

# The effect of brand value as perceived by the selected consumers in Trinoma, Quezon City

Allie V Agustin  
Arts Science and Technology Department  
De La Salle Araneta University  
Philippines  
whabenz@gmail.com

Mevelin D Cabotage, Solzhenitzyn T Basal, Lorna Bouing, and Bernie Balmeo  
Business Administration Department  
New Era University  
Philippines  
mdcabotage@gmail.com, stbasal@yahoo.com, {lcbouring and bebalmeo}@gmail.com

**Abstract—** Researchers typically have two objectives in this regard: First to determine what segments or subgroups exist in the overall population: and secondly to create and complete picture of the characteristics of a typical member of each of segments. Gender, more of our respondents were male with 61% respondents over 39% female respondents.

Civil status, majority of the respondents was single and married with monthly income, most of the respondents earns an average income of P 8,001 – P 12,000 wherein the respondents choose J.C.O. Company because this company has more to offer new products.

It found out further that most of the respondents purchased J..C.O because of their curiosity with 36%, the worth it of purchasing got 14% respondents. The food quality gather 11% respondents, peer pressure, influence of friends and affordable got 8% to compare with the other doughnut. The researchers also determined that branding plays an enormous role especially to conclude the variance of one product/service to another establishment that offers the same corporate contour.

**Keywords-** *Attitude towards product, Behavioral profile, Brand Value, Core, Loyalty status, Marketer, Market Value, Monetary, Personality, Products, Proprietary, Psychographic, User status*

## I. INTRODUCTION

According to Edwin Artzt, “Brand value is very much like an onion. It has layers and a core. The core is the user who will stick with you until the very end. “ Brand value is benefit to firm of brand the amount that the brand is worth in terms of income, potential income, reputation, prestige, and market value. Brands with a high value are regarded as considerable assets to a company, so that when a company is sold brand with a high value may be worth more than any other consideration. Nowadays, people are willing to pay more for a brand than product. Brand value is the extra money a company can make from its products solely because of its brand name.

In recent years, the popularity of branding, couple with the factors that have required marketers to be more accountable for their marketing expenditures and program has resulted in a number of effort to measure the worth of brand. Basically the idea in brand value is to derive measures that translate as best as possible info financial vocabulary. The reasoning seems fair and sound- if marketers argue that their brands are assets, then they should be able to attach monetary-like figure to that worth, some of the numbers that enter into these calculation are available in public firm’s annual reports. Other numbers are obtained from customer survey data. Still another number are proprietary to the firms doing the calculations, such as inter brand.

As an example, how much more is a consumer willing to pay for coffee at Starbucks as opposed to a coffee at fast-food restaurant? In this case, those consumers who are sensitive pertaining to brands would positively choose Starbucks because of its recognition within the industry, rather than those cheaper coffees in fast-foods.

Brand value is simple concept, but one of fundamental importance to any brand-owning business. Every interaction a customer has with a company influence their perception of the brand. Having a strong Brand name within a product gives impact to the consumers. It retains to their minds and gives the idea to stick more to the company. The quality, price, and satisfaction, usually envelopes with the brand name of a particular product.

In certain supermarkets, buyers, consumers, users, customers are divided into two(2) psychological behaviors: the first group is those price sensitive consumers; they don’t care about the brand name as long as the product category is same as those we call BRANDED. In this group quality about the product is usually sacrificed. Another thing are those brand conscious consumers, they don’t care about the price they are sensitive about brand’s popularity. Usually, the value and quality of products relies on its brand name.

Brand value defined as the net present value of the future earnings attributable to the brand taking account of the impact of the brand on the business and the strength of the brand in its

market. "A brand that captures your mind gains behavior. A brand that captures your heart gains commitment." Scott Talgo.

This study first aim to understand the effects of perceived value on brand credibility and brand prestige on relationship quality dimension (i.e., brand trust and commitment) and behavioral brand loyalty. Finally, this study explores the unique contribution of social value on social image congruence, well-being perception, brand commitment, and ultimately brand behavioral loyalty. This study tests proposed relationship in the fast-food industry where brand management is very critical.

#### A. *Research Questions*

The main purpose of this study is to identify the awareness of selected people in Quezon City regarding brand value of some fast-food chains as basis of these.

Specifically, it aimed to answer the following questions:

1. How may the profile of the respondents' consumers be described as to:
  - 1.1 age,
  - 1.2 gender,
  - 1.3 civil status,
  - 1.4 educational attainment, and monthly income?
2. How can you differentiate J.C.O to other donuts?
3. How do the consumers frequently visit J.C.O store?
4. Why does the consumers purchase J.C.O. Donuts?
5. What kind of satisfaction does J.C.O brings to their consumers?

#### B. *Scope and limitation*

The Major Focus of the study is the effects of brand value in J.CO Company to the specific consumer located at Trinoma, Quezon City. The Research randomly select the consumers within the place. Since, Quezon City is too broad, to make it easier, the researchers chose J. CO branch within the area of Trinoma to gather information about how consumers affect their buying behavior when "branding" is being the main focus of the topic.

#### C. *Conceptual Framework*

This research shows how "The effect of Brand Value as perceived by the selected consumers in Quezon City" Practices and their recent promotions are becoming increasingly relevant for consumer's wants and needs. Both companies are set their own standards for them to become more effective and more convincing to customers. When we consider them to be our topic we are practicing in a broader sense. We can see that their practices are frequently appearing in the sense that every customer's had feedback about them.

According to Keller (1998), who approached the concept of brand equity from the perspective of the consumers, define "customer-based brand equity as the differential effect that brand knowledge has on the consumer or how customers respond to the marketing of that brand." He also suggested that as customers respond more favorably to a product whose brand is identified, the brand has positive customers-based brand equity and it exists when the consumers has a high level of awareness and familiarity and strong, favorable, and unique brand association in their memory (Keller, 2002). The brand is established through the proper identity, the appropriate brand meaning, the right brand responses, and the appropriate brand relationship with customers by establishing six core brand value: brand salience, brand performance, brand imagery, brand judgment, brand feelings, and brand resonance (Keller, 2001)

Brand equity gives value to customers. This value is achieved by helping customers in process sing information about the marketplace and gain confidence in their purchase decisions. Ultimately brand equity enhances consumer satisfaction while using the product. (Rise, 2000) Brand equity gives value to the firm by increasing the effectiveness of marketing programs. The components of brand equality allow a firm t develop a competitive advantage over other player. Ultimately that leads to higher price earnings ratios and enhanced shareholder value, achieved because of the brand loyalty of customers. (Kapfrer, 2001). Another aspect of brand interpretation is in the terms of positioning. Positioning could be focused on a particular functional benefit or relatively small number of functional benefits – for example, BMW as affiance, Volvo as safety, and Mercedes as prestige and Toyota as reliability. This does not mean that an automobile brand other that BMW is not efficient but efficiency is highlighted as the major BMW strength and this shows it is positioned. (Linostrom, 2001) There are several characteristics of a powerful brand poisoning strategy .Firstly, it should be centered ideally on one functional attribute, or if necessary a couple since the more attributes included the more difficult it is to get these registered in customers 'minds.

Secondly, it should be recognized, as Rise and Trout (1986) stress, the positioning is not what is done to a brand; is what is registered in the customer's mind. In other words, it is myopic just to focus in brand development. Rather there should be a balanced perspective, evaluating what the customer register in his mind about the brand, then fine-tuning the brand until there is better alignment between the intended positioning and the actual resultant positioning.

Thirdly, the brand positioning should focus on functional benefit valued by customers, rather than those valued by managers," It is very easy to focus on features which have more to do with reflecting the organization's competencies, rather than taking to involve the customer in the development process," (Rise, 2000). In the two broad categories used to classify brand interpretation, the brand as a positioning devise has been termed into the input perspective since this reflects managers' views of the brand as strategic tool. For successful positioning there needs to be both an input and output

positioning perspective. (Keller, 2004) People do not react to reality but to what they perceive as reality. This perspective encourage a more consumer-centered approach to brand as set of associations perceived by an individual, over time, as a result of direct or indirect experience of a brand. There may be associations with functional qualities, or with individual people or events. It is unlikely for two people to have exactly the same image of a brand, but their image may have common features. (Keller, 2004)

The concept of brand equity has been the subject of a number of studies and has been viewed from a number of perspectives. It has been described frequently as the value a brand name adds to product. That value can be a halo extending beyond the current product category to other product classes. Generally, brand equity result from all the activities needed to market the brand. Therefore, it can be viewed in terms of the brand-focused marketing effects of those activities. It has received a great deal of attention recently for several reason, the foremost of which is the increasing strategic pressure to maximize marketing productivity. That pressure yields managerial attempts to gain advantage by increasing efficiency. In addition, references' to marketing success based on synergy, consistency, and complementarity (Park and Zaltman, 1987) have tended to support a deeper understanding of the underlying components of products, and have awakened marketing manager to survival opportunities in an era of flat markets, increasing costs, and greater international competition. The literature on brand equity shows two major focuses. Some authors have focused on the financial aspect of brand equity, more pertinent to determining a brand's valuation for accounting, merger, or acquisition purposes. Other have focused on the consumer behavior effects specific to a particular brand. For marketers, the consumer effects. The underlying basis f brand equity is consumer memory. Much of the cognitive psychology literature has been devoted to the study of memory structure and the process of memory. Most of the widely accepted work involves conceptualization of memory structure involving associate models. An associate model views memory as consisting of a set of nodes and links (Wyer and Srull, 1989, but see Keller 1993). Nodes are stored information connected by links of varying strengths. When the consumer thinks about a product, or recognizes a problem, a "spreading activation" process node and determines the extent of retrieval. For example, if a consumer's automobile is damaged in an accident, he or she will encode the information in a node in memory, which may activate other nodes including those devoted to insurance agency information, the dealership which sold the last car, advertising information about a new model, and others.

Keller (1993), conceptualization brand equity using an associative memory model focused on brand knowledge and involving two components, brand awareness and brand image, described as a set of brand associations. Using this conceptualization of brand equity, the manager's first job is to create and enhance brand awareness, then build on this foundation and craft a salient image composed of group of positive association about the brand. Typical marketing tools

used to create brand image includes the choice of advertising budgets, messages and media, as well as packaging, pricing and distribution channels. Proper management of these elements helps to create a level of awareness in the target audience and careful creative activities can form a brand identity in the consumers mind- its brand image.

Evaluating a brand's needs to take into consideration customers levels of involvement with the category (Poiesz, 1986). For those categories where customers are actively involved in spreading time and effort seeking out and processing brand information, it has been argued that brand image relates to a network of information stored in memory that helps the customers define their self For low involvement categories, where customers habitually buy the brand, or undertake minimal information searching, brand image is a holistic impression of the brand's position relative to its perceived competitors. To identify the brand's image a low involvement evaluation procedure would be appropriate, for example mental mapping. Customers are asked which brands they believe a particular brand competes against. The brand under focus and the other named brands are then written on cards. These are shuffled, given to the person who is asked to close to each other. After a record photography is taken of the way the cards were arranged, the respondent is asked to explain their map, and from this, insight is obtained about the brand's image (Mattiott, 2002). Brand equity has been described as the value a brand name adds to a product. That value can be halo extending beyond the current product category to other classes. Generally, brand equity results from all the activities needed to market the brand. Therefore, it can be viewed in terms of the brand- focused marketing effects of those activities. It has received a great deal of attention recently for several reason, the foremost of which is the increasing strategic pressure to maximize marketing productivity. That pressure yields managerial attempts to gain advantage by increasing efficiency. In addition, references to marketing success based on synergy, consistency and complementary have tended to support a deeper understanding of the underlying components of products, have awakened marketing managers to survival opportunities in an era of flat market, increasing costs and great international competition (Earls,2003 )

According to Morar, Every in interaction a customer has with a company influences their perception of the brand. In turn, these customer perception influence customer behavior, and ultimately the company's financial performance: We define brand value as the net present value of the future earnings attributable to the brand, taking account of the impact of the brand on the business and the strength of the brand in its market. Brand value and valuation are themes that run across many aspects of our services. The thinking and technique that underpin brand value are applicable to brand management, brand transaction and many aspects of marketing decision support.

## II. METHODOLOGY

In this study, the researchers used the descriptive method of research, **Descriptive research** is used to describe characteristics of a **population** or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?). The characteristics used to describe the situation or population are usually some kind of categorical scheme also known as descriptive categories.

According to James Keys (2000), Descriptive Research is used to obtain information concerning the current status of the phenomena to "what exists" with the respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to development studies which seek to determine changes over time. Descriptive research does not fit neatly into the definition of either quantitative or qualitative research methodologies, but instead research refers to the type of research question, design, and data analysis that will be applied to a given topic. Descriptive statistics tell what is while inferential statistics try to determine the cause and effect.

The principal respondents of the study were the selected consumers in Quezon City. The researcher is confident that the 100 numbers of consumers that has been chosen can represent the whole population of the consumer in Trinoma, Quezon City in terms of their own brand.

## III. RESULT AND DISCUSSION

### A. Summary of Finding

The salient findings of the study are as follows:

1. How selected consumers do affects their decision in choosing J.C.O Company as brand value as perceived in terms of their.

Demographic profile: Researchers typically have two objectives in this regard: First to determine what segments or subgroups exist in the overall population: and secondly to create and complete picture of the characteristics of a typical member of each of segments.

Gender, more of our respondents were male with 61% respondents over 39% female respondents.

Civil status, majority of the respondents was single and married.

Monthly income, most of the respondents earns an average income of P 8,001 – P 12,000 Company because this company has more to offer new products

It found out further that most of the respondents purchased J.C.O because of their curiosity with 36%, the worth it of purchasing got 14% respondents. The food quality

gather 11% respondents, peer pressure, influence of friends and affordable got 8% to compare with the other doughnut.

Respondent frequently go to J.C.O twice a week (21%) being the highest and once a week (4%) being the lowest.

2. Which of the following attributes most influence your decision to choose J.C.O. to the other doughnut.

The overall computed result of the factors that affect the decision of the respondents to most of the respondents purchased J.C.O. doughnut because of their curiosity with 36%, the worth it of purchasing got 14% respondents. The food quality gather 11% respondents, peer pressure, influence of friends and affordable got 8%, to compare with the other doughnuts 6% respondents agree with it, food trending got 5% respondents and lastly the brand equity has 4% respondents. Therefore most of the respondents was curious to try the product rather that because of the brand equity.

## IV. CONCLUSION

Based on the findings of the study, the researcher arrived at the following conclusions:

1. It has been establish that there is indeed a correlation amongst the properties of branding and the consumer purchase decision-making process. It is deceptive in how branding impact the development of education, the formation of beliefs and the realization of attitudes in various type of consumer branding performance.
2. The researchers also determined that branding plays an enormous role especially to concluded the variance of one product/service to another establishment that offers the same corporate contour.
3. The foremost thing that consumers stare before purchasing a product/services is the reliability of the brand that leads to more company sales. It only indicates that 'the more creative and reliable the brand, the more sales can attain.
4. The validation wherein the dependably of the respondents in brand verified together with how frequent they visit the store J.C.O Company is more creative and reliable in terms of branding.
5. Furthermost the researchers concluded that branding is a prodigious technique to stimulate corporate recognition because people are busy and be likely to observe to awareness. If consumes distinguish a brand that they have beforehand used and they reminisce being satisfied with it, then they are more likely to select that product/service again.

## V. RECOMMANTATION

Based on the conclusions of this study, the researchers recommend the following:

The consumer should be concern on the history of the brand value of J.C.O that they will honor, if it can be trusted and safe for them.

The manager should be concern according to the result of the survey that we gather, the result can be basis of the managers to help their brand value to increase for their consumers, by this way, the sales and customer of their store will increase.

To market analyst should present marketers should consider the strength of their brand equity for the continuance of the patronage of their loyal and prospect consumes

Future researchers Tare encourage to conduct their own researchers about branding this could serve as their referential tools.

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