MEASURING CUSTOMER BASED BRAND EQUITY: EMPIRICAL EVIDENCE FROM TEXTILE MARKET IN MAJOR CITIES OF TAMILNADU

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Abstract
Over the past decade, the United States textile and apparel industry has become less competitive in the global marketplace. There are many reasons for this, including overcapacity and low profitability. Brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of companies. However, there is no common viewpoint emerged on the content and measurement of brand equity. Brand equity has been examined from financial and customer-based perspectives. This paper will only study the customer-based brand equity which refers to the consumer response to a brand name. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity

Keywords: Brand Equity, Brand Awareness, Brand Associations, Brand Loyalty, Perceived Quality.

INTRODUCTION
Brand
Brands take on special meaning to consumers. Because of past experiences with the product and consumers learn about brands. They find out which brands satisfy their needs and which ones do not. There are many ways to measure a brand. Some measurements approaches are at the firm level, some at the product level and still others are at the consumer level.

Brand equity
Brand equity built-up the value in brand. This value can comprise both tangible, functional attributes and intangible, emotional attributes such as the luxury brand for people with style and good taste.

The purpose of brand equity metrics is to measure the value of a brand. A brand encompasses the name, logo, image, and perceptions that identify a product, service, or provider in the minds of customers. It takes shape in advertising, packaging, and other marketing communications, and becomes a focus of the relationship with consumers.

Brand Awareness
Brand awareness is the extent to which the consumer associates the brand with the product he desires to buy. It is the brand recall and the brand recognition of the company to the consumers. Brand recall is the ability of the consumer to recollect the brand with reference to the product whereas brand recognition is the potential of the consumer to retrieve the past knowledge of the brand when enquired about the brand or shown an image of the brand logo. Brand awareness is an essential part of brand development which helps the brand to stand out from the others in this monopolistically competitive market.

Brand association
Brand associations are formed on the following basis:
- Customers contact with the organization and its employees;
- Advertisements;
- Word of mouth publicity;
- Price at which the brand is sold;
- Celebrity/big entity association;

Perceived Quality
The term "Perceived Quality" refers to the quality that customers acknowledge via the look, the touch, and the feel of a Textile showroom
Dimensions of perceived quality: the service context
1. Tangibles: Do the physical facilities, equipment, and appearance of personnel imply quality?
2. Reliability: Will the accounting work be performed dependably and accurately?

3. Competence: Does the repair shop staff have the knowledge and skill to get the job done right? Do they convey trust and confidence?
4. Responsiveness: Is the sales staff willing to help customers and provide prompt service?
5. Empathy: Does the bank provide caring, individualized attention to its customers?

Brand loyalty
Brand loyalty is where a person buys products from the same manufacturer repeatedly rather than from other suppliers. In a survey of nearly 200 senior marketing managers, 69 percent responded that they found the "loyalty" metric very useful.

OBJECTIVES OF THE STUDY
1. To determine the significance of demographic factors that influence brand equity.
2. To determine the significance of psychographic factors that influence brand equity.
3. To identify factors which influence brand equity of Textile showrooms in Tamilnadu.
4. To offer valuable suggestions for the theoretical contribution as well as for the managerial implications.

LITERATURE REVIEW
According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of seller and to differentiate them from those of competition. Every brand retains a certain amount of brand equity, defined as the assets or liabilities associated with the brand that add to, or subtract from, the value the product provides (Aaker, 1996). The model itself was tactical and reactive rather than strategic and visionary (Aaker, D. A 2003).

Branding and the role of brands, as traditionally understood, were subject to constant review and redefinition. A traditional definition of a brand was: "the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)" (kotler 1996).

The brand is a sign whose function is to disclose the hidden qualities of the product which are inaccessible to contact". The brand served to identify a product and to distinguish it from the competition. The challenge today is to create a strong and distinctive image. (Kohli, Chiranjeev and Mrugankthakor 1997).

The brands emerged in 1990 because of different causes like new technologies, political and trade issues in the age of industrialized imperialism. And companies had more choice in spite of distances and new markets and this caused "a need for higher levels of product standardization and easily recognizable marks of quality and identity" (wood, 2008).

Competitive advantage for firms may be determined in terms of revenue, profit, added value or market share. Benefits the consumer purchase may be real or illusory, rational or emotional, tangible or intangible (Wood 2000).

A product's brand connects a company's output and reputation with customers' needs and investors' hopes. (Ulrich 2007)
That there is no certain definition for brands or branding, but this definition should include both functional and emotional aspects (Power 2008).

Brands are born with distinctive names and then by the help of functional capabilities people start to recognize them, symbolic features are first steps to make the brand different in the mass market these features like brand personality makes the brand hard to copy. (De charnatony, 1997).

RESEARCH MODEL
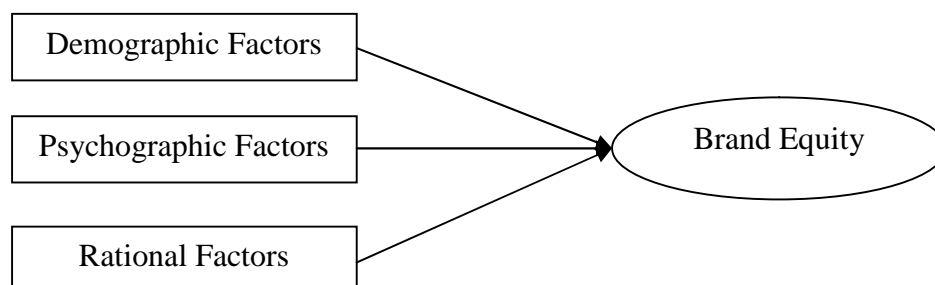
RESEARCH METHODOLOGY

The Research Methodology generally refers to the systematic procedure carried out in any project or research study. Methodology gives a clear picture of the objectives, scope, need, design and limitations of the study and describes the nature of design, data collection and analysis procedure.

Research Design: The Research design is the arrangement of the condition and analysis of data in a manner that aims to combine relevance to the research.

Research design constitutes the blue print for the collection, measurement and analysis of data. In this study, the researcher has adopted "Descriptive Research" for the analysis.

Descriptive Research Design: Descriptive Research includes surveys and fact-finding inquiries. The major purpose of descriptive research is a description of the state of affairs as it exists at present study.

Sampling Technique: In this study, the researcher used judgment sampling, because the judgment sampling design is used when a limited number or category of people have the information that is sought. judgment sampling calls for special efforts to locate and gain access to the individuals who do have the requisite information.

Sampling Unit: The Researcher considered the permanent employees of IT Industries in Tamilnadu as the sampling unit for this study.

Sample Size: The Sample Size for this study is 200.

Sources of data: The Study conducted by using both primary and secondary data; however the study relied on the primary data for the analysis.

Data Collection: The Main source of data collection is Primary.

RESULT AND DISCUSSION

Scale Reliability

After identifying the dimension underlying a factor, a researcher may prepare a scale of those dimensions to measure the factor. Such a scale has to be tested for validity and reliability. Proper validity and reliability testing can be done using CFA. However, researcher commonly uses the Cronbach alpha coefficient for establishing scale reliability. A high value of the cronbach alpha coefficient suggests that the item that make up the scale "hang together" and measure the same underlying construct. A value of Cronbach alpha above 0.07 can be used as a reasonable test of scale reliability.

Cronbach's Alpha	N of Items
.631	20

The alpha values were calculated to assess the internal consistency reliabilities of the variables. For scale variables, the value of .843 indicated adequate reliability (Nunnally, 1978).

Cronbach's   (alpha) is a statistics used in this study. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. Cronbach's alpha will generally increase as the intercorrelations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores, because intercorrelations among test items are maximized when all items measure the same construct, Cronbach's alpha is widely believed to indirectly indicate the degree to which a set of items measures a single unidimensional latent construct. Demographic and Rational profile of consumers analyzed using frequency analysis (i.e.) percentage analysis in this study.

Frequency Analysis

Demographic	Variables	Number of Respondent
Gender	Male	105
	Female	95
Age	Below 20years	34
	21-30years	61
	31-40years	93
	Above 40	12
Educational Qualification	Up to 10	26
	Up to +2	24
	UG	56
	PG	22
	Diploma	72
Marital Status	Married	138

	Unmarried	62
Income Level	Below Rs.10000	6
	Rs.10000-20000	26
	Rs.20000-30000	40
	Rs.30000-50000	94
	Above Rs.50000	34

Chi-Square Tests
Age wise classification and agreeness of following latest trends and fashion of respondents

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.654	16	.000
Likelihood Ratio	53.291	16	.000
Linear-by-Linear Association	1.866	1	.172
N of Valid Cases	400		

Chi-square test used to test the significance between the variables. Here, sig. (significance) P value (probability value) of less than .05 required to confer as validation. Hence it is inferred that the P value is 0, so age is major factor which influence customer to purchase Textile products, so age having significant impact for the following latest trends and fashion.

Gross annual income classification and agreeness of following latest trends and fashion of respondents.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.198	12	.110
Likelihood Ratio	21.415	12	.045
Linear-by-Linear Association	4.475	1	.034
N of Valid Cases	400		

Chi-square test used to test the significance between the variables. Here, sig. (significance) P value (probability value) of less than .05 required to confer as validation. Hence it is inferred that the P value is .110, so below 4, 00,000 income group who are middle class customer not willing to purchase Textile products, so below 4,00,000 income group having no significant impact for the following latest trends and fashion.

Gender wise classification and agreeness of willing to purchase more compared with other brands available in Textile Showrooms.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.201	3	.000
Likelihood Ratio	25.383	3	.000
Linear-by-Linear Association	18.297	1	.000
N of Valid Cases	400		

Chi-square test used to test the significance between the variables. Here, sig. (significance) P value (probability value) of less than .05 required to confer as validation. Hence it is infer that the P value is .000, so male group are the majority of customers when compared to female group so the male group having significant impact for the willing to purchase more compared with other brands available in Textile Showrooms in Tamilnadu.

Occupation wise classification and agreeness of I like to learn about art, culture and history.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.046	12	.020
Likelihood Ratio	25.765	12	.012
Linear-by-Linear Association	5.926	1	.015
N of Valid Cases	400		

Chi-square test used to test the significance between the variables. Here, sig. (significance) P value (probability value) of less than .05 required to confer as validation. Hence it is infer that the P value is .020, so salaried employee group are the major

customer of reliance trends so they having significant impact for I like to learn about art, culture and history

KMO and Bartlett's Test for brand equity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	6719.861
	Df	325
	Sig.	.000

Kaiser-meyer-olkin test used to measure the sampling adequacy. Minimum kmo value of .5 required to conduct factor analysis. For this study concern, it is having .722 Kmo value is good with the samples of brand equity. Hence it is inferred that 400 samples with 26 variables having ability to extract factors.

Table 4.21.2 Total Variance Explained for brand equity

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.901	30.389	30.389	7.901	30.389	30.389	5.340	20.538	20.538
2	2.606	10.024	40.413	2.606	10.024	40.413	3.405	13.095	33.633
3	2.000	7.693	48.106	2.000	7.693	48.106	3.339	12.841	46.474
4	1.726	6.640	54.746	1.726	6.640	54.746	2.151	8.272	54.746
5	1.502	5.777	60.522						
6	1.353	5.204	65.727						
7	1.104	4.246	69.973						
8	1.031	3.967	73.940						
9	.888	3.416	77.356						
10	.831	3.196	80.552						
11	.753	2.895	83.447						
12	.587	2.259	85.705						
13	.573	2.203	87.909						
14	.483	1.856	89.765						
15	.433	1.664	91.429						
16	.378	1.453	92.881						
17	.358	1.378	94.260						
18	.299	1.151	95.410						
19	.248	.954	96.364						
20	.226	.867	97.232						
21	.190	.731	97.963						
22	.139	.536	98.499						
23	.124	.478	98.978						
24	.108	.414	99.391						
25	.084	.324	99.715						
26	.074	.285	100.000						

Extraction Method: Principal Component Analysis.

From the above total variance explained table provide the information about the eligible factors extracted from the variables and its influence level (variance). Factor analysis is the one of the data reduction method. It tries to reduce number of variables into few numbers of factors which explain or represent for all variables. Eigen value is the minimum eligibility for variable to consider as factor. Eigen value of 1 is minimum required. But for this study is having more than 4 variables are having Eigen values.

BRAND AWARENESS

S.No	Name of the variable	Factor score	Mean score	Rank	Variance	Reliability	Internal Validity	
							F Value	Sig
1	Good quality	.984	4.42	1		.659	8.205	000
2	Benefits	.889	4.29	3				
3	Comes to mind	.952	4.25	4	20.538%			
4	Varieties	.951	4.20	5				
5	Advertisement	.790	4.40	2				
	Grand Mean		4.31					

Brand awareness is the first factor extracted from the principal component analysis. This factor is having the ability of explaining the characteristics of 5 variables. Factor score is computed by using correlation matrix. From these highest scoring variables are good quality (.984), the second highest scorings variables are comes to mind (.952), the third scorings variables are varieties (.951) and the fourth scoring variables are benefits (.889).

Research used 5 point scale to get the response from the respondence. So, this mean score computed out of 5. Based on the mean score good quality variable having highest mean score of 4.42. So, it is consider as first rank, advertisement variable having the mean score of 4.40, so it is consider as second rank, benefits variable having the mean score of 4.29, so it is consider as third rank, comes to mind variable having mean score of 4.25, so it is consider as fourth rank, varieties variable having mean score of 4.20, so it is consider as fifth rank.

BRAND ASSOCIATION

S.No	Name of the variable	Factor score	Mean score	Rank	Variance	Reliability	Internal Validity	
1	Comfortable with products	.964	4.39	1		.693	F Value	Sig
2	Reputation	.912	4.22	4	13.095%		21.760	000
3	Comfortable with brands	.982	4.32	3				
4	Individual expectation	.958	4.04	6				
5	Understands the needs	.635	4.38	2				
6.	Distinct personality	.786	4.07	5				
	Grand Mean		4.24					

Brand association is the second factor extracted from the principal component analysis. This factor is having the ability of explaining the characteristics of 6 variables. Factor score is computed by using correlation matrix. Based on the relationship with each variable, highest value of the variable is loaded with the respective factors. From these highest scoring variables are comfortable with brands (.982), the second highest scorings variables are comfortable with products (.964), the third scorings variables are individual expectation (.958) and the fourth scoring variables are reputation (.912).

Research used 5 point scale to get the response from the respondence. So, this mean score computed out of 5. Based on the mean score comfortable with products variable having highest mean score of 4.39. So, it is consider as first rank, understands the needs variable having the mean score of 4.38, so it is consider as second rank, comfortable with brands variable having the mean score of 4.32, so it is consider as third rank, reputation variable having mean score of 4.22, so it is consider as fourth rank, distinct personality variable having mean score of 4.07, so it is consider as fifth rank, individual expectation variable having mean score of 4.04, so it is consider as sixth rank.

Table 4.21.5 PERCEIVED QUALITY

S.No	Name of the variable	Factor score	Mean score	Rank	Variance	Reliability	Internal Validity	
1	Modern looking	.863	4.14	9		.693	F Value	Sig
2	Promises	.847	4.28	7			21.760	000
3	Problem	.592	4.51	3	12.841%			

4	Performance	.865	4.45	4				
5	Willing to help	.886	4.56	2				
6	Safe in usage	.883	4.58	1				
7	Knowledge	.530	4.40	5				
8	Call centre	.499	4.37	6				
9	Individual attention	.567	4.22	8				
	Grand Mean		4.24					

Perceived quality is the third factor extracted from the principal component analysis. This factor is having the ability of explaining the characteristics of 9 variables. Factor score is computed by using correlation matrix. Based on the relationship with each variable, highest value of the variable is loaded with the respective factors. From these highest scoring variables are willing to help (.886), the second highest scorings variables are safe in usage (.883), the third scorings variables are performance (.865) and the fourth scoring variables are modern looking (.863).

Research used 5 point scale to get the response from the respondence. So, this mean score computed out of 5. Based on the mean score safe in usage variable having highest mean score of 4.58. So, it is consider as first rank, willing to help variable having the mean score of 4.56, so it is consider as second rank, problem variable having the mean score of 4.51, so it is consider as third rank, performance variable having mean score of 4.45, so it is consider as fourth rank, varieties variable having mean score of 4.20, so it is consider as fifth rank, call centre variable having mean score of 4.37, so it is consider as sixth rank, promises variable having mean score of 4.28, so it is consider as seventh rank, individual attention variable having mean score of 4.22, so it is consider as eight rank, modern looking variable having mean score of 4.14, so it is consider as ninth rank.

BRAND LOYALTY

S.No	Name of the variable	Factor score	Mean score	Rank	Variance	Reliability	Internal Validity	
1	Loyal	.969	4.31	2		.669	F Value	Sig
2	Good reputation	.891	4.25	6			2.467	.000
3	Induce others	.753	4.29	4	8.272%			
4	Willing to purchase	.856	4.29	4				
5	Satisfied	.844	4.31	2				
6	Price	.986	4.46	1				
	Grand Mean		4.32					

Brand loyalty is the fourth factor extracted from the principal component analysis. This factor is having the ability of explaining the characteristics of 6 variables. Factor score is computed by using correlation matrix. Based on the relationship with each variable, highest value of the variable is loaded with the respective factors. From these highest scoring variables are price (.986), the second highest scorings variables are loyal (.969), the third scorings variables are good reputation (.891) and the fourth scoring variables are willing to purchase (.856).

Research used 5 point scale to get the response from the despondence. So, this mean score computed out of 5. Based on the mean score price variable having highest mean score of 4.46. So, it is consider as first rank, loyal variable having the mean score of 4.31, so it is consider as second rank, satisfied variable having the mean score of 4.31, so it is consider as second rank, induce others variable having mean score of 4.29, so it is consider as fourth rank, willing to purchase variable having mean score of 4.29, so it is consider as fourth rank, good reputation variable having mean score of 4.25, so it is consider as fifth rank.

Ranking of construct based on mean value of brand equity

Dimension	Grand mean	Rank
Brand awareness	4.31	2
Brand association	4.24	3
Perceived quality	4.24	3
Brand loyalty	4.32	1

Research used 5 point scale to get the response from the respondents. So, this grand mean score computed out of 5. Based on

the mean score brand loyalty dimension having highest mean score of 4.32. So, it is consider as first rank, brand awareness dimension having the mean score of 4.31, so it is consider as second rank, brand association dimension having the mean score of 4.24, so it is consider as third rank, perceived quality dimension having mean score of 4.24, so it is consider as third rank.

CONCLUSION
The purpose of this study is to investigate consumer based factors related to questionnaires perception of brand equity to textile showrooms in major cities of Tamil Nadu. The study found several interested results from the analysis of data that influence brand equity of textile showrooms in Tamilnadu.

The study used different techniques for gathering independent data variables and those variables were analyzed to identify the significance of the relationship between demographic factors, and brand equity of textile showrooms. The questionnaires were distributed to two hundred consumers in major cities of Tamil Nadu.

The questionnaires composed of three parts, first part regarding the demographic factors that consist of personnel gender, age, education qualification, occupation, income and marital status. The second part regarding the psychographic factors. The third part regarding brand equity of luxury textile products that consist of brand awareness, brand loyalty, perceived quality and brand association.

The study analyzed data using the empirical and influential statistics. The result of the SPSS program represented descriptive statistic of demographic factors, influential statistics by factor analysis and experiment of hypotheses by using chi-square. The significant level is accepted or rejected at 0.05 and considers the test null hypotheses which are explained during the analysis.

MANAGERIAL IMPLICATION
1. The textile showrooms in Tamilnadu may concentrate on advertisement in order to attract all types of customers.
2. The o textile showrooms in Tamilnadu may revise their employee incentive scheme, because this is the main motivating factor for better result.
3. The textile showrooms in Tamilnadu may concentrate on various facilities like parking, ambience of the show room, because it is one of the main amenities of Promotion.
4. The textile showrooms in Tamilnadu may create better awareness among Customers regarding brand equity which leads to their involvement.

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