

APPROACHES THAT AFFECT CONSUMER-BASED BRAND EQUITY

ABSTRACT

Current studies on factors affecting the dimensions of consumer-based brand equity have been dispersed, applicable to specific contexts and not systematized in the literature. So, the purpose of this paper is to identify and categorize factors that create, increase or decrease each of the consumer-based brand equity dimensions: brand associations, brand awareness, perceived quality and brand loyalty. The extensive analysis of literature shows that there are significant differences between factors affecting each of the brand equity dimensions. Factors that positively affect one dimension cannot have the same effect on another. Moreover, it notes that the effect of such factors is variations when analyzed in different sectors and economic contexts. The main contribution of this research lies in the fact that it provides a research panorama already conducted on factors affecting the dimensions of consumer-based brand equity, indicating a potential for development of future studies. This research also enriches the literature categorizing the factors identified in the literature in four sets that allow the future targeting studies.

Keywords: Brand Equity; Brand Associations; Brand Awareness; Perceived Quality; Brand Loyalty; Brand Management.

ABORDAGENS QUE AFETAM O VALOR DA MARCA BASEADO NO CONSUMIDOR?

RESUMO

Estudos recentes sobre fatores que afetam as dimensões de valor da marca baseado no consumidor têm sido dispersos e não sistematizados na literatura. Dessa forma, a proposta desse artigo consiste em identificar e categorizar fatores que criam, aumentam e reduzem cada uma das dimensões de valor da marca na perspectiva do consumidor: associações com a marca, consciência da marca, qualidade percebida e fidelidade à marca. A extensa análise da literatura demonstra diferenças significativas entre os fatores que afetam cada uma das dimensões de valor da marca. Verificou-se que fatores que afetam positivamente uma dimensão, podem não ter o mesmo efeito sobre outra. Além disso, nota-se que o efeito de tais fatores varia quando analisados em diferentes setores e contextos econômicos. A principal contribuição desse estudo está em fornecer um panorama de pesquisas já realizadas sobre valor da marca na perspectiva do consumidor, indicando potencial para desenvolvimento de estudos futuros. Também categorizando os fatores identificados na literatura em quatro conjuntos que permitem o melhor direcionamento de estudos futuros.

Palavras-chave: Valor da Marca; Associações com a Marca; Consciência da Marca; Qualidade Percebida; Fidelidade à Marca; Gestão de Marca.

Denise Santos de Oliveira¹
Mauro Caetano²
Ricardo Limongi França Coelho³

¹ Mestre em Administração pelo Programa de Pós-Graduação em Administração da Universidade Federal de Goiás - PPGA/UFG. Brasil. E-mail: deniseadm@hotmail.com

² Doutor em Engenharia de Produção pela Universidade de São Paulo - USP. Professor e pesquisador em Administração e Engenharia de Transportes pela Universidade Federal de Goiás - UFG. Brasil. E-mail: maurocaetano1912@gmail.com

³ Doutor em Administração pela Escola de Administração de Empresas de São Paulo DA Fundação Getúlio Vargas - EAESP/FGV. Professor da Universidade Federal de Goiás - UFG. Brasil. E-mail: ricardolimongi@gmail.com

1 INTRODUCTION

The different approaches on consumer-based brand equity suggest that it is built to multiple dimensions (Aaker, 1991; Agarwal & Rao, 1996; Keller, 1993; Pappu *et al.*, 2005) and that each of these dimensions is capable of generating different effects to the organizational results (Aaker, 1991; Yoo *et al.*, 2000). However, there is no consensus about these dimensions. One of the most usual approaches is proposed by Aaker (1991), considered by Ahmad & Butt (2012), Oliveira *et al.* (2015), Su & Tong (2015) and Tuan (2014). According to this approach, consumer-based brand equity is built on four dimensions: brand associations, brand awareness, perceived quality and brand loyalty.

Studies show that positive associations between these dimensions increase the level of consumer satisfaction with the product or service offered by the brand, its purchase decision and the likelihood of purchasing a brand extension (Chen, 2001; Low & Lamb, 2000). Brand awareness affects consumer buying decision and brand performance in the market (Huang & Sarigöllü, 2012). The high-level of perceived quality generates reasons for purchase, increases consumer willingness to pay a premium price, market share and profitability of the company (Aaker, 1991), and the high-level of consumer loyalty to the brand reduces the costs marketing by the company, increases its sales volume, attracts new consumers and creates barriers to competitors entrance (Ranjbariyan *et al.*, 2012).

Several studies have sought to verify factors, such as the physical environment where the product or service is offered (Pinar *et al.*, 2014; Rajh & Došen, 2009), physical characteristics of the product (Sheng & Teo, 2012) and the country-of-origin (Pappu *et al.*, 2006; Yasin *et al.*, 2007) on the dimensions of consumer-based brand equity. However, it is not enough to emphasize the contributions that each dimension can offer to organizational results, without knowing how to build or improve each one of them.

Despite intensification of studies that address factors affecting the dimensions of brand equity, they are still dispersed and applied in specific contexts. For example, Tong & Hawley (2009) evidence the positive effect of sponsorship of sporting and cultural events on the level of quality perceived by the consumer, and their desire to remain loyal to the brand. However, such a relationship has been proven for the Chinese context of Clothing and athletic shoes, there is no evidence that event sponsorship can create and improve perceived quality and brand loyalty in other sectors and economic contexts. In addition, bibliographic reviews that seek to systematize studies on

consumer-based brand equity have been scarce (Christodoulides & Chernatony, 2010).

The purpose of this paper is, through literature review, to identify and categorize factors that can create, increase or decrease each of the consumer-based brand equity dimensions: brand associations, brand awareness, perceived quality and brand loyalty. The literature review was conducted in the Scopus database, considering publishing from 1990 to 2015. The selection of studies in the database was realized in three phases: 1) Was identified in the title and keywords of the document the term 'brand equity', finding 634 documents, 2) articles published in journals were filtered, resulting 321 articles, 3) articles that present empirical validation of factors that affect the dimensions of brand equity were selected, identifying 42 studies. The selection performed in phase 3 were excluded studies which looked brand equity as a one-dimensional construct because the goal of this study was to identify factors that affect the dimensions of brand equity.

This paper contributes to the literature on consumer-based brand equity, first by provides a research panorama already conducted on factors affecting the dimensions of consumer-based brand equity, indicating a potential for development of future studies. The factors identified are categorized in three sets (factors related to the marketing mix, related to the consumer, and related to the company). This research also contributes to the better targeting of investments in brand equity, allowing managers to focus on the strengthening of specific dimensions.

2 CONSUMER-BASED BRAND EQUITY

In conceptual terms, brand equity finds different definitions in the literature (Raggio & Leone, 2007). Despite the lack consensus among scholars, two different approaches to consumer-based brand equity are presented. The first approach emphasizes the brand contribution as a business asset. It is considered that the value of the brand lies in its ability to increase the attractiveness of products or services identified with it (Aaker, 1991; Kamakura & Russell, 1993). This increase in attractiveness is reflected in the perception of the consumer and in the value of the company. One of the most cited definitions of this approach is proposed by Aaker (1991). The author broadened the discussions about the theme by indicating that brand equity is a multidimensional construct.

The second approach assumes that brand equity is constructed from the familiarity of the consumer with the brand (Christodoulides & Chernatony, 2010; Keller, 1993; Yoo *et al.*, 2000). This familiarity comes from actions taken in marketing that potentiate or reduce positive

consumer associations. It is assumed that consumer perceptions and knowledge regarding the brand tend to affect their intent and purchase decision. Although different, the first and second approaches are not considered as excluding, but complementary, while the overview addresses contribution of the brand to the company, the second approach emphasizes the construction of this value in the minds of consumers. The consumer-based brand equity it is what will differentiate consumer choice between identical products (Yoo *et al.*, 2000).

In the literature, there is a consensus that brand equity is a complex and multidimensional construct that involves several dimensions in order to be able to measure the real value attributed by the consumer to the brand (e.g. Aaker, 1991; Keller, 1993; Pappu *et al.*, 2005; Yoo & Donthu, 2001). However, there is no consensus about definitions of these dimensions. For example, Aaker (1991) indicates that the brand equity is composed of five dimensions: brand associations, brand awareness, perceived quality, brand loyalty and other proprietary brand assets. However, other proprietary brand assets are based on the perspective of the company and considered irrelevant to the perspective of the consumer (Christodoulides & Chernatony, 2010). Keller (1993) points the dimensions brand knowledge e brand image, and Yoo *et al.*, (2001), from the operationalization of the model by Aaker (1991), indicates that awareness and associations are part of the same dimension.

In the services marketing, Nam *et al.* (2011) indicate others dimensions of the consumer-based brand equity, considering the proposition of Aaker (1991) limited in the service brands. The five dimensions proposed: environmental quality, staff behaviour, ideal self-congruence, brand identification and lifestyle-congruence. Çifci *et al.* (2016) extended a model of Nam *et al.* (2011) including the brand awareness dimension.

Considering the various suggestions this study addresses four dimensions of brand equity: brand associations, brand awareness, perceived quality and brand loyalty. The model proposed by Aaker (1991) has been the most used in the literature (e. g. Dwivedi *et al.*, 2015; Oliveira *et al.*, 2015; Pappu *et al.*, 2005; Su & Tong, 2015; Tuan, 2014).

I. Brand association is links that consumers make with the brand (Keller, 1993; Huang & Sarigöllü, 2012). Examples of associations include graphic representations or words that come to mind when thinking about the brand (Feldwick, 1996). These relations are built in the mind of the consumer from the contact he has with the brand. Contact with the brand can occur through advertising messages, social networks, consumers' story, and product or service

experimentation and generate positive or negative associations in their minds (Aaker, 1991).

II. Brand awareness refers to the ease with which the consumer will recognize or recall the brand in a given category of product or service (Aaker, 1991; Keller, 1993). The ease of awareness offers an advantage to the brand, considering that the more easily the consumer remembers or recognizes the brand, the more likely it is to select it when purchasing (Huang & Sarigöllü, 2012).

III. Perceived quality refers to the consumer's perception of the superiority of one brand over another (Aaker, 1991). This level of perceived quality is not related to the characteristics of the product itself, but to a subjective evaluation of the brand present in the mind of the consumer (Anselmsson *et al.*, 2009). The high-level of perceived quality generates reasons for purchase and allow the consumer able to differentiate products and services from the same product category.

IV. Brand loyalty reflects the likelihood of consumers switching brands (Aaker, 1991).

Different from the perceptual dimensions presented previously, which involve constructs present in the mind of the consumer that do not depend on the purchase or experience with the product and / or service, brand loyalty consists of a behavioral dimension. In order for the consumer to become loyal to a particular brand, he will necessarily have to buy it, try it on (Myers, 2003; Romaniuk & Nenycz-Thiel, 2013). The highly loyal to consumer with the brand, reduced their likelihood of switching it to a competitor (Aaker, 1991). Although there are associations between the four dimensions of brand equity, each is capable of generating a distinct set of contributions to organizational results (Aaker, 1991). Associations that generate positive feelings, such as linking the brand to a football idol, tend to affect consumer satisfaction with the use of some brand product, its buying decision and the reason for this consumer to buy an extension, that is, a brand new product. The perception of superior quality tends to increase the consumers' buying motivation and to allow the company to work with higher prices, consequently affecting its profitability and market share. In turn, loyal consumers have reduced motivation for brand change. They do not strive to seek alternative brands because they trust and are satisfied with the focal brand, thereby maintaining these customers reduce the marketing costs of the company, increases its

volume sales and entry barriers to competitors, whereas competitors will need excessive resources to capture this type of customer, and loyal consumers tend to indicate the brand to other individuals.

Thus, based on the company's goals, their marketing actions may be directed to a particular dimension. However, so it is possible this direction it is necessary to know the factors affecting each of the brand equity dimensions. Not always the factors that affect particular dimension, as factors affecting brand loyalty, are the same affecting other dimensions of brand equity.

3 FACTORS AFFECT CONSUMER-BASED BRAND EQUITY DIMENSIONS

The factors considered by empirical studies as effective on the dimensions of brand equity were categorized into three groups presented in Table 1: (1) factors related to **marketing mix**, (2) factors related to the consumer, and (3) factors related to the company.

Table 1 - Factors affecting the dimensions of consumer-based brand equity

Factors related to marketing mix	These properties can be changed by the company through changes a form of commercialization, selection of suppliers and distributors, and company through increased investments in advertising. The factors related to marketing mix divided into two sub categories, factors: related to the product or service and related to the brand.
Factors related to the consumer	Is a factor that depends on the consumer to be stimulated. Although the company can invest in marketing activities that seek to give a positive image of the brand to the consumers and increase their interaction with the brand in the online environment. These actions will only be effective if the consumer shows some willingness related to the brand.
Factors related to the company	These are values expressed by the company holding the brand to the market. They are not directly linked to the product, brand or consumer, but the issues related to the company, as a practice of social actions, company history, and after-sales service.

Each set of factors will be addressed in a separate topic, and a summary table will be presented, containing the factors identified in the literature, the authors that prove such relationship, sectors, and countries where the studies were conducted.

a. Factors related to marketing mix

The factors related marketing mix can be strengthened through marketing mix strategies. The factors related to marketing mix are divided into factors related to product or service and factors related to a brand. The factors related to product or service are properties linked to the product or service affecting the perceived value by consumers towards the brand. These properties can be changed by the company through changes in product features or service, a form of commercialization, selection of suppliers and distributors. Already the factors related to a brand are attributes connected to the brand, not a product commercialized by the company. These attributes can be stimulated by the company through increased investments in advertising, respect the values of the brand and a closer relationship with the customer.

Nine factors related to the product or service affecting the value perceived by the consumer were identified: (1) characteristics of the product or service, (2) personalization, (3) product innovation, (4) quality of the product or service, (5) sales price, (6) quality of the physical environment in which the product or service is provided, (7) price promotion, (8) non-price promotion, and (9) intensity distribution and performance of the distribution channel.

The characteristics are aspects of the product, such as flavor, color, texture, smell, durability, form and function or service, such as entertainment, fun, and enjoyment (Anselmsson *et al.*, 2009). Sheng & Teo (2012), from research in the Chinese communications sector, show that the product characteristics directly affect consumer associations with the brand, its ease of recognition and level of brand loyalty. Such characteristics can be personalized based on each customer's profile. According to Wang & Li (2012), personalization refers to suitability for products or services to the needs of a consumer. The authors, identify the factors that influence the consumer experience with mobile services, argue that personalization allows consumers to enjoy greater freedom to increase their level of quality perceived and brand loyalty.

Product innovation, according to Hanaysha & Hilman (2015), involves the company's ability to develop a new product to be offered to the market. The author's research with automotive sector consumers of Malaysia, state that companies that innovate product can get superior performance and convey a more positive brand image in the consumer's mind than companies that do not innovate product. This positive image conveyed by product innovation affects consumer associations, its ease of recognition and brand loyalty.

The quality of the product or service is related to the level of benefits that a product or service can offer the consumer. Mourad *et al.* (2011), Pinar *et al.* (2014) and Rastgar *et al.* (2013), in researches conducted in educational and banking sectors, declare that the quality of the product or service positively affects the four dimensions of brand equity. However, research conducted in other contexts show different results. Hanaysha & Hilman (2015) indicate positive influence quality only on customer's brand loyalty level. Also, they dictate that the quality should not focus solely on the product or service. The quality of the physical environment where the product or service is also offered affects the dimensions of consumer-based brand equity (Rajh & Došen, 2009; So & King, 2010; Pinar *et al.*, 2014).

The sales price of the product or service is a factor capable of generating a set of associations in the mind of the individual, positive or negative. Kim and Hyun (2011), Mourad *et al.* (2011) and Rajh & Došen (2009) claims that the higher the price of the product or service, the greater the level of brand equity, whereas the consumer's mind the higher price tends to relate to the superiority of the product or service. To affect the level of sales, the brands have focused on price promotion to get returns in short-term (Tong & Hawley, 2009; Rajh & Došen, 2009; So & King, 2010; Huang & Sarigöllü, 2012). These prices promotional tend to be effective in the short-term but in the long run have a negative effect on the value that consumers perceive the brand (Aaker, 1991). An alternative way to increased sales volume consists in non-price promotions, such as free samples, gifts, and raffles that strengthen associations and consumer brand loyalty (Tong & Hawley, 2009).

Apart from fundamental factors to the products and services, Castelo *et al.* (2014), Huang & Sarigollu (2012) and Kim & Hyun (2012) claims that the product distribution strength and performance of the distribution channel also influence the value perceived by the consumer. The intensification of the product in stores reduces consumer likely change marks and causes the consumer to remember the more easily brand while the use of a distribution channel which has a positive

image in the market increases positive consumer associations with the brand and reduces your search likely a competitor. Based on the arguments, Appendix A1 summarizes the effect of each of the factors listed on the four dimensions of consumer-based brand equity.

In the second subcategory, factors related to brand, seven factors related to the brand affecting the value assigned to the consumer: (1) brand name, (2) logo, (3) brand personality, (4) advertising, (5) celebrity endorsement, and (6) event sponsorship.

The brand name tends to express positive aspects of attributes linked to the personality of the brand. These expressions present in the brand name generated greater ease of recognition and perceived quality consumer (Pouromid & Iranzadeh, 2012). In addition to the brand name, Anselmsson *et al.* (2009) in search of an understanding of factors affecting consumer-based brand equity, found that logos that express positive characteristics of products and services also affect the consumer's perception.

The brand personality relates to outstanding characteristics of the brand perceived by consumers. Su & Tong (2015), from research in the garment sector, show that the more the brand personality is considered honest, sincere, competent, attractive and innovative, the higher the levels of associations, awareness, quality and consumer loyalty to the brand. Mourad *et al.* (2011) reaffirm the positive effect of brand personality on consumer-based brand equity. However, the authors consider consumer-based brand equity based on two dimensions: brand knowledge and brand image.

Advertising refers to actions to brand communication to consumers, such as advertisements in magazines, newspapers, TV, billboards, sent from phone messages, promotional events, and marketing word-of-mouth. Studies in different sectors and economic contexts show that advertising actions positively affect the four dimensions of brand equity (Rajh & Dosen, 2009; So & King, 2010; Kim & Hyun, 2011; Smutkupt *et al.*, 2012; Bruhn *et al.*, 2012; Castelo *et al.*, 2014; Makasi *et al.*, 2014; Seric *et al.*, 2014). However, Tong & Hawley (2009) points out that different types of advertising may have different effects on each of the dimensions of consumer-based brand equity. The authors, in a survey of Chinese consumers of clothing and sports shoes, indicate that advertising on TV adversely affects customer loyalty level of the brand, while internet advertising increases the associations and the ease with which the consumer remembers or recognizes the brand.

Other forms of advertising potentiate consumer associations branded, as celebrity endorsements, which refers to the association of the brand with celebrities. According to Tong & Hawley (2009) and Dwivedi *et al.* (2015), some celebrities

are reference groups for consumers, thus, connecting the brand to these has the potential to increase the value perceived by consumers about to the brand. Sponsorship of sporting, cultural, and other events also appears as a factor that enhances the level of quality that consumers perceive the brand and its desire to remain faithful (Tong & Hawley, 2009). The Appendix A2 summarizes the impact of each of the factors related to the brand on brand associations, brand awareness, perceived quality and brand loyalty.

b. Factors related to consumer

Thirteen factors related to consumers were identified: (1) brand affinity, (2) authenticity perception, (3) brand experience, (4) brand communication in the virtual environment, (5) relationship quality, (6) price perception, (7) ease of use, (8) perceived usefulness, (9) country-of-origin (10) brand image, (11) supplier image, (12) company image and (13) family.

Affinity refers to consumer emotional connection with the brand that is developed from the level that the consumer identifies with the brand. Pinar *et al.* (2014), in research with college students, indicate that brand affinity affects four dimensions' brand equity. Already Ranjbariyan *et al.* (2012) correctly analyzed consumer affinity effect with the brand on the loyalty dimension in the glass and crystal industry. The authors confirmed that the higher the consumer brand affinity increased their level of fidelity to this. Differently, Wang & Li (2012) study in the Chinese communications industry, found no relationship between brand affinity and brand loyalty. The different results may be explained by the sector and country where the studies were conducted as mentioned by Aaker (1991) that the value of consumers perceive the brand can vary according to the analysis context.

The authenticity perception is related to the degree that the consumer perceives that the attitudes of the brand consistent with their values presented to the market. Lu *et al.* (2015) from research in ethnic restaurants found that the brand image perceived to authenticate the consumer affects its ease of awareness and perception of quality. In addition to the perceived authenticity level, consumer brand experience has also considered a factor affecting consumer-based brand equity. Experience refers to the direct or indirect interactions consumer with the brand; these interactions can be sensory, affective, cognitive, physical and reflect a positive or negative image of the brand in the consumer's mind. Studies by Kumar *et al.* (2013), Sheng & Teo (2012) and Wang & Li (2012), with Chinese mobile phone users, communications and hospital services indicate an influence of consumer experience with the brand

in the four dimensions of brand equity. While Shen & Liu (2015) analysis in the hospitality industry indicate that the consumer experience with the brand affects their perception of quality of care received and their level of brand loyalty.

The consumer communication with the brand in the virtual environment can occur through direct contact with the company, and through chats, emails, blogs and social networks mediated by brand, or by indirect contact, with consumers of the brand. Direct contact in the online environment according to Brogi *et al.* (2013) and Simmons *et al.* (2010), from research in the sector food and clothing, affects the four dimensions of brand equity. Barreda (2014) and Schivinski & Dabrowski (2015) reaffirm the effect of this type of interaction with the brand on associations and consumer awareness. Already Bruhn *et al.* (2012) specifically analyzed the dimension brand awareness. Likewise, the authors found a positive relationship between direct consumer contact with the brand and the ease with which he recalls the brand. Indirect contact with the brand involves the exchange of views and information on profiles managed by the brand consumers. Brogi *et al.* (2013) and Schivinski & Dabrowski (2015), from the industry analysis of food/drinks, clothing, and communications, state that the indirect contact in the online environment has an influence on the four dimensions of brand equity.

Consumer quality of relationship with the brand refers to the degree that the consumer realizes that his relationship with the brand meets your expectations. So & King (2010) claim that this factor affects the meaning of the brand to the consumer (i.e.: their associations with the brand). Other studies find a positive effect of the relationship with the brand on other dimensions of consumer-based brand equity. Rajh & Došen (2009) indicate that there is potential to affect the associations and the memory facility of the brand, and Hanaysha & Hilman (2015) claims that in addition to the effect on associations and recognition, the quality of the relationship with the brand affects consumer loyalty to the brand level.

Price perception refers to the price of the image to the consumer, as it considers that the price of the product or service is appropriate fair. Calvo-Porrall *et al.* (2013), research with own supermarket brands in Spain, show that the perception of appropriate price affects the ease with which consumers remember or recognize the brand and their level of perceived quality. Already Pouromid & Iranzadeh (2012) from research conducted in the home appliance sector, in Iran, confirm this influence only on the perceived level of quality. In addition to the perception of price, ease of use and utility of the product or service affects consumer-

based brand equity. Ease of use refers to the consumer perception of the simplicity of use of a product or service. Perceived usefulness relates to the perception of how a product or service meets the objective. Sheng & Teo (2012) under review with telephone consumers say the ease of use and perceived usefulness positively affect consumer associations with the brand, its memory facility, perceived a level of quality, and brand loyalty.

The image of country-of-origin, an image of the brand, the image of supplier and image of the company generate positive or negative relationships in the consumer's mind. Positive images related to brand can positively affect the four dimensions of brand (Pappu *et al.*, 2006; Yasin *et al.*, 2007; Anselmsson *et al.*, 2009; Tong and Hawley, 2009; Kim & Hyun, 2011; Mourad *et al.*, 2011; Hamzaoui-Essoussi *et al.*, 2011; Pouromid & Iranzadeh, 2012; Moradi & Zarei, 2012; Calvo-Porral *et al.*, 2013; Castelo *et al.*, 2014; Pinar *et al.*, 2014).

Besides the already mentioned authors, family, spouse, and children of the buyer, it is considered important factor brand equity. Pouromid & Iranzadeh (2012) research in Iranian appliance sector, says the family has a strong influence on consumer buying behavior, affecting their association with the brand, brand awareness remembering facility or recognition and perceived quality level. The Appendix A3 presents a summary of the influence of each of the factors on the dimensions of brand equity.

c. Factors related to the company

In this group, there are factors related to the company supplying the product or service. These factors are not directly linked to the brand, not even to consumers, but business issues. Thus, three factors were identified in the literature: (1) after-sales service, (2) corporate social responsibility and (3) company's history.

The after-sales service refers to the service offered by the company to the consumer after the sale of a product or service, such as evaluation of the offered service, warranty and spare parts in the product. Ahmad & Butt (2012) shows that the after-sales service positively affects the four dimensions of brand equity. Kim & Hyun (2011) in research with consumers of information technologies, reaffirms the positive effect of after-sales service on the level of quality perceived by the consumer. Unlike relations proposed Mourad *et al.* (2011), research in university graduates, indicate that in this sector, after-sales service negatively affects associations and ease with which consumers remember the brand. The different results may be explained by the context where each study was conducted.

The corporate social responsibility is actions taken by the company regarding social and environmental well-being. Such actions involve ethical, moral, social, cultural and environmental issues, such as compliance with financial and legal duties, improvement of working conditions, protection actions to the environment and use of organic materials. Tuan (2014), from an analysis in the hospital sector, shows that social responsibility actions taken by the company affect the four dimensions of brand equity. Other authors have shown the effect of social responsibility actions on specific dimensions of brand equity. Hsu (2012), Fatma *et al.* (2015) and Anselmsson *et al.* (2009) indicate the effect of such actions on associations and the ease with which consumers remember the brand. Namkung & Jang (2013) say the effect of social responsibility on the level of quality perceived and brand loyalty, and Larceneux *et al.* (2012) and Rastgar *et al.* (2013) claims that influences only on the level of quality perceived by the consumer. The effect of social responsibility on consumer-based brand equity will depend on the sector and country where the study was conducted. There are sectors and countries where the practice of social and environmental actions by the company is crucial to maintaining and creating a positive vision of the brand to the consumer, and there are sectors where other factors are more capable to optimize a dimension of brand equity than stocks social responsibility.

The last identified factor was the company's history, which are landmarks that marked its development. Mourad *et al.* (2011) say the company's history has the power to influence the associations and brand recognition. Thus, closes the set of factors found in the literature, influencing the dimensions of brand equity. Appendix A4 is a summary of the effect of factors related to the company under each brand equity dimensions.

4 FINAL CONSIDERATIONS

The purpose of this study was to compile studies that show empirical evidence of factors that affect the dimensions of consumer-based brand equity. It is assumed that despite the proposition of a general model, not all factors will apply to all sectors, some being more suitable for the service sector, others for the product sector. However, the focus would be to provide a guide to future research that is adaptable to the specificities of each research. Each set of factors proposed: related to the marketing mix, to the consumer and to the company, is influenced by a distinct set of strategies and presents distinct characteristics.

The research results showed that factors that positively affect one dimension might not have the same effect on another dimension. The factors related to the marketing mix can be optimized through marketing mix strategies in products and services or the brand. In the product or service are more likely to be controlled by the company, so it is assumed that the investment in actions to strengthen products or services can be more assertive. It has been verified that there is empirical evidence of the effect of the quality of the product or service, the quality of the physical environment in which it is marketed, and the characteristics of the products and services on the four dimensions of brand value. Differently, the other factors that affect the value perceived by the consumer have an isolated effect, that is, only under specific dimensions of their behavior, such as only their associations, and ease of which they remember the brand, quality perceived in this or the level of brand loyalty.

Already, in the brand are accessible to the company so that from marketing actions developed by the company they may be affected. In this set of factors, we found evidence of the effect of advertising, in different types of communication channels, brand personality, values and characteristics expressed by the brand to the market, and celebrity endorsement of the four dimensions of brand value. However, the other factors had an effect on one or two specific dimensions of brand equity.

The factors related to the consumer depend, to a greater degree on the willingness of the consumer to relate to the brand. The review of empirical studies proves the effect of the use experience, country image and country-of-origin, interaction with the brand in the virtual environment, image present in the minds of consumers, brand affinity, the interaction between consumers in the virtual environment, ease and perceived utility of use under the four dimensions of brand value. The other factors related to consumers were effective only under specific dimensions.

The factors related to the company are values expressed by the company that owns the brand to the market, such as social values, environments, customer service, and fundamental principles. Empirical studies demonstrate the effect of social responsibility actions and after-sales service under the dimensions of brand equity while the history of the company presented evidence under associations and brand awareness. The greater theoretical depth in each of these sets will allow the results of consumer-based brand equity to be optimized.

It is noted that the effect of such factors presents variation when analyzed in different sectors and countries. Of the studies analyzed, about 20% of the studies were performed in the food/beverage

sector, 14% in the clothing sector, 10% in the automobile sector, the other sectors accounted for less than 10% of the total. For countries where the studies were conducted, approximately 20% of searches were conducted in the United States, 12% in China and 15% of the studies did not mention the country where they were carried out, making it difficult to understand the context of analysis.

This study has important theoretical implications. First, provides a research overview already conducted on factors affecting the dimensions of consumer-based brand equity. Note that proven effective factors to create or increase the dimensions of brand equity in certain sectors and economic contexts, and they may not have been considered in others. Sponsorship of events, for example, has been an effective factor for increasing the level of quality and brand loyalty of Chinese consumers of sports clothing and footwear and has the potential to be applied in other sectors such as automotive, transport and educational. However, not met studies that verify such applicability.

Second, the categorization of the factors identified in the literature on sets allows future studies to analyze specific sets of factors, for each set, is stimulated differently. For example, factors related to the product or service are considered moldable factors for the company, because they are connected to your products or services. In contrast, factors related to the consumer depends on the consumer's willingness to relate to the brand. Thus, each set of factors requires individual analysis.

Third, this study emphasizes the individuality of each dimension of consumer-based brand equity, demonstrating that each dimension generates different results the organization and is driven by a set of specific factors. For example, price promotion and considered an effective factor to increase consumer associations and brand awareness. However, it has a negative effect on perceived quality and brand loyalty. Thus, it emphasizes the need to analyze the dimensions of brand equity individually.

It is suggested, for further research, the empirical validation of the proposed theoretical model, in sectors and economic contexts of studies on the subject. Empirical validation in other segments and countries is necessary due to differences found in studies conducted in different contexts. Pointing not only the positive or negative impact of factors on each of the dimensions but also an estimate of how much would have that effect. Rajh & Dosen (2009), for example, examined the effect of five factors and all showed a positive effect on consumer-based brand equity. Despite the study contributions, companies offer the limited financial resources; it is not always possible to invest in all actions that appear effective to create or increase the

value perceived by the consumer. In this sense, the estimated impact of each factor could show companies what are the factors more effectively stimulating a certain dimension.

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APPENDICES

Appendix A1 – Factors related to the product or service

FACTORS RELATED TO THE PRODUCT OR SERVICE				
DIMENSIO	FACTOR	AUTHORS	SECTORS	COUNTRIES
Brand associations	Quality of the product or service	Hanaysha and Hilman (2015); Mouradet <i>al.</i> (2011); Pinar <i>et al.</i> (2014); Rastgaret <i>al.</i> (2013)	Automotive, Educational, Banking	Egypt, Malaysia, United States
	Physical environment	Pinar et al (2014); Rajh and Došen (2009); So and King (2010)	Educational, Tourism, Food/Beverage, Banking, Clothing/Footwear	Australia, Croatia United States
	Sales price	Kim and Hyun (2011); Mouradet <i>al.</i> (2011); Rajh and Došen (2009)	Educational, Technology, Food/Beverage, Clothing/Footwear, Banking	Croatia, Egypt, Korea
	Price promotion	Rajh and Došen (2009); So and King (2010), Tong and Hawley (2009)	Appliance, Tourism, Food/Beverage, Banking, Clothing/Footwear	Australia, China, Croatia, United
	Characteristics	ShengandTeo (2012)	Telephony	China
	Distribution	Kim andHyun (2011)	Technology	Korea
	Product innovation	HanayshaandHilman (2015)	Automotive	Malaysia
	Non-price promotion	Tong andHawley (2009)	Clothing/Footwear	China
Brand awareness	Quality of the product or service	Hanaysha and Hilman (2015); Mouradet <i>al.</i> (2011); Pinar <i>et al.</i> (2014); Rastgaret <i>al.</i> (2013)	Automotive, Educational, Banking	Malaysia, United States
	Price promotion	Huang and Sarigöllü (2012); Rajh and Došen (2009); So and King (2010), Tong and Hawley (2009)	Appliance, Tourism, Food/Beverage, Banking, Clothing, Clothing/Footwear, Automotive, Tourism, Banking	Australia, China, Croatia, United States
	Physical environment	Pinar et al (2014); Rajh and Došen (2009)	Educational, Food/Beverage, Banking, Clothing/Footwear	Croatia, United States
	Sales price	Kim and Hyun (2011); Mouradet <i>al.</i> (2011); Rajh and Došen (2009)	Educational, Technology, Food/Beverage, Banking, Clothing/Footwear	Croatia, Egypt, Korea
	Distribution	Huang and Sarigöllü (2012); Kim and Hyun (2011)	Appliance, Technology	Korea, United States
	Characteristics	ShengandTeo (2012)	Telephony	China
	Product innovation	HanayshaandHilman (2015)	Automotive	Malaysia
Perceived quality	Characteristics	Sheng and Teo (2012)	Telephony	China
	Quality of the product or service	Pinar <i>et al.</i> (2014); Rastgaret <i>al.</i> (2013)	Educational, Banking	United States
	Physical environment	Pinar et al (2014)	Educational	United States
	Personalization	Wang and Li (2012)	Communication	China
	Price promotion	Tong andHawley (2009)	Clothing/Footwear	China
Brand loyalty	Quality of the product or service	Hanaysha and Hilman (2015); Pinar <i>et al.</i> (2014); Rastgaret <i>al.</i> (2013)	Automotive, Educational, Banking	Malaysia, United States
	Distribution	Casteloet <i>al.</i> (2014); Kim and Hyun (2011)	Clothing/Footwear, Technology	Brazil, Korea

	Physical environment	Pinaretal(2014)	Educational	United States
	Characteristics	ShengandTeo (2012)	Telephony	China
	Product innovation	HanayshaandHilman (2015)	Automotive	Malaysia
	Personalization	Wang and Li (2012)	Communication	China
	Non-price promotion	Tong andHawley (2009)	Clothing/Footwear	China

Appendix A2 – Factors related to brand

FACTORS RELATED TO BRAND				
DIMENSIO	FACTOR	AUTHORS	SECTORS	COUNTRIES
Brand associations	Advertising	Casteloet <i>al.</i> (2014); Kim and Hyun (2011); Rajh and Došen (2009); Sericet <i>al.</i> (2014), So and King (2010), Tong and Hawley (2009)	Clothing/Footwear, Hotel, Technology, Tourism, Food/Beverage, Banking	Australia, Brazil, China, Croatia, Italy, Korea
	<u>Brand personality</u>	Su and Tong (2015); Mouradet <i>al.</i> (2011)	Clothing/Footwear, Educational	Egypt, United States
	Celebrity endorsement	Dwivediet <i>al.</i> (2015)	Food/Beverage	United States
Brand awareness	Advertising	Bruhn <i>et al.</i> (2012); Kim and Hyun (2011); Makasiet <i>al.</i> (2014); Rajh and Došen (2009); Smutkuptet <i>al.</i> (2012); So and King (2010); Tong and Hawley (2009)	Auctioneer, Tourism, Communication, Pharmaceutical, Food/Beverage, Technology, Banking, Clothing/Footwear	Australia, China, Croatia, Korea, Thailand, Zimbabwe
	Brand name	Pouromid and Iranzadeh (2012); Anselmssonet <i>al.</i> (2009)	Appliance, Food/Beverage	Iran, Sweden
	Celebrity endorsement	Dwivediet <i>al.</i> (2015); Tong and Hawley (2009)	Food/Beverage, Clothing/Footwear	China, United States
	<u>Brand personality</u>	Su and Tong (2015); Mouradet <i>al.</i> (2011)	Clothing/Footwear, Educational	Egypt, United States
	Logo	Anselmssonet <i>al.</i> (2009)	Food/Beverage	Sweden
Perceived quality	Advertising	Casteloet <i>al.</i> (2014); Kim and Hyun (2011); Makasiet <i>al.</i> (2014); Sericet <i>al.</i> (2014)	Clothing/Footwear, Auctioneer, Hotel, Technology	Brazil, Italy, Korea, Zimbabwe
	Celebrity endorsement	Dwivediet <i>al.</i> (2015); Tong and Hawley (2009)	Food/Beverage, Clothing/Footwear	China, United States
	<u>Brand personality</u>	Su and Tong (2015)	Clothing/Footwear	United States
	Brand name	Pouromid and Iranzadeh (2012)	Appliance	Iran
	Event sponsorship	Tong and Hawley (2009)	Clothing/Footwear	China
Brand loyalty	Advertising	Casteloet <i>al.</i> (2014); Makasiet <i>al.</i> (2014); Sericet <i>al.</i> (2014); Tong and Hawley (2009)	Clothing/Footwear, Auctioneer, Hotel	Brazil, China, Italy, Zimbabwe
	<u>Brand personality</u>	Su and Tong (2015)	Clothing/Footwear	United States
	Celebrity endorsement	Dwivediet <i>al.</i> (2015)	Food/Beverage	United States
	Event sponsorship	Tong and Hawley (2009)	Clothing/Footwear	China

Appendix A3 – Factors related to consumer

FACTORS RELATED TO CONSUMER				
DIMENSION	FACTOR	AUTHORS	SECTORS	COUNTRIES
Brand associations	Brand experience	Kumar <i>et al.</i> (2013); Sheng and Teo (2012); So and King (2010); Wang and Li (2012)	Hospital, Telephony, Communication, Tourism	Australia, China, India
	Country-of-origin	Anselmsson <i>et al.</i> (2009); Moradi and Zarei (2012); Pappuet <i>al.</i> (2006); Yasinet <i>al.</i> (2007)	Technology, Telephony, Food/Beverage, Appliance, Automotive	Australia, Iran, Malaysia, Sweden,
	Brand communication	Barreda (2014); Brogiet <i>al.</i> (2013); Schivinski and Dabrowski (2015); Simmons <i>et al.</i> (2010)	Food/Beverage, Tourism, Pharmaceutical, Clothing/Footwear, Communication,	Poland, United States
	Brand image	Pinar et al (2014); Mouradet <i>al.</i> (2011); Anselmsson <i>et al.</i> (2009)	Educational, Food/Beverage	Egypt, Sweden, United States
	Relationship quality	Hanaysha and Hilman (2015); Rajh and Došen (2009); So and King (2010)	Automotive, Tourism, Food/Beverage, Banking, Clothing/Footwear	Australia, Croatia, Malaysia
	Brand affinity	Pinar et al (2014); Wang and Li (2012)	Educational, Communication	China, United States
	Supplier image	Castelo <i>et al.</i> (2014); Tong and Hawley (2009)	Clothing/Footwear	Brazil, China
	Company image	PouromidandIranzadeh (2012)	Hospital	Iran
	Ease of use	ShengandTeo (2012)	Telephony	China
	Family	PouromidandIranzadeh (2012)	Appliance	Iran
Perceived usefulness	ShengandTeo (2012)	Telephony	China	
Brand awareness	Brand communication	Barreda (2014); Brogiet <i>al.</i> (2013); Bruhn <i>et al.</i> (2012); Schivinski and Dabrowski (2015); Simmons <i>et al.</i> (2010)	Food/Beverage, Tourism, Pharmaceutical, Clothing/Footwear, Communication,	Poland, United States
	Country-of-origin	Hamzaoui-Essoussiet <i>al.</i> (2011); Moradi and Zarei (2012); Yasinet <i>al.</i> (2007)	Technology, Telephony, Automotive, Appliance	Iran, Malaysia, Tunisia
	Brand affinity	Pinar et al (2014), Wang and Li (2012)	Educational, Communication	China, United States
	Authenticity perception	Lu <i>et al.</i> (2015)	Food/Beverage	United States
	Brand experience	Sheng and Teo (2012); Wang and Li (2012)	Telephony, Communication	China
	Brand image	Mourad et al (2011); Pinar et al (2014)	Educational	Egypt, United States
	Supplier image	Calvo-Porralet al (2013); Tong and Hawley (2009)	Food/Beverage, Clothing/Footwear	China, Spain
	Relationship quality	Hanaysha and Hilman (2015); Rajh and Došen (2009)	Automotive, Food/Beverage, Banking, Clothing/Footwear	Croatia, Malaysia
	Ease of use	ShenandTeo (2012)	Telephony	China
	Family	PouromidandIranzadeh (2012)	Appliance	Iran
Company image	PouromidandIranzadeh (2012)	Hospital	Iran	

	Price perception	Calvo-Porralet <i>et al.</i> (2013)	Food/Beverage	Spain
	Perceived usefulness	ShengandTeo (2012)	Telephony	China
Perceived quality	Brand experience	Kumar <i>et al.</i> (2013); Shen and Liu (2015); Sheng and Teo (2012), Wang and Li (2012)	Hotel, Hospital, Telephony, Communication	China, India
	Brand image	Pappuet <i>et al.</i> (2006); Pinar <i>et al.</i> (2014)	Educational, Automotive, TV	Australia, United States
	Brand affinity	Pinar <i>et al.</i> (2014); Wang and Li (2012)	Educational, Communication	China, United States
	Company image	Kim and Hyun (2011); Pouromid and Iranzadeh (2012)	Hospital, Technology	Iran, Korea
	Supplier image	Calvo-Porralet <i>et al.</i> (2013); Castelo <i>et al.</i> (2014); Tong e Hawley (2009)	Clothing/Footwear, Food/Beverage	Brazil, China, Spain
	Country-of-origin	Hamzaoui-Essoussi <i>et al.</i> (2011); Pappuet <i>et al.</i> (2006)	Automotive, TV	Australia, Tunisia
	Brand communication	Brogiet <i>et al.</i> (2013); Schivinski and Dabrowski (2015); Simmons <i>et al.</i> (2010)	Clothing/Footwear, Food/Beverage	Poland, United States
	Price perception	Calvo-Porralet <i>et al.</i> (2013); PouromidandIranzadeh (2012)	Food/Beverage, Appliance	Iran, Spain
	Authenticity perception	Lu <i>et al.</i> (2015)	Food/Beverage	United States
	Ease of use	ShengandTeo (2012)	Telephony	China
	Family	PouromidandIranzadeh (2012)	Appliance	Iran
	Perceived usefulness	ShengandTeo (2012)	Telephony	China
Brand loyalty	Brand experience	Kumar <i>et al.</i> (2013); Shen and Liu (2015); Sheng and Teo (2012); Wang and Li (2012)	Hotel, Hospital, Telephony, Communication	China, India
	Country-of-origin	Moradi and Zarei (2012); Pappuet <i>et al.</i> (2006); Yasin <i>et al.</i> (2007)	Technology, Telephony, Appliance, Automotive, TV	Australia, Iran, Malaysia
	Brand communication	Brogiet <i>et al.</i> (2013); Schivinski and Dabrowski (2015); Simmons <i>et al.</i> (2010)	Clothing/Footwear, Food/Beverage	Poland, United States
	Brand affinity	Pinar <i>et al.</i> (2014); Ranjbariyan <i>et al.</i> (2012)	Educational, Glass/Cristal	United States
	Brand image	Pinar <i>et al.</i> (2014)	Educational	United States
	Ease of use	ShengandTeo (2012)	Telephony	China
	Relationship quality	HanayshaandHilman (2015)	Automotive	Malaysia
	Perceived usefulness	ShengandTeo (2012)	Telephony	China

Appendix A4 – Factors related to the company

FACTORS RELATED TO THE COMPANY				
DIMENSION	FACTOR	AUTHORS	SECTORS	COUNTRIES
Brand associations	Corporate social responsibility	Anselmsson <i>et al.</i> (2009); Fatma <i>et al.</i> (2015); Hsu (2012); Namkung and Jang (2013); Tuan (2014)	Banking, Hospital, Clothing/Footwear, Food/Beverage, Insurance	China, India, Sweden, United States, Vietnam
	After-sales service	Ahmad and Butt (2012); Mourad <i>et al.</i> (2011)	Automotive, Educational	Egypt, Pakistan
	Company's history	Mourad <i>et al.</i> (2011)	Educational	Egypt
Brand awareness	Corporate social responsibility	Fatma <i>et al.</i> (2015); Hsu (2012); Tuan (2014)	Banking, Hospital, Clothing/Footwear, Insurance	China, India, United States, Vietnam
	After-sales service	Ahmad and Butt (2012); Mourad <i>et al.</i> (2011)	Automotive, Educational	Egypt, Pakistan
	Company's history	Mourad <i>et al.</i> (2011)	Educational	Egypt
Perceived quality	Corporate social responsibility	Larceneux <i>et al.</i> (2012); Namkung and Jang (2013); Rastgare <i>et al.</i> (2013); Tuan (2014)	Hospital, Clothing/Footwear, Banking, Food/Beverage	United States, Vietnam
	After-sales service	Ahmad and Butt (2012); Kim and Hyun (2011)	Automotive, Technology	Korea, Pakistan
Brand loyalty	Corporate social responsibility	Namkung and Jang (2013); Tuan (2014)	Hospital, Clothing/Footwear, Food/Beverage	United States, Vietnam