

# **EVALUATING THE ANTECEDENTS AND CONSEQUENCES OF CUSTOMER BASED BRAND EQUITY- THE CASE OF NOKIA**

## **ABSTRACT OF THE THESIS**

Building brand equity has become a major focus area for marketers. This research focuses on customer based brand equity (CBBE) as customers are the most important asset for any company. The objectives of this study were to establish the antecedents and consequences of customer based brand equity (CBBE) and to test their importance through a causal model. Based on review of extant literature a conceptual model of CBBE was proposed where antecedents like brand awareness, brand name, brand association, brand communication, brand image, brand personality, brand loyalty and perceived brand quality positively affect CBBE. CBBE was hypothesized to lead to consequences like brand preference and purchase intentions.

The research design used in this study was exploratory followed by causal. Data was collected using questionnaire from 818 respondents regarding 'Nokia' brand by quota sampling technique. The reliability and validity of the questionnaire were confirmed by appropriate tests.

The data was subjected to exploratory factor analysis and the modified model was tested using the collected data by structural equation modeling (SEM) technique. The goodness of fit of the model was adequate at 0.84. The total effects of brand association on CBBE (0.74), brand communication on CBBE (0.73), brand communication on perceived brand quality (0.78), brand communication on brand loyalty (0.73) and brand loyalty on CBBE (0.65) were highly significant. The direct path from brand communication to perceived brand quality (0.78) and brand loyalty (0.73) were most significant whereas that between brand communication and CBBE was the least (-0.58). Brand Association and Brand Loyalty were the strongest sources of CBBE. The paths from brand communication via brand loyalty to CBBE and brand communication via brand association to CBBE have been proved to be most significant. The direct path from brand communication to perceived brand quality was most significant whereas that between brand preference and purchase intention was the least.

This research has tried to provide the brand managers a holistic as well as component based model to measure the CBBE of Nokia. The functional as well as the emotional aspects of the customers have been studied by their perception, attitude and behavior.

**Keywords:** Customer based brand equity (CBBE), brand name, brand communication, brand association, brand awareness, brand personality, brand image, brand loyalty, perceived brand quality, brand preference, purchase intention. SEM.