience, Shopping and Specialty Products, Sales Promotion, both Price and Premium, diluted the Overall Brand Equity of brands, especially the most favourite brand. This may be justified by the fact that as in the case of Brand Loyalty, respondents move away from the most favourite brand to other competing brands when Sales Promotion, whether Price or Premium, is on as they are prone to Sales Promotions. It was also found that Premium Promotion shifted the Overall Brand Equity of the most favourite brand more than Price Promotion in Convenience Products, and Price Promotion shifted the Overall Brand Equity more than Premium Promotion in Shopping Products while Price and Premium Promotion affected the construct similarly in respect of Specialty Products. Since the Overall Brand Equity gives the summary and essence of CBBE constructs, viz., Brand Awareness and Associations, Perceived Quality and Brand Loyalty, it goes without saying that the Overall Brand Equity reflected the same general

trend noticed with respect to all the other constructs along all Product categories, viz., Convenience, Shopping and Specialty Products.

II Sales Promotion and Consumer Based Brand Equity among Brands

The 't' test revealed that the effect of Sales Promotion on sources of CBBE between Price Promotion (B) and without promotion (A), with Premium Promotion (C) and without promotion (A) and Price Promotion (B) and Premium Promotion (C) are statistically significant at 5% level in Convenience and Shopping Products and for all brands while it was significant at 5% level only between Price Promotion (B) and without promotion (A) and with Premium Promotion (C) and without promotion (A) and not between Price Promotion (B) and Premium Promotion (C) in the case of Specialty Products.

In the case of Convenience Products, this study found that Premium Promotion affected the Brand Loyalty and Overall Brand Equity constructs of Consumer Based Brand Equity Scale of the most favourite brand and the next competing brand even at 1% significance level. But in the case of Shopping Products, it was found that Price Promotion affected the Brand Loyalty and Overall Brand Equity constructs of the most favorite brand and the next competing brand at 1% significance level. In the case of Specialty Products, on the other hand, it was inferred from the 't' test that all the constructs of Consumer Based Brand Equity Scale are significant at 5% level only across all brands and are similar.

Hence the study proved that there is significant differential effect in the sources of Consumer Based Brand Equity among brands due to Sales Promotion, both Price and Premium Promotion across all Product categories.

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Chapter 6

CONCLUSION, IMPLICATIONS AND SCOPE FOR FURTHER RESEARCH

Contents	6.1 Conclusion
	6.2 Implications
	6.3 Scope for further Research

6.1 Conclusion

This research was undertaken with the primary objective of finding the effect of Sales Promotion on Consumer Based Brand Equity. Several concepts and theories concerning the topic were reviewed for the study.

The researcher used two types of Sales Promotions, viz., Price and Premium Promotions to study their impact on Consumer Based Brand Equity. The scale used to measure Consumer Based Brand Equity was developed by Yoo and Donthu (2001), and the dimensions of the scale consisted of Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity which were conceptualised by Aaker (1989) and Keller (1991). The Product categories under study were Convenience, Shopping and Specialty products and the Product classes chosen under Product categories were Tooth Paste, Colour TV and Athletic Shoes. The brands for discussion under each Product class were Toothpaste: Anchor, Close up, Colgate and Dabur; Colour TV: LG, Onida, Samsung and Sony; and Athletic Shoes: Action, Adidas, Nike and Reebok. In short, the research was to find out the

effect of Sales Promotion, both Price and Premium Promotion, on the constructs of Consumer Based Brand Equity Scale, viz., Brand Awareness and Associations, Perceived Quality, Brand Loyalty and Overall Brand Equity among Product categories – Convenience, Shopping and Specialty products – using selected brands relating to Tooth Paste, Colour TV and Athletic Shoes coming under the respective Product categories.

Results of the study proved convincingly that Sales Promotion, Price and Premium Promotion, affect Consumer Based Brand Equity across all Product categories, viz., Convenience, Shopping and Specialty Products.

The study clearly showed that, there is differential effect between the Sales Promotions, whether Price or Premium Promotions, affecting Consumer Based Brand Equity in the Product categories, Convenience and Shopping products, while there is no differential effect of Sales Promotions on Specialty Products. In Convenience Products, it is Premium Promotion that affects Consumer Based Brand Equity more than Price Promotion, while in the case of Shopping Products it is Price Promotion that affects more on Consumer Based Brand Equity than Premium Promotion.

In all categories, viz., Convenience, Shopping and Specialty products, the Brand Awareness and Associations showed a favorable disposition in both Price and Premium Promotions. The respondents were of the view that the Sales Promotions made them more aware of all brands and thereby evoking more favourable associations.

The Perceived Quality construct of Consumer Based Brand Equity Scale gets beating because of Sales Promotions, whether Price or Premium Promotions, in all the Product categories, i.e. Convenience, Shopping and Specialty Products. While the most favourite brand which is not subjected to Sales

Promotions did not undergo any perceptual change in quality, the brands which were under promotions got a negative perception in the minds of the consumers.

In Brand Loyalty construct of Consumer Based Brand Equity Scale, all product categories, viz., Convenience, Shopping and Specialty Products, showed similar pattern. In all cases, the Brand Loyalty of the most favourite brand gets diluted due to switching to other brands in the product class due to Sales Promotions.

The Overall Brand Equity construct in the Consumer Based Brand Equity Scale was developed to generate validity to the Brand Awareness and Associations, Perceived Quality and Brand Loyalty, which gave a summary of all dimensions of Consumer Based Brand Equity. The result indicated that, in all Product Categories – Convenience, Shopping and Specialty Products – the dimension of Overall Brand Equity gets diluted as shown by the respondents shifting towards other brands abandoning their favourite brand when the Sales Promotions are on.

6.2 Implications

The findings of the study have the following implications for marketers and academicians.

The study clearly establishes that Sales Promotion affects Consumer Based Brand Equity in all the Product categories examined. Over emphasis of Sales Promotions is found to dilute the Perceived Quality, Brand Loyalty, and Overall Brand Equity of the brands. Though the Brand Awareness and Associations about the brands may go up, in the long run Sales Promotions will affect Consumer Based Brand Equity adversely. Therefore marketers should use Sales Promotions as a marketing tool judiciously only.

The respondents viewed the different Sales Promotions, viz., Price and Premium Promotions, differently for different categories of products. Therefore marketers should take note of this difference in product class while designing marketing plans.

The study has given validity to the scale developed by Yoo and Donthu (2001) in measuring Consumer Based Brand Equity in the context of this study. From the academic perspective, the scale used for the study can be validated and refined further by including the service sectors and different product categories.

It has also brought to light the differential effects of Sales Promotions, Price and Premium Promotions, in creating and maintaining Brand Equity. Hence while formulating marketing strategies, this differential impact of different types of Sales promotion on Consumer Based Brand Equity, both across different Product categories and within different Sales Promotion categories, have to be fully appreciated.

6.3 Scope for further Research

This study opens up new grounds for further research. Further studies can address the following issues to have more insights on the subject.

Studies can be done to find out the effect of Sales Promotions on Consumer Based Brand Equity Scale incorporating the concept of brand personality proposed by Aaker (1995) and shown in the scale developed by Papu, Questar and Cooksey (2005). In this study, Brand Awareness and Associations were clubbed together but they could be separated in future studies.

Further, studies can extend to other Product categories and classes which may lead to the generalisation of the findings of the study. The concept of Sales

Promotion and Brand Equity in the service sector could also be examined in detail.

A similar study of this sort could be conducted during a period when Sales Promotion is on instead of doing it in a simulated environment like in this study. This might reveal possible differences in consumer responses between real life situation and simulated environment.

The study among heterogeneous groups, having different demographic characteristics pertaining to Sales Promotion and Consumer Based Brand Equity and with respect to different products and services will be an added scope for further research.

Similarly, further research might concentrate to find out the differences, if any, that exists between homogenous groups at different geographical areas. Among the different segments in the market – economic, popular or premium – which are more prone to Sales Promotions and what effects they have on Consumer Based Brand Equity will be another interesting area of research.

Another interesting dimension will be to find out the differential effect of Sales Promotions between Indian and foreign brands (country-of-origin effect) as well as national vs. private labels on Consumer Based Brand Equity.

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APPENDICIES

APPENDIX I

QUESTIONNAIRE OF THE STUDY

APPENDIX I A

THE EFFECT OF SALES PROMOTION ON CONSUMER BASED BRAND EQUITY (CBBE)

Interview Schedule

CONVENIENCE PRODUCTS

Dear Participant,

The survey is carried out as a part of my research leading to the award of Ph.D Degree in Management from the Cochin University of Science and Technology (CUSAT). The study investigates the effect of Sales Promotion on Consumer Based Brand Equity of selected products. Your co-operation is very valuable to my research.

Your participation in this study involves completing a survey where your responses are recorded by the researcher. The survey will take approximately Thirty minutes to complete. Information collected through this survey will be used only for research purpose and not for any other. It does not involve any commercial activities. Please be assured that your responses will be kept strictly confidential and will only be analysed in conjunction with other responses. This is an anonymous survey which means that your responses will not be able to be identified directly to you in any way.

Participation in the study is voluntary. If you decide to participate, you are free to withdraw and to discontinue participation at anytime during the process. You may also elect not to answer any question asked. I will ask you to respond to each of the questions contained in the attached survey and will record your responses on the survey sheet. Your kind co-operation is requested.

Please read the directions prior to each section carefully and answer as honestly as you can. Thank you for taking the time to complete this survey and being a part of this study. If you have any questions about this study at anytime, my contact details are as follows:

Section I

1. Do you use any of the products given below? Please tick

- a. Sports shoes b. Watches c. Shirts
d. Refrigerators e. Washing Machine f. CTV

If you have purchased any brand belonging to the above category, Please go to Question Number

2. Please mention if you have purchased any of the brands given below in the last 4 yrs?

Athletic Shoes: Please tick

- a. Nike b. Adidas c. Reebok d. Action

Colour TV: Please tick

- a. Sony b. LG c. Onida d. Samsung

Shirts: Please tick

- a. Arrow b. Van Heusen c. Park Avenue d. Peter England

Refrigerators: Please tick

- a. Samsung b. Whirlpool c. Godrej d. LG

3. Please mention your most favourite Brand?

Athletic goods: Please tick

- a. Nike b. Adidas c. Reebok d. Action

Colour TV: Please tick

- a. Sony b. LG c. Onida d. Samsung

Refrigerators: Please tick

- a. Samsung b. Whirlpool c. Godrej d. LG

Toothpaste: Please tick

- a. Anchor b. Closeup c. Colgate d. Dabur

Section II

Part A

CONVENIENCE PRODUCTS - Toothpaste

In this section, please record your responses to the questions in the light of your favourite Brand.

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, "I can recognize the brand X," you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

****Please mention your favourite Brand Compare other brands with your favourite brand and put the number accordingly**

No.	Brand Awareness and Associations	Anchor	Close up	Colgate	Dabur
1.	I can always recognise my favourite brand				
2.	I am aware of my favourite brand				
3.	Some characteristics of my favourite brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of my favourite brand				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	Anchor	Closeup	Colgate	Dabur
1.	The likely quality of my favourite brand is extremely high				
2.	The likelihood that my favourite brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	Anchor	Closeup	Colgate	Dabur
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	Anchor	Closeup	Colgate	Dabur
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section II

Part B

CONVENIENCE PRODUCTS – Tooth Paste

Statement/Picture (Price Promotion)

In this section, you are offered 15% up to a maximum of Rs.5/- price reduction on Maximum Retail Price (MRP) to other brands assuming your favourite brand remains complacent(no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can recognise the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Awareness and Associations	Anchor	Closeup	Colgate	Dabur
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brand				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	Anchor	Closeup	Colgate	Dabur
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	Anchor	Closeup	Colgate	Dabur
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	Anchor	Closeup	Colgate	Dabur
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section II

Part C

CONVENIENCE PRODUCTS – Tooth Paste

Statement/Picture (Premium Promotion)

In this section, you are offered 15% Extra to other brands assuming your favourite brand remains complacent (no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can recognize the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Awareness and Associations	Anchor	Closeup	Colgate	Dabur
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brands				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	Anchor	Closeup	Colgate	Dabur
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	Anchor	Closeup	Colgate	Dabur
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	Anchor	Closeup	Colgate	Dabur
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

CONVENIENCE PRODUCTS – Tooth Paste

DIRECTIONS (Q1-Q5): The purpose of this part is to gather information on the respondent. For each question, respond by circling or checking the appropriate response.

1	Sex	1 Male			2 Female	
2	Age	1 <20	2 20-30	3 30-35	4 35-45	5 >45
3	Marital Status	1 Single			2 Married	
4	Education Domain	1 Engineering		2 Medicine		5 Management
		3 Science		4 Humanities		
5	Total Monthly Household Income	1 <12,000	2 12,000-20,000		3 20,000-35,000	
					4 35,000-50,000	

5
>50,000

Thank You Very Much

APPENDIX I B

THE EFFECT OF SALES PROMOTION ON CONSUMER BASED BRAND EQUITY (CBBE)

Interview Schedule

SHOPPING PRODUCTS

Dear Participant,

The survey is carried out as a part of my research leading to the award of Ph.D Degree in Management from the Cochin University of Science and Technology (CUSAT). The study investigates the effect of Sales Promotion on Consumer Based Brand Equity of selected products. Your co-operation is very valuable to my research.

Your participation in this study involves completing a survey where your responses are recorded by the researcher. The survey will take approximately Thirty minutes to complete. Information collected through this survey will be used only for research purpose and not for any other. It does not involve any commercial activities. Please be assured that your responses will be kept strictly confidential and will only be analyzed in conjunction with other responses. This is an anonymous survey which means that your responses will not be able to be identified directly to you in any way.

Participation in the study is voluntary. If you decide to participate, you are free to withdraw and to discontinue participation at anytime during the process. You may also elect not to answer any question asked. I will ask you to respond to each of the questions contained in the attached survey and will record your responses on the survey sheet. Your kind co-operation is requested.

Please read the directions prior to each section carefully and answer as honestly as you can. Thank you for taking the time to complete this survey and being a part of this study. If you have any questions about this study at anytime, my contact details are as follows:

Section I

1. Do you use any of the products given below? Please tick

- a. Sports shoes b. Watches c. Shirts
d. Refrigerators e. Washing Machine f. CTV

If you have purchased any brand belonging to the above category, Please go to Question Number

2. Please mention if you have purchased any of the brands given below in the last 4 yrs?

Athletic Shoes: Please tick

- a. Nike b. Adidas c. Reebok d. Action

Colour TV: Please tick

- a. Sony b. LG c. Onida d. Samsung

Shirts: Please tick

- a. Arrow b. Van Heusen c. Park Avenue d. Peter England

Refrigerators: Please tick

- a. Samsung b. Whirlpool c. Godrej d. LG

3. Please mention your most favourite Brand?

Athletic goods: Please tick

- a. Nike b. Adidas c. Reebok d. Action

Colour TV: Please tick

- a. Sony b. LG c. Onida d. Samsung

Refrigerators: Please tick

- a. Samsung b. Whirlpool c. Godrej d. LG

Toothpaste: Please tick

- a. Anchor b. Closeup c. Colgate d. Dabur

Section II

Part A

SHOPPING PRODUCTS – Colour Television

In this section, please record your responses to the questions in the light of your favourite brand.

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can recognize the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Brand awareness and associations	LG	ONIDA	SAMSUNG	SONY
1.	I can always recognise my favourite brand				
2.	I am aware of my favourite brand				
3.	Some characteristics of my favourite brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of my favourite brand				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	LG	Onida	SAMSUNG	SONY
1.	The likely quality of my favourite brand is extremely high				
2.	The likelihood that my favourite brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	LG	ONIDA	SAMSUNG	SONY
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	LG	ONIDA	SAMSUNG	SONY
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section II

Part B

SHOPPING PRODUCTS – Colour Television

Statement/Picture (Price Promotion)

In this section, you are offered 15% upto maximum of Rs. 1500/- price reduction on Maximum Retail Price (MRP) to *other brands* assuming your brand remains complacent (no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can recognise the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Awareness and Associations	LG	ONIDA	SAMSUNG	SONY
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brand				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

NO.	PERCEIVED QUALITY	LG	ONIDA	SAMSUNG	SONY
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	LG	ONIDA	SAMSUNG	SONY
1.	I consider myself to be loyal to my brand				
2.	My brand would be my first choice				
3.	I will not buy other brands if my brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	LG	ONIDA	SAMSUNG	SONY
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section III

Part C

SHOPPING PRODUCTS – Colour Television

Statement/Picture (Premium Promotion)

In this section, you are given Dinner Set worth Rs.1500/- to the *other brands* assuming your brand remains complacent (no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can recognize the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Awareness and Associations	LG	ONIDA	SAMSUNG	SONY
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brand				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

NO.	PERCEIVED QUALITY	LG	ONIDA	SAMSUNG	SONY
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Brand Loyalty	LG	ONIDA	SAMSUNG	SONY
1.	I consider myself to be loyal to my brand				
2.	My brand would be my first choice				
3.	I will not buy other brands if my brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	LG	ONIDA	SAMSUNG	SONY
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Shopping products

DIRECTIONS (Q1-Q5): The purpose of this part is to gather information on the respondent. For each question, respond by circling or checking the appropriate response.

1	Sex	1 Male		2 Female		
2	Age	1 <20	2 20-30	3 30-35	4 35-45	6 >45
3	Marital Status	1 Single			2 Married	
4	Education Domain	1 Engineering 3 Science	2 Medicine 4 Humanities	5 Management		
5	Total Monthly Household Income	1 <12,000	2 12,000-20,000	3 20,000-35,000	4 35,000-50,000	

5 >50,000

Thank You Very Much

APPENDIX I C

THE EFFECT OF SALES PROMOTION ON CONSUMER BASED BRAND EQUITY (CBBE)

Interview Schedule SPECIALTY PRODUCTS

Dear Participant,

The survey is carried out as a part of my research leading to the award of Ph.D Degree in Management from the Cochin University of Science and Technology (CUSAT). The study investigates the effect of Sales Promotion on Consumer Based Brand Equity of selected products. Your co-operation is very valuable to my research.

Your participation in this study involves completing a survey where your responses are recorded by the researcher. The survey will take approximately Thirty minutes to complete. Information collected through this survey will be used only for research purpose and not for any other. It does not involve any commercial activities. Please be assured that your responses will be kept strictly confidential and will only be analyzed in conjunction with other responses. This is an anonymous survey which means that your responses will not be able to be identified directly to you in any way.

Please read the directions prior to each section carefully and; answer as honestly as you can. Thank you for taking the time to complete this survey and being a part of this study. If you have any questions about this study at anytime, my contact details are as follows:

Section I

1. Do you use any of the products given below? Please tick
- a. Sports shoes b. Watches c. Shirts d. Refrigerators
e. Washing Machine f. CTV
- If you have purchased any brand belonging to the above category, Please go to Question Number
2. Please mention if you have purchased any of the brands given below in the last 4 yrs?
- Athletic Shoes:** Please tick
- a. Nike b. Adidas c. Reebok d. Action
- Colour TV:** Please tick
- a. Sony b. LG c. Onida d. Samsung
- Shirts:** Please tick
- a. Arrow b. Van Heusen c. Park Avenue d. Peter England
- Refrigerators:** Please tick
- a. Samsung b. Whirlpool c. Godrej d. LG
3. Please mention your most favourite Brand?
- Athletic goods:** Please tick
- a. Nike b. Adidas c. Reebok d. Action
- Colour TV:** Please tick
- a. Sony b. LG c. Onida d. Samsung
- Refrigerators:** Please tick
- a. Samsung b. Whirlpool c. Godrej d. LG
- Toothpaste:** Please tick
- a. Anchor b. Closeup c. Colgate d. Dabur

Section II

Part A

SPECIALTY – Athletic Shoes

In this section, please record your responses to the questions in the light of your favourite brand.

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can always recognize the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your favourite brand and put the number accordingly

No.	Brand Awareness and Associations	Action	Adidas	Nike	Reebok
1.	I can always recognise my favourite brand				
2.	I am aware of my favourite brand				
3.	Some characteristics of my favourite brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of my favourite brand				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	Action	Adidas	Nike	Reebok
1.	The likely quality of my favourite brand is extremely high				
2.	The likelihood that my favourite brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

NO.	BRAND LOYALTY	ACTION	ADIDAS	NIKE	REEBOK
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**Please mention your *favourite Brand* Compare *other brands* with your *favourite brand* and put the number accordingly

No.	Overall Brand Equity	Action	Adidas	Nike	Reebok
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my favourite brand only				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section II

Part B

SPECIALTY PRODUCTS – Athletic Shoes

Statement/Picture (Price Promotion)

In this section, you are offered 15% up to a maximum of Rs 500/- price reduction on Maximum Retail Price (MRP) to *other brands* assuming your brand remains complacent (no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can always recognize the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Brand Awareness and Associations	Action	Adidas	Nike	Reebok
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brand				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

No.	Perceived Quality	Action	Adidas	Nike	Reebok
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

** Please Compare the *other brands* with your *favourite brand* and put the number accordingly

NO.	BRAND LOYALTY	ACTION	ADIDAS	NIKE	REEBOK
1.	I consider myself to be loyal to my favourite brand				
2.	My brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Overall Brand Equity	Action	Adidas	Nike	Reebok
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy the my favourite brand				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section II

Part C

SPECIALTY PRODUCTS – Athletic Shoes

Statement/Picture (Premium Promotion)

In this section, you are given T-Shirt worth Rs.500/- to the *other brands* assuming your brand remains complacent (no offer).

Part 1: Brand Awareness/Brand Associations

DIRECTIONS (Q1-Q5): The purpose of this part is to measure your perceived knowledge, perceived awareness and associations in the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I can always recognise the brand X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Brand Awareness and Associations	Action	Adidas	Nike	Reebok
1.	I can now recognise the other brand better than before				
2.	I am more aware of the other brand				
3.	Some characteristics of the other brand come to my mind quickly				
4.	I can quickly recall the symbol or logo of the other brands				

Part 2: Perceived Quality

DIRECTIONS (Q1-Q2): The purpose of this part is to measure your perceived quality of the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “The likely quality of X is extremely high,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Perceived Quality	Action	Adidas	Nike	Reebok
1.	The likely quality of the other brand is extremely high				
2.	The likelihood that the other brand would be functional is very high				

Part 3: Brand Loyalty

DIRECTIONS (Q1-Q3): The purpose of this part is to measure your brand loyalty with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Brand Loyalty	Action	Adidas	Nike	Reebok
1.	I consider myself to be loyal to my favourite brand				
2.	My favourite brand would be my first choice				
3.	I will not buy other brands if my favourite brand is available at the store.				

Part 4: Overall Brand Equity

DIRECTIONS (Q1-Q4): The purpose of this part is to measure your overall brand equity with the following brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example if you slightly agree with the statement, “I consider myself to be loyal to X,” you put number 5.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
↓	↓	↓	↓	↓	↓	↓
1	2	3	4	5	6	7

**** Please Compare the *other brands* with your *favourite brand* and put the number accordingly**

No.	Overall Brand Equity	Action	Adidas	Nike	Reebok
1.	It makes sense to buy my favourite brand instead of any other brand				
2.	Even if the other brand has the same features as my favourite brand, I would prefer to buy my brand				
3.	If there is another brand as good as my favourite brand, I prefer to buy my favourite brand only				
4.	If another brand is not different from my favourite brand in any way, it seems smarter to purchase my favourite brand only				

Section III

SPECIALTY PRODUCTS – Athletic Shoes

DIRECTIONS (Q1-Q5): The purpose of this part is to gather information on the respondent. For each question, respond by circling or checking the appropriate response.

1	Sex	1 Male		2 Female		
2	Age	1 <20	2 20-30	3 30-35	4 35-45	7 >45
3	Marital Status	1 Single		2 Married		
4	Education Domain	1 Engineering		2 Medicine		5 Management
		3 Science		4 Humanities		
5	Total Monthly Household Income	1 <12,000	2 12,000-20,000	3 20,000-35,000	4 35,000-50,000	

5
>50,000

Thank You Very Much

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APPENDIX II

DESIGN OF THE STUDY

APPENDIX II A

CONVENIENCE PRODUCTS TOOTH PASTE

(Without Sales Promotion)



APPENDIX II A.1

**CONVENIENCE PRODUCTS
TOOTH PASTE**

(With Price Promotion except Anchor)



CONVENIENCE PRODUCTS

TOOTH PASTE

(With Price Promotion except Closeup)



CONVENIENCE PRODUCTS TOOTH PASTE

(With Price Promotion except Colgate)



CONVENIENCE PRODUCTS TOOTH PASTE

(With Price Promotion except Dabur)



APPENDIX II A.2

**CONVENIENCE PRODUCTS
TOOTH PASTE**

(With Premium Promotion except Anchor)



CONVENIENCE PRODUCTS TOOTH PASTE

(With Premium Promotion except Closeup)



CONVENIENCE PRODUCTS TOOTH PASTE

(With Premium Promotion except Colgate)

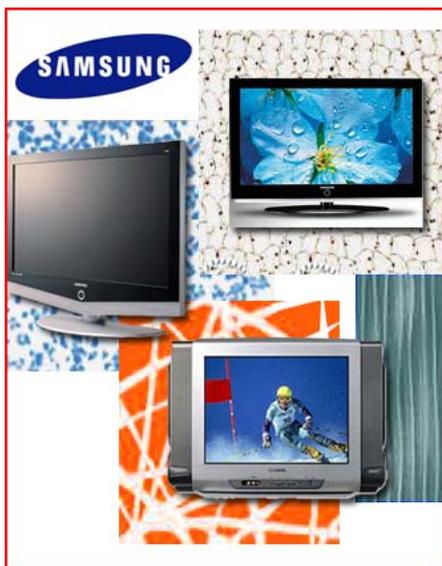


CONVENIENCE PRODUCTS
TOOTH PASTE
(With Premium Promotion except Dabur)



APPENDIX II B

**SHOPPING PRODUCTS
COLOUR TELEVISION
(Without Sales Promotion)**



APPENDIX II B.1

**SHOPPING PRODUCTS
COLOUR TELEVISION**

(With Price Promotion except LG)



SHOPPING PRODUCTS COLOUR TELEVISION

(With Price Promotion except Onida)



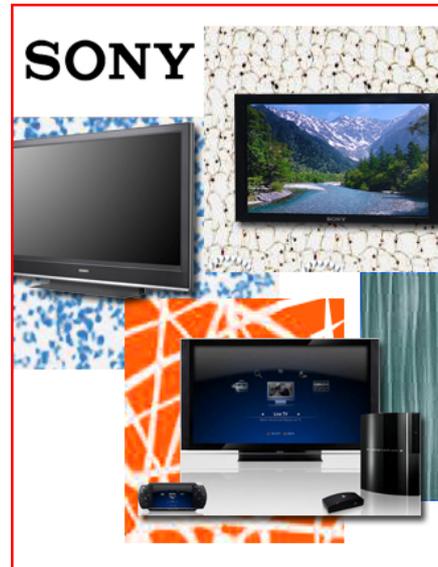
SHOPPING PRODUCTS COLOUR TELEVISION

(With Price Promotion except Samsung)



SHOPPING PRODUCTS COLOUR TELEVISION

(With Price Promotion except Sony)



APPENDIX II B.2

**SHOPPING PRODUCTS
COLOUR TELEVISION**

(With Premium Promotion except LG)

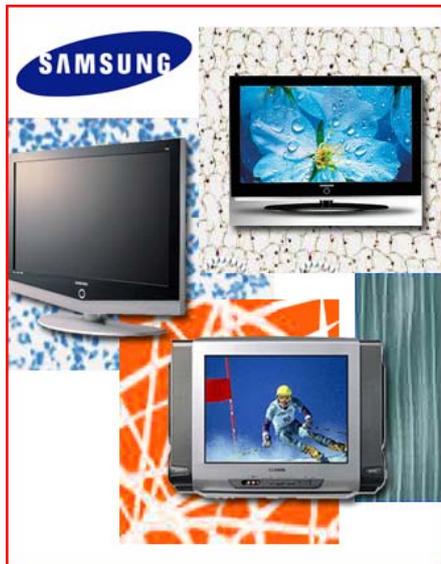


SHOPPING PRODUCTS
COLOUR TELEVISION
(With Premium Promotion except Onida)



SHOPPING PRODUCTS COLOUR TELEVISION

(With Premium Promotion except Samsung)



SHOPPING PRODUCTS
COLOUR TELEVISION
(With Premium Promotion except Sony)



APPENDIX II C

**SPECIALTY PRODUCTS
ATHLETIC SHOES**

(Without Sales Promotion)



APPENDIX II C.1

**SPECIALTY PRODUCTS
ATHLETIC SHOES**

(With Price Promotion except Action)



SPECIALTY PRODUCTS
ATHLETIC SHOES
(With Price Promotion except Adidas)



SPECIALTY PRODUCTS
ATHLETIC SHOES
(With Price Promotion except Nike)



SPECIALTY PRODUCTS ATHLETIC SHOES

(With Price Promotion except Reebok)



APPENDIX II C.2

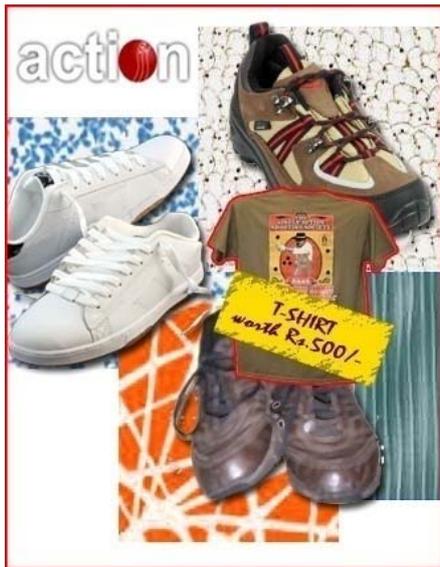
**SPECIALTY PRODUCTS
ATHLETIC SHOES**

(With Premium Promotion except Action)



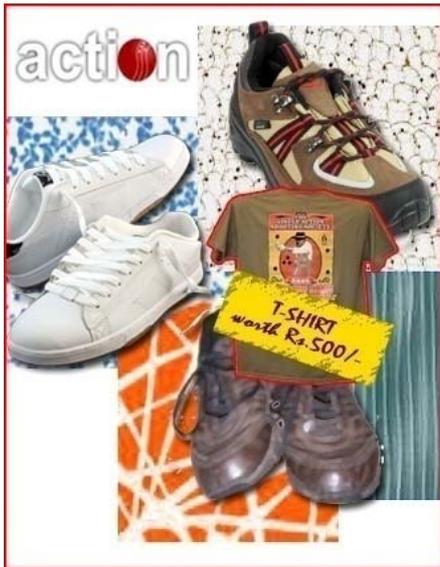
SPECIALTY PRODUCTS ATHLETIC SHOES

(With Premium Promotion except Adidas)



SPECIALTY PRODUCTS ATHLETIC SHOES

(With Premium Promotion except Nike)



SPECIALTY PRODUCTS
ATHLETIC SHOES
(With Premium Promotion except Reebok)



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