Chapter 3: Managing Brand Equity: Measurement and Enhancement Techniques

Urooj Ahmed and Fayez Bassam Fayez Shriedeh

In today's highly competitive business world, brands have a significant influence in shaping consumer perceptions, preferences, and behaviors. A brand's worth is based on its brand equity, an intangible asset that represents the brand's strength and value in the eyes of consumers. Brand equity is a powerful driver of consumer choice and loyalty, enabling firms to charge greater prices, increase market share, and achieve long-term success. The author conducted a rigorous content analysis of over one hundred publications from trade and academic journals, providing a broad and detailed perspective on the range of brand definitions used.

The goal of this study is to look at the challenges of preserving brand equity, with a focus on measurement and improvement measures. Brand equity consists of various components, each of which plays an essential role in shaping client perceptions and behaviors. These attributes include brand awareness, affiliations, and loyalty, all of which add to a brand's overall strength and value. It aims to study the subtleties of brand equity, as well as the tools and methods used by businesses to measure and manage these critical components. This study, which uses real data and industry best practices, aims to shed light on how businesses may effectively establish and protect their brand value in today's changing environment. In the early 1990s, brand equity became a notion. Although it was ambiguous, it essentially said that top management and financial markets should recognize brands as financial assets. In addition to the brand's intrinsic worth, brand equity comprises the presumed value of unique technologies, patents, trademarks, and other intangibles such as manufacturing know-how. Even if a company's stock price is more important than its brand equity, a decrease in brand equity may have a major impact on the stock price if one of its brands fails. The financial value of a brand is defined by its brand strength. It might be enhanced by investing in product quality and marketing. In contrast, price cuts boost short-term sales but do nothing to increase long-term brand equity. In general, brand equity refers to the marketing effects that are distinctive to the brand. That is, brand equity refers to the fact that marketing a product or service based on its brand element produces different results than marketing the same product or service without brand identification. Although several opinions on brand equity have been stated, they all generally adhere to the underlying premise that brand equity is the "added value" given onto a product or service as a result of earlier efforts in brand marketing. Researchers studying brand equity implicitly recognize that there are numerous ways to create value for a brand; that brand equity serves as a common denominator for interpreting marketing strategies and assessing a brand's value; and that a brand's value can be manifested or exploited to benefit the firm.

Organizations may obtain a better grasp of the components of brand equity and the tools available for analyzing and regulating it, allowing them to develop focused plans to enhance their brands, foster client loyalty, and retain a competitive advantage in the marketplace. The authors attempt to provide valuable insights and practical solutions for businesses seeking to maximize brand equity and maintain their position in the hearts and minds of their consumers. Academics and marketing professionals have conducted extensive study and developed the concept of brand equity. David Aaker, a well-known marketing expert, offers a widely accepted definition of brand equity. Previous study indicates that brand equity helps both consumers and enterprises.

Customers gain from brand equity because it enhances information processing and shopping efficiency, increases decision-making confidence, reinforces purchase behavior, and raises self-esteem. Brand equity gives value to organizations by improving marketing efficiency and effectiveness, building brand loyalty, increasing profit margins, gaining control over retailers, and differentiating from rivals.

To understand the complicated concept of managing brand equity, it is necessary to first define brand equity and how it works in the market. So, brand equity is defined as a set of assets (and liabilities) connected with a brand's name and symbol that adds to (or subtracts from) the value of a product or service to a firm and/or its customers. This example illustrates the notion of brand equity, which refers to both physical and intangible assets associated with a brand, such as brand recognition, connotations, perceived quality, and brand loyalty. These assets increase the brand's overall value and influence consumer behavior, including preferences, perceptions, and purchase decisions. Brand equity is seen as a valuable asset for organizations since it may build customer loyalty, drive sales, and give a competitive advantage in the marketplace. According to the prior literature review, brand equity may be seen as a management notion, a financial intangible asset, a relationship concept, or a customer-based concept from the perspective of the individual consumer. Previous research has shown the importance of brand equity as a vital asset that influences consumer behavior and organizational success. Strong brand equity provides businesses with a competitive edge in the marketplace, allowing them to charge higher prices, obtain greater market share, and establish long-term relationships with consumers. It is crucial for boosting consumer preference and loyalty since high equity brands are seen as more trustworthy, dependable, and familiar. It also enables brand extension, diversification initiatives, and more efficient marketing resource allocation, all of which increase organizational efficiency and profitability. Similarly, strong brand equity protects firms against market uncertainty and external dangers, making them more resilient to negative publicity, competitive challenges, and economic downturns. Brand equity is an important component of marketing strategy because it enables businesses to build strong brand identities, support sustainable development, and achieve long-term success in a dynamic and competitive sector (Vuong, T. K., & Bui, H. M. 2023).

The major purpose of brand equity is to investigate the features of brand equity, with a focus on brand loyalty, and to experiment with various methods for measuring and managing this critical component. This chapter attempts to provide tangible solutions for businesses looking to maintain long-term success by improving their brand equity via extensive research, backed up by insights from industry case studies and best practices. Finally, the purpose is to contribute to the corpus of marketing knowledge by giving key insights into the measurement and management of brand loyalty, as well as its impact on overall brand equity. Simmons, G., Thomas, B., and Truong, Y. (2010) discovered that the dimensions of brand equity in marketing include a wide range of elements that contribute to a brand's overall strength and value. Brand awareness is the degree to which clients are familiar with and recognize a certain brand. It is the foundation of brand equity since consumers must first become aware of a brand before developing any relationships or preferences for it. Brand awareness is a potential buyer's ability to recognize or recall that a brand belongs to a certain product category. There is a relationship between brand and product category. Brand awareness ranges from a faint sense of familiarity to the perception that the brand is unique in the product category. Brand awareness is defined as the recall and recognition of a brand. When provided an indication, a consumer's ability to confirm past exposure to a brand is known as brand recognition. To put it simply, consumers must accurately identify a brand as having been seen or heard previously in order for it to be recognized. At its lowest stage, brand awareness is referred to as "brand recognition." Its base is an assisted recall test. Brand memory relies on unaided recall, which is significantly more difficult than identification. In an unaided recall task, the first-named brand achieved top-of-mind recognition. The relative value of brand familiarity and memory is defined by the extent to which consumers make purchase decisions in-store versus outside of the store. Brand knowledge may be especially important in situations when product purchases are done in store. Keller, L. (1993).Brand recognition increases value in a variety of ways. Brand awareness acts as an anchor to which additional connections may be linked. Recognition creates a sense of familiarity with the brand, which is appealing to customers. In the absence of a motivation to conduct attribute assessments, familiarity may suffice. Brand awareness might be a sign of substance. The first stage in the purchase process is typically to choose a group of firms to examine. Getting into this niche may need high brand familiarity. There are three primary reasons why brand awareness is important in consumer decision-making. To begin, shoppers must connect the brand to the product category. Raising brand awareness increases the brand's likelihood of being included in the consideration set. Second, brand awareness may impact brand choice within the consideration set.

Brand Awareness

Brand awareness may be assessed using aided and unaided memory surveys, recognition tests, and brand tracking studies. To manage brand awareness, some of the most crucial measures are advertising, public relations, and sponsorship, which increase brand visibility and exposure among target consumers. Coca-Cola is a practical example of effective brand awareness. Coca-Cola has achieved extraordinary global brand awareness over decades of planned marketing campaigns. Almost everyone, regardless of age, region, or background, recognizes the Coca-Cola name. Among the other brands, you recognize the Coca-Cola logo and associate it with the brand's signature red and white colors. Even if you don't currently purchase Coca-Cola, the fact that you recall the name shows a high level of brand awareness (Aaker, D. A., & Biel, A. L. 2013).

Companies use measurement techniques to raise brand awareness, which is achieved when people recognize and recall a company's name, logo, or products. Similar firms assess brand awareness by asking respondents to recall brand names from a certain product category without prompting or reminding. For example, participants may be asked to name soft drink brands they are acquainted with without being provided a list of options. This technique gives information on customers' spontaneous brand recognition and top-of-mind awareness. Similarly, the second method, improved recall, provides respondents instructions or cues to assist them remember brands. Participants may be presented a list of brand names and asked to indicate which ones they recognize or have heard of before. Aided recall is used to measure brand awareness by determining the efficiency of brand message and marketing activities in establishing consumer brand familiarity. Companies also use recognition tests to determine brand awareness, which include showing respondents with brand names, logos, or symbols and asking them to indicate if they are acquainted with each. This technique evaluates consumers' ability to recognize brands when presented with visual stimuli. To measure various elements of brand awareness, recognition tests may be used in a number of forms, such as photographs, logos, or product packaging. Direct input from consumers, like as surveys, feedback forms, or customer service contacts, may also have a big influence on brand recognition. Customers may be questioned about their familiarity with the brand, as well as their experiences with its products or services. Customer surveys and feedback help organizations better understand their consumers' perceptions, preferences, and levels of brand awareness. These are the few ways used by companies to assess how popular a brand is among the general public. Understanding consumer brand awareness enables businesses to identify strengths and weaknesses in their brand positioning and take targeted activities to boost brand equity (Zia, A., Younus, S., & Mirza, F. 2021).

Asif M., Abbas K., Kashif M., Hussain S., and Hussain I. (2015) said that organizations analyze brand equity by extensively assessing the concept of brand association, which is crucial in characterizing the whole brand image and customer participation in your brand. Brand association is an effective method for explaining the mental associations and impressions that people have with a brand. These connections might include features, incentives, emotions, and symbols associated with the brand. Brand traits, emotions, benefits, and symbols are the most important components of brand association. First, let's talk about brand attributes. Brand attributes are the distinguishing characteristics or traits that consumers associate with a certain brand. These traits might be physical or intangible, and they may include product quality, reliability, innovation, and performance. Customers may associate Apple with innovation and attractive design due to the company's reputation for producing cutting-edge technology products. The second most important factor is brand emotions, which are the feelings and emotional responses induced by a product. These feelings might be positive or unpleasant, such as happiness, excitement, trust, or nostalgia. Brand emotions have a significant impact on customer perceptions and behaviors because customers often rely their purchasing decisions on how a brand makes them feel. Consumers may identify Disney with feelings of joy and happiness since the brand is linked with beloved characters and unforgettable experiences.

The third important factor in brand association is brand benefits. The benefit of a product or service refers to the personal worth and importance that customers place on it. Advantages may be divided into three types based on their underlying motives: symbolic, experiential, and utilitarian. The more inherent benefits of using a good or service are known as functional benefits, and they are frequently associated with specific product features. These benefits are frequently linked to very fundamental reasons, such as physiological and safety demands, and may include a desire for issue resolution or avoidance. Experiential advantages are the feelings you get when you use a product or service, and they are often linked to both product-related and non-product-related elements, such as usage imagery. These benefits satisfy experience requirements such as sensory pleasure, variety, and cognitive stimulation. Symbolic gains are the more obvious advantages of utilizing a product or service. They often correspond with non-product features and are linked to an underlying need for social acceptance or personal expression. Consumers may appreciate a brand's status, exclusivity, or fashionability because it corresponds to their self-concepts. For example, Nike's swoosh emblem is a potent representation of the company's dedication to athleticism, performance, and innovation.

Nowadays, customer awareness of a brand is a significant aspect in brand equity and marketing success. Customers' familiarity with a brand indicates that it has successfully entered the market and established a presence in customers' minds. Customers get interested in brand methods, developing emotional associations and linkages that lead to purchase intent. Brand associations refer to the perceptions, attitudes, and traits that consumers identify with a certain brand. These connections are deeply embedded in consumers' contacts with a company's products or services, and they may influence their attitudes and behaviors toward that brand. One kind of brand association is based on the unique qualities, traits, and attributes of a company's goods (Kim, Y., and Oh, K. W. 2020). Consumers may recognize a smartphone brand based on longevity, performance, usefulness, or distinctive features. These links indicate consumers' perceptions of the brand's product attributes, which have a significant effect on their purchase decisions. Whether it's the reliability of a vehicle brand, the flavor of a beverage, or the effectiveness of a skincare product, these connections emphasize the real advantages and traits that customers associate with the brand's products. Brand associations include a wide range of impressions, feelings, and characteristics that customers identify with a brand. These connections are based on the unique traits, characteristics, and attributes of a brand's goods or services. It also includes functional benefits, which are the practical advantages or usefulness that consumers get by using a brand's products or services. These firms cater to certain client needs and aspirations, such as convenience, reliability, durability, and cost-effectiveness. It also represents the values, ideas, and objectives that a brand upholds and promotes. These connections indicate the brand's ethical principles, social responsibility, and commitment to positively influencing society. Overall, various types of brand links influence consumers' perceptions, preferences, and behaviors toward the brand. Furthermore, there is brand tie with the Apple brand. Apple has successfully developed strong brand connotations that connect with consumers all across the world. Apple is often associated with innovation and creativity. Apple has established a reputation for pushing the boundaries of technology and design with breakthrough products such as the iPhone, iPad, and MacBook. Consumers see Apple as an industry leader, always introducing new features and upgrades that transform user experiences. Apple products are recognized for their clean, simple designs and visual appeal. The brand is associated with elegance, simplicity, and refinement, indicating a concentration on aesthetics and user-friendly design. Customers often highlight Apple's design as an important factor in their purchasing decisions, complimenting the company's attention to detail and focus on aesthetics. Apple is synonymous with quality and trustworthiness. The brand's products are regarded as premium and high-quality, built to last and work reliably over time. Consumers trust Apple to provide products that meet their performance, durability, and reliability requirements, resulting in strong brand loyalty and repeat purchases. Apple has created a passionate and dedicated community of customers and supporters that promote the company and its products. Apple enthusiasts often join in user groups, forums, and social media platforms to share their experiences, ideas, and recommendations for Apple products. This sense of community increases brand loyalty and word-of-mouth marketing, resulting in stronger brand connections. As a consequence, Apple's brand connotations include innovation, design, quality, lifestyle, and community, all of which shape how people view and engage with the company. These strong brand ties have helped Apple become one of the world's most valuable and recognizable brands (Gilitwala, B., & Nag, A. K., 2022).

According to Dekimpe, M. G., Steenkamp, J. B. E., Mellens, M., and Abeele, P. V. (1997), one of the most important components in developing brand equity is fostering brand loyalty between the brand and the consumer. Brand loyalty is defined as positive attitudes toward a brand that eventually lead to consistent purchases. It is the outcome of customers discovering that one brand can meet all of their requirements. Marketing research has mostly used two methodologies to assess brand loyalty. The first, known as the behavioral approach to brand loyalty, regards consistent brand purchases over a long period of time as evidence of brand loyalty. Loyalty has been quantified using behavioral indicators such as the proportion or sequence of purchases. Recurring purchase patterns are supposed to indicate reinforcement and a strong stimulus-response relationship. However, such loyalty may be due to inertia rather than a genuine commitment to the brand. The second, a cognitive approach to brand loyalty, underlines that it cannot be judged just via behavior. Loyalty implies a commitment to a brand that cannot be assessed only by current behavior. Brand loyalty, which may vary from regular consumer to pleased buyer to those who enjoy the brand to the genuinely dedicated, increases value largely by cutting marketing costs: maintaining current customers is significantly less costly than acquiring new ones. Competitors also struggle to engage with satisfied brand customers, who have little motivation to learn about alternatives. The burden on the competitor's brand is severe. A typical mistake is to grow sales by enticing new customers while ignoring existing ones. Loyal customers may occasionally influence others by using or endorsing the product. Customer loyalty is often the foundation of a brand's equity. It indicates how likely a customer is to switch to another brand, especially if that brand alters its price or product features. As brand loyalty increases, consumers' susceptibility to competitive activity lowers. There are at least five different levels of loyalty. These levels are styled and may not always exist in their original configuration. However, these five categories give an understanding of the many forms that loyalty may take and how they effect brand equity. Existing customer brand loyalty is a strategic asset that may create value in a variety of ways if properly leveraged and maintained. A loyal customer base may reduce marketing expenditures since it is substantially less costly to retain a client than to acquire and lose one, and it provides you with a competitive edge in the distribution channel. Customers may help raise brand awareness and bring comfort to future customers. Loyal customers will also give the firm time to respond to competing challenges. Metrics for analyzing brand loyalty provide information on the strength and depth of the relationship between customers and brands. The repeat purchase rate is one of the measures used to measure brand loyalty. It refers to the percentage of customers that make several purchases from the same brand during a certain time period. A high repeat purchase rate implies strong brand loyalty since customers want to buy from the firm again. It also measures client retention, which is the percentage of customers that continue to purchase from the firm over time. It displays the brand's ability to retain existing customers and establish long-term relationships with them (Mandhachitara, R., & Smith, T. A. 2003).

In the extremely competitive beverage industry, PepsiCo stands out as a shining example of effective brand equity management. With a varied range of beverages and snacks, PepsiCo has utilized diligent monitoring and enhancement tactics to sustain brand equity throughout time. Brand awareness is a key component of PepsiCo's brand equity management strategy. PepsiCo maintains its trademarks visible and top-of-mind among consumers with extensive marketing campaigns, sponsorships, and product placements. For example, the Pepsi brand is connected with major sporting events such as the Super Bowl, where the company invests heavily in advertising to reach a global audience and increase brand awareness. In terms of brand relationships, PepsiCo has carefully crafted messaging that addresses people's interests and lifestyles. The Pepsi brand, in particular, is often associated with youth, exuberance, and pop culture. PepsiCo leverages celebrity endorsements and partnerships with renowned influencers to reinforce positive associations and engage its target audience on a more intimate level. Furthermore, PepsiCo encourages brand loyalty via innovative marketing initiatives and consumer engagement strategies. The company established the Pepsi Refresh Project, a social impact program in which consumers may submit ideas for community activities and receive funding from PepsiCo. This effort increased brand loyalty by linking Pepsi with social responsibility, but it also fostered a sense of community among consumers. PepsiCo use both quantitative and qualitative research methods to analyze the effectiveness of its brand equity initiatives. The business conducts regular brand monitoring surveys to analyze key brand health indicators such as awareness, perception, and loyalty. PepsiCo also analyzes sales data, customer feedback, and market trends to better understand consumer preferences and market dynamics. PepsiCo consistently fine-tunes its brand equity management methods based on empirical research and industry best practices in order to improve and safeguard the long-term performance of its brands. PepsiCo excels in brand equity management in the competitive beverage industry by focusing on brand awareness, building positive brand connotations, and encouraging brand loyalty.

Brand Equity Development Procedures

Brand equity development procedures are crucial for enhancing a brand's competitive edge and guaranteeing long-term market viability. Product innovation and marketing communication are the two most essential approaches to this endeavor. Product innovation is a key component of brand marketing. Brands may adapt to changing client expectations, differentiate themselves, and stimulate growth by introducing new products or enhancing existing ones on a regular basis. For example, companies like Apple have continually revolutionized technology via unique product debuts, such as new iPhone models with enhanced features. Such initiatives not only boost brand differentiation but also raise perceived brand value, resulting in increased consumer loyalty and preference. Effective marketing communication is essential for creating consumer perceptions and developing strong brand ties. Brands may utilize strategic communication initiatives to share their principles, personalities, and unique selling features with their target audience. This comprises a number of channels such as advertising campaigns, social media engagement, content marketing, and experiential activities, all of which aim to connect with consumers and develop their emotional bond with the brand. Coca-Cola's iconic marketing campaigns, such as Open Happiness and Share a Coke, demonstrate how to efficiently develop positive brand associations and strengthen emotional bonds with people all over the globe. In essence, product innovation and marketing communication emerge as important pillars for building brand equity, creating brand differentiation, and maintaining long-term consumer relationships. Implementing brand equity preservation measures allows brands to improve their market position, boost growth, and retain long-term relevance in the face of changing consumer environments. These methods are essential for defending a brand's reputation, value, and market position against any challenges or hazards. Two essential strategies in this regard are brand consistency and reputation management. To begin, brand consistency is critical to preserving brand equity. Consistency across many brand touchpoints, including visual identity, messaging, and customer experience, improves brand integrity and increases consumer trust. Companies can create a strong and cohesive brand identity that interacts with consumers and increases brand memory by keeping branding elements like logos, colors, fonts, and brand voice constant. Companies like McDonald's and Coca-Cola, for example, have consistently maintained their brand components throughout time, ensuring that consumers worldwide easily recognize and trust their brands regardless of geographical location or marketing medium (Mahmood, A., & Bashir, J. 2020).

Second, brand reputation management is essential for mitigating risks and preserving brand value. Proactive reputation management comprises monitoring both online and offline channels for mentions, reviews, or conversations about the brand, as well as reacting to any issues or complaints that arise. Companies that actively connect with customers, reply to their comments, and resolve issues in a transparent and timely manner may boost trust, loyalty, and positive brand views. Furthermore, investing in proactive crisis management approaches such as contingency planning and stakeholder communication protocols may help businesses navigate unanticipated roadblocks or crises more quickly while reducing potential damage to brand value. For example, when Toyota had to recall a number of products owing to safety issues, the company's proactive crisis management strategy, which included quick recalls, open communication, and compensation efforts, helped limit reputational harm and sustain customer faith in the brand over time.

Brand consistency and reputation management are essential components of brand equity preservation strategies. Companies may safeguard their reputation, increase client trust, and keep brand equity by stressing consistency in branding operations and using proactive reputation management approaches. Finally, the research on "Managing Brand Equity: Measurement and Enhancement Techniques" underlines the significance of brand equity as a driver of consumer preference and loyalty. It investigates three important aspects of brand equity: brand awareness, brand associations, and brand loyalty, stressing their significance in shaping consumer perceptions and behaviors toward a business. The study looks at many techniques for monitoring and regulating these components, drawing on empirical research and industry best practices. It also emphasizes the need of developing and protecting brand equity in order to achieve long-term success in a competitive business. From a theoretical standpoint, it contributes to the existing body of knowledge on brand equity by providing a comprehensive understanding of its many components, including brand awareness, brand associations, and brand loyalty (Yoo et al. 2000). It explains how these traits interact and influence consumer behavior, broadening theoretical frameworks in marketing and brand management. Furthermore, research on ways for analyzing and preserving brand equity benefits both academics and businesses. It gives businesses practical advice on how to correctly analyze and increase their brand equity by using empirical research and industry best practices. This includes guidance for using quantitative and qualitative evaluation approaches, as well as long-term strategies for building and protecting brand equity. For practitioners, the ramifications are critical. The paper provides practical insights and advice for developing and implementing brand management strategies that improve client preference and loyalty. Organizations that utilize the principles outlined in the paper may improve their competitive position, establish stronger customer connections, and ultimately retain long-term success in the marketplace.

In general, the implications for theory and practice highlight the significance of recognizing and maintaining brand equity as a key driver of organizational performance. This might include combining advanced analytics, artificial intelligence, and big data analytics to get a better understanding of customer views and actions. Organizations may establish more effective strategies for maintaining and growing brand equity by better understanding its drivers. In the future, the author may concentrate on discovering new techniques and best practices for developing and safeguarding brand equity in an increasingly competitive market context. As organizations develop worldwide, there will be an increased need to understand how cultural aspects affect brand equity. There is a need to investigate the influence of cultural variations on brand perceptions and preferences, which will lead to more customized brand management strategies for varied markets. With the continuous digital revolution, digital channels play an increasingly crucial role in shaping brand equity. As time passes, there is a growing need to investigate the creation of frameworks and models for evaluating digital brand equity and enhancing digital brand experiences in order to increase overall brand equity. Organizations may improve their brand equity and retain a competitive advantage in the marketplace by investigating new measuring methodologies, integrating multi-channel data, taking into account cross-cultural viewpoints, embracing sustainability and CSR, and implementing dynamic brand management strategies.

References

1. Aaker, D. A., & Biel, A. L. (2013). Brand equity and advertising: An overview. Brand Equity & Advertising, 1-8.
2. Asif, M., Abbas, K., Kashif, M., Hussain, S., & Hussain, I. (2015). Impact of brand awareness and loyalty on brand equity. *Journal of Marketing and Consumer Research*, *12*(1), 67-72.
3. Baca, G., & Reshidi, N. (2023). Developing internal marketing strategies for measuring and managing employee-based brand equity. Qualitative Market Research: An International Journal, 26(5), 687-704.
4. Gilitwala, B., & Nag, A. K. (2022). Understanding effective factors affecting brand equity. Cogent Business & Management, 9(1), 2104431.
5. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of marketing, 57(1), 1-22.
6. Keller, K. L., Parameswaran, M. G., & Jacob, I. (2010). Strategic brand management: Building, measuring, and managing brand equity. Pearson Education India.
7. Kim, Y., & Oh, K. W. (2020). Which consumer associations can build a sustainable fashion brand image? Evidence from fast fashion brands. Sustainability, 12(5), 1703.
8. Mahmood, A., & Bashir, J. (2020). How does corporate social responsibility transform brand reputation into brand equity? Economic and noneconomic perspectives of CSR. International Journal of Engineering Business Management, 12, 1847979020927547.
9. Mandhachitara, R., & Smith, T. A. (2003). An operationalisation and extension of a theoretical model of customer brand loyalty with additional reference to market position and consumer-based

consequences. Faculty of Commerce and Accountancy, Thammasat University.

10. Simmons, G., Thomas, B., & Truong, Y. (2010). Managing i-branding to create brand equity. European Journal of Marketing, 44(9/10), 1260-1285.
11. Tiwari, M. K. (2010). Separation of brand equity and brand value. Global business review, 11(3), 421-434.
12. Vuong, T. K., & Bui, H. M. (2023). The role of corporate social responsibility activities in employees' perception of brand reputation and brand equity. Case Studies in Chemical and Environmental Engineering, 7, 100313..
13. Yoo, B., Donthu, N., Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. Journal of the Academy of Marketing Science, 28(2), 195-211
14. Zia, A., Younus, S., & Mirza, F. (2021). Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. International Journal of Innovation, Creativity and Change, 15(2), 1091-1106.