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# *Brand Management Metrics*

*Volume 4*



*Editors*

*Dr.S. Sujatha*

*Dr. Anusuya Biswas*

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# **Brand Management Metrics**

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This volume offers unique insights and case studies contributed by experts and researchers from around the world. Each chapter reflects the authors' individual perspectives and scholarly expertise. Readers are encouraged to engage critically with the content, reflect on the findings, and explore how these insights may apply to their own fields of interest or professional practice.

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# Preface of the Series

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As the global marketplace becomes increasingly competitive and consumer behavior more complex, the need for structured and measurable brand strategies has never been greater. While creativity remains at the heart of branding, it is metrics that provide the clarity needed to guide, assess, and refine brand-building efforts. This volume, focused on **Brand Management Metrics**, seeks to bridge the gap between abstract brand concepts and tangible business performance through data-driven insights.

Brand equity, loyalty, perception, awareness, and engagement are no longer intangible ideals they are measurable dimensions that directly influence a company's success. In editing this collection, our goal was to present a comprehensive view of the metrics that matter most in today's branding landscape. Each contribution has been carefully selected to highlight both foundational principles and emerging practices in brand measurement, offering a well-rounded perspective for academics, practitioners, and students alike.

The chapters in this work cover a wide spectrum from traditional performance indicators like Net Promoter Score (NPS), Brand Recall, and Customer Lifetime Value, to more contemporary approaches that leverage digital data, sentiment analysis, and real-time tracking. What unites these diverse viewpoints is a shared emphasis on accountability and strategic insight.

We believe that this compilation will serve as a valuable resource for anyone seeking to understand how strong brands are built and sustained through the intelligent application of metrics. Whether you are developing a brand, managing one, or studying the impact of branding on business outcomes, the tools and perspectives offered here will help you see beyond the logo and into the true value of a brand.

It has been an enriching experience to curate these contributions, and I extend my sincere thanks to all the authors, researchers, and practitioners who made this work possible. I trust that the ideas and insights presented will inform and inspire the next generation of brand leaders.

# **Editor of the Series**

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## Chapter-I

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# A COMPREHENSIVE FRAMEWORK FOR BRAND MANAGEMENT METRICS IN ASSESSING BRAND PERFORMANCE

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**Abstract---** This article aims to address the key elements of a brand metrics strategy and the use of brand scorecards as a comprehensive method to gauge a brand's overall success. Businesses incorporate brand performance evaluation tools into brand measurement systems, and new models for ranking the elements of brand influence are always being produced. Therefore, it is necessary to regularly assess how brands affect customers, drive market demand, maintain seasonality impacts, and investigate growth prospects. In order to measure the performance of brands, this study identifies the key elements of a brand metrics approach by understanding the interdependence of the "Five A" factors: awareness, acquaintance, affiliation, loyalty, and appraisal. The use of a brand scorecard process as a comprehensive method to assess a brand's overall performance is also covered, elucidating the relationship between various indicators and business performance. The effectiveness of brand-building activities in relation to brand investment (financial inputs) and brand impact (growth outputs) in the business can be measured by the firm using brand metrics, which are thought to be effective tools for measuring the qualitative parameters of brand performance in a given market and time. The article also makes the case that brand management has a direct impact on business profitability and is not merely a marketing concern. Establishing a fact base regarding each brand's equity and economic contribution is the first step in effective brand portfolio management. For managers to analyze brand metrics and map yield-loss score in relation to brands won vs brands lost, brand metrics and brand scorecards would be helpful. Demand, consumer preferences, retail sales, brand marketing, price sensitivity, product features, trial impacts, and customer repeat buy

behavior are just a few of the market drivers that may be measured by the measurement tools. Value and originality Applications of brand scorecards aid in calculating brand yield, and brand metrics, a relatively new idea, are crucial in gauging a brand's performance in the marketplace.

**Keywords---** Branding, Brand Management, Brand Management Strategy.

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## 1. INTRODUCTION

Data points that gauge a brand's performance are called brand metrics. Brand connections, brand preference, revenue, and market share are just a few of the numerous data elements that can be taken into account when evaluating a brand. The three main categories of brand metrics—perception, performance, and financial—have a causal relationship that reflects the science of brand impact. Your bottom line is impacted by how your customers behave, which is influenced by how your brand is viewed. The greatest method to measure your brand's performance objectively is via brand metrics (Pyper et al., 2020). They help you comprehend how well your brand positioning works and how it affects your company. You can optimize your brand's positioning by knowing how consumers view and interact with it. You may stay ahead of any challenges, take advantage of new opportunities, and better connect your brand with business objectives by optimizing positioning. Additionally, branding metrics show which marketing initiatives are effective and which need to be redesigned or put on hold for greater results. Numerous methods exist for measuring a brand, and there are hundreds of possible metrics to take into account when evaluating its performance.

Brand metrics typically fall into three different categories, as we stated in the part that defines them. The brand measurement framework is composed of these categories. Performance, behavior, and perception measurements make up the brand measuring framework. Every metric listed in the preceding section fits into one of these groups (Keshinro, 2022). Furthermore, the categories in the brand measurement framework have a causal, linear relationship with one another. This is due to the fact that consumer perceptions of your brand impact action such as engagement and purchases. Additionally, customer behavior eventually affects

performance indicators including market share, revenue, and profitability. Although branding has been used practically to market products and services since its inception, there are a number of modern branding strategies that transcend beyond business endeavors. Numerous branding approaches, including corporate, investor, industry, NGO, government, local, and national brands, as well as personal and corporate branding, are defined in the literature. The term "brand awareness" describes the ability to recognize and recall a brand (Bayighomog Likoum et al., 2020). The Wikipedia article lists a few broad strategies, but let's concentrate on what we can apply to an SMB organization.

## 2. Review of Literature

- Conchar, Crask, and Zinkhan (2005) discovered a relationship between an organization's market worth and the amount of money it spent on advertising and marketing. In this way, they illustrated the connection between a company's financial performance and its brand-building efforts. Certain brand-equity metrics were found to be associated with business-unit financial performance by Vermetten and Vijin (2010).

- Being brand-guided is crucial for companies in practically every sector of the economy. According to the empirical findings from a survey of 1,000 Korean managers, the brand management system, which is impacted by market orientation, has a significant impact on brand performance in business-to-business (B-to-B) and business-to-consumer (B-to-C) contexts (Zavattaro et al., 2015). The relationship between the brand management system and financial performance was mediated by customer performance.

- Businesses that place a strong emphasis on their brand have superior financial results. This assertion was supported by a study of marketing and sales officers conducted in Europe by Booz Allen Hamilton and Wolff Olin. Brand-guided banks have a 19% return on equity (ROE) compared to the industry average of 8%, while brand-guided businesses in the industrial products sector have an EBITDA margin of 17% compared to the industry average of 10%, according to research. The brand orientation index level can account for 15% of the operational margin (EBITA). Studies conducted in Serbia have similarly demonstrated connections

between financial performance and brand orientation. The findings show a considerable positive correlation between brand orientation and EBITDA margin.

- It should be underlined that a brand's influence on financial performance varies depending on the location, even though there are several confirmations of this. Knowles (2003), for example, found that brands were more crucial to the success of food and beverage businesses than they were for B-to-B technology businesses (Morgan et al., 2022). Mizik (2014) demonstrated that the effects of brand assets on profitability varied depending on the industry—restaurant, high-tech, and distribution/retail.

- Brand strength, brand associations, and performance perceptions of the four marketing-mix instruments (pricing, product, distribution, and communication) were measured by Lennartz and colleagues (2015) using multi-item scales. The study found that views of product and distribution, as well as brand associations (with two primary factors: 1) sustainability & corporate governance, and 2) innovation & competence), were highly related to a B-to-B brand's success.

- A conceptual framework of the causes and effects of brand management was developed by Gisip and Harun (2010). They began with the following aspects of brand management: marketing capabilities, innovation and brand orientation, brand knowledge and education, and brand-related organization and culture. The conceptual model's independent factors included market orientation, corporate supportive resources, and top management's attention on brand. Independent variables and brand performance were linked by brand management as a mediating factor.

- According to Wong and Merrilees (2007), brand performance is greatly influenced by marketing strategy and degree of innovation. In Australia, empirical data from a sample of 403 businesses was gathered. Additionally, they discovered that the relationship between marketing strategy and brand performance is moderated by brand orientation.

- Brand performance is thought to be a positive determinant of a firm's financial performance, and brand orientation and innovativeness are thought to

be positive determinants of a firm's brand performance, according to another study by the same authors that examined the influence of various brand-orientation factors (Wong & Merrilees, 2008) (Homburg et al., 2012), Additionally, they examined brand barriers as a detrimental factor that influences brand orientation.

- Since a large portion of the data needed for brand management is quantitative, some writers concentrate on brand accounting. Although there is some subjectivity and estimation involved in this evaluation process, brand valuation can be a crucial component of brand management strategy. Monitoring each brand's operating profit and coordinating efforts across several departments within the company (marketing, accounting, finance, sales, and R&D) are essential for effective brand management. Particularly in developing nations, the accounting framework and standard practice may be limiting considerations when assessing a brand and tracking its performance. the goals of a thorough framework for brand management metrics in order to evaluate the success of a brand

- Create a comprehensive framework that integrates various brand management metrics to assess brand performance.

- Provide a structured approach to measure brand performance, enabling organizations to make informed decisions.

- Offer a robust framework for brand managers to evaluate brand performance, identify areas for improvement, and optimize brand strategies.

- Determine the most relevant brand management metrics and KPIs to assess brand performance.

### **3. Materials and Methods**

Finding out which factors are typical of brand management practices, how these factors impact a company's business performance, and whether there are statistically significant differences between the sample companies in terms of the various components of the Brand Management Practice (BMP) model are the objectives of this study. 118 managers and experts in marketing and brand

management participated in the study, which was conducted in Serbia. Following validation of the suggested BMP model, we discovered a connection between a few model variables and the business performance of organizations (Katsikeas et al., 2016). Three clusters—brand-guided firms, emerging brand companies, and brand-agnostic companies—are identified based on statistically significant differences between organizations in terms of individual brand management practice components. Brand-oriented strategy, innovativeness, brand support activities, distinctive marketing offers, marketing channel relationships, brand performance measurement, brand hurdles, corporate scale, and a key brand's specific business field are some of the ways that they differ from one another. Additionally, there are differences between their projected and actual financial and business performance. The findings are helpful in elucidating the primary forces behind effective brand management techniques and how they impact company performance across various industrial sectors. Also covered are the ramifications for managers of domestic businesses (Table 1).

Table 1: Sample Profile

Serial No.	Variable	Frequency	Percentage
	Have you visited social media pages of this company before		
	Yes	362	72.4
	No	138	27.6
1)	Age		
	19-21 years	140	28.0
	22-24 years	296	58.2
	Above 24 years	64	12.8
2)	Gender		
	Male	310	62.0
	Female	190	38.0
3)	Education level completed		
	Diploma	1	0.2
	Bachelors	452	90.4
	Masters	43	8.6
	Others	4	0.8
4)	Monthly Household Income (in Rs)		
	100000 – 300000	102	20.4

	300001 – 500000	153	30.6
	>500000	245	49.0
5)	Account with social networking sites		
	Yes	497	99.4
	No	3	0.6
6)	You have an account with		
	Facebook	478	95.4
	Twitter	237	47.3
	LinkedIn	278	55.5
	Blogs	33	6.6
	Google+	309	61.7
	YouTube	321	64.1
	Naukri.com	148	29.5
	Monster.com	84	16.8
	Newsletter	40	8
	News sites	96	19.2
	Others	39	7.8
7)	Frequency of logging on to these sites		
	Once a month	13	2.6
	1 -3 times a month	21	4.2
	Weekly	100	20
	2 -3 times a week	5	1
	Daily	257	51.3
	Multiple times in a day	105	21
8)	Time spent on liked companies page per week		
	Less than an hr.	265	53.0
	1 - 2 hrs.	175	35.0
	3 - 5 hrs.	44	8.8
	6 -10 hrs.	8	1.6
	10 + hrs.	8	1.6
9)	Number of respondents for Product organisations	242	48.4%
	Number of respondents for Service organisations	258	51.6%

Self-indulgent behaviors are a reflection of people's "it's me first" attitude toward other stakeholders in a company. Their self-interest not only outweighs that of other stakeholders, but it also deviates from the organization's overall goals and principles. Contextual elements like the ethical level of organizational culture

and leadership determine whether these behaviors have a functional impact on the organization (Adivar et al., 2019). Self-indulgent behaviors include identifying and adhering to an influential superior and using one's professional knowledge to make the superior reliant on oneself.

Other stakeholders and even the corporation are directly harmed by these severe self-serving behaviors, which may result in white-collar crimes. These behaviors are described as "burn, pillage, and plunder." Corporate crimes against all stakeholders can sometimes result from white-collar crimes.

#### 4. Experimental Analysis

We demonstrate how a consumer-based brand measure was created for corporate financial services companies because there isn't a single, universal method for evaluating brand effectiveness. They adopted Churchill's paradigm. According to 20 in-depth interviews with experts and a review of the literature, reputation, customer satisfaction, and brand loyalty make up the brand performance metric (Seggie et al., 2007) Ten financial services companies made their customers available. To determine the consumer-based measure, 600 questionnaires from a postal survey were analyzed using main components analysis. This proved to be a real and trustworthy brand performance metric after additional testing.

Customers' associations—whether favorable or unfavorable—between your brand and other ideas are known as brand associations. For instance, Apple is linked to design and innovation. Brand preference assesses the likelihood that a consumer will choose your goods or services over those of a rival. A reliable indicator of a brand's general health is brand preference (Table 2).

Table 2: Herman Single Factor Method

Characteristics	Extraction Sums of Squared Loadings		
	Total	Percent of variance	Cumulative percentage
What are the key performance indicators (KPIs) for measuring brand performance?	15.217	39.017	39.017
How do different industries prioritize brand performance metrics?	2.436	6.247	45.264
What is the relationship between brand performance metrics and business outcomes?	2.273	5.829	51.093

Can brand performance metrics predict customer loyalty and retention?	1.584	4.061	55.155
How do brand performance metrics vary across different stages of the customer journey?	1.340	3.437	58.592
How do brand managers use data and metrics to inform decision-making?	1.268	3.252	61.844
What are the most common challenges faced by brand managers when using metrics to assess brand performance?	1.144	2.934	64.778
Can data analytics improve brand management decision-making?	1.055	2.705	67.483
How do brand managers balance qualitative and quantitative metrics when assessing brand performance?	0.968	2.483	69.967
What role do stakeholders play in influencing brand management decision-making?	0.856	2.196	72.163
How does brand identity impact brand performance metrics?	0.717	1.838	74.001
Can brand image be measured and quantified?	0.621	1.592	75.592
What is the relationship between brand identity and customer perceptions?	0.615	1.576	77.168
How do brand extensions impact brand image and performance metrics?	0.531	1.361	78.529
Can brand identity be used to predict brand performance?	0.514	1.317	79.846
What customer-centric metrics are most relevant for assessing brand performance?	0.495	1.270	81.116
Can customer satisfaction predict brand loyalty and retention?	0.481	1.232	82.348

Customers' level of happiness with your goods or services is measured by customer satisfaction. Do your goods and services live up to the promises made by your brand? This is the ultimate test of brand loyalty and client happiness (Trong Tuan, 2012). Purchase intent gauges the likelihood that clients will purchase your goods or services. Purchase intent is measured differently from simple online activity, such as visiting websites or following accounts on social media (Table 3).

Table 3: Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
How do customer engagement metrics impact brand performance?	1.612	.235		6.849	.000
What is the relationship between customer experience and brand performance metrics?	.104	.092	.091	1.134	.008
Can customer-centric metrics be used to identify areas for brand improvement?	.088	.042	.096	2.097	.037
Can financial metrics be used to evaluate the effectiveness of brand investments?	-.027	.052	-.032	-.531	.025
What is the relationship between brand performance metrics and stock market performance?	.210	.048	.222	4.370	.000

How do financial metrics vary across different industries and sectors?	.243	.103	.198	2.372	.018
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The measure of website traffic is quite simple. What is the monthly number of unique visitors your website receives? Your brand is doing better the more traffic it receives. Naturally, having a large number of website visitors is one thing, but having a sizable portion of them convert to leads for sales is quite another (Nataraj & Rajendran, 2018). With captivating, pertinent brand messaging, strong companies produce leads. Customer acquisition quantifies the number of new clients acquired over a given time frame. Profits can rise because strong companies can spend less to gain each customer (Table 4).

Table 4: Distribution about factors

Sl. No.	Statements	Strongly disagree	%	Disagree	%	Neutral	%	Agree	%	Strongly agree	%
1.	Environmental and Contextual Factors	62	10.3	172	28.7	48	8.0	230	38.3	88	14.7
2.	Individual and Demographic Factors	54	9.0	190	31.7	52	8.7	186	31.0	118	19.7
3.	Occupational Attainment Factors	56	9.3	160	26.7	52	8.7	218	36.3	114	19.0
4.	Education-Related Factors	42	7.0	138	23.0	52	8.7	252	42.0	116	19.3
5.	Personality and Psychological Factors	52	8.7	170	28.3	50	8.3	248	41.3	80	13.3
6.	Technological and Digital Literacy Factors	48	8.0	148	24.7	54	9.0	246	41.0	104	17.3

Students and teachers will work together to enhance the educational system overall, which company performance indicators such as following, likes, and reposts are examples of social media engagement metrics that can help you gauge how interesting, relatable, or helpful your company is thought to be.

You can see how buyers feel about your brand by reading online product reviews. Product reviews will provide you with detailed information about the ways in which your items fall short of your brand promise (De Chernatony et al., 2004). One general indicator of brand performance is gross earnings. The relative success of corporate branding or rebranding initiatives can be determined by comparing revenue from quarter to quarter or year to year (Table 5).

Table 5: Exploring the Relationship between Population Change and Electoral Outcomes

Methodological approaches (items)	Extraction
What financial metrics are most relevant for assessing brand performance?	0.647
What digital metrics are most relevant for assessing brand performance in the digital age?	0.665
Can social media metrics predict brand performance and customer engagement?	0.682
How do digital metrics vary across different platforms and channels?	0.664
What is the relationship between digital metrics and brand awareness?	0.619
Can digital metrics be used to evaluate the effectiveness of digital marketing campaigns?	0.621
Can emerging trends and technologies metrics predict brand performance and revenue growth?	0.602
How do brands use biometrics to enhance customer experiences and security?	0.606
What is the impact of voice assistants on brand performance and customer interactions?	0.755
Can 5G networks improve brand performance and customer engagement?	0.718
How do brands leverage the Internet of Things (IoT) to enhance customer experiences?	0.744
Can emerging trends and technologies predict brand performance and growth?	0.765
How do virtual and augmented reality impact brand experiences and performance?	0.725
What financial metrics are most relevant for assessing brand performance?	0.665
Can brand performance metrics predict revenue growth and profitability?	0.540
How do financial metrics vary across different industries and sectors?	0.645
What is the relationship between brand performance metrics and stock market performance?	0.678
Can financial metrics be used to evaluate the effectiveness of brand investments?	0.660
What digital metrics are most relevant for assessing brand performance in the digital age?	0.653
Can sustainability metrics predict brand performance and growth?	0.674
Can brand architecture metrics predict brand performance and revenue growth?	0.711
How do brand portfolios impact brand performance and growth?	0.669
What is the relationship between brand architecture and customer confusion?	0.732
Can brand portfolio management be optimized using data analytics?	0.723
How does brand architecture impact brand performance metrics?	0.718
Can employee advocacy be measured and quantified?	0.550
How does employee engagement impact brand performance metrics?	0.715

When it comes to assessing the return on investment of branding, executives may find that the bottom line is the most crucial indicator. A strong indicator of how well branding works to increase the efficiency of sales and marketing initiatives is profit margin (Veljković & Kaličanin, 2016). The performance of your brand in comparison to other brands in your industry is measured by its market

share. Market share, which shows how much consumers like your brand over the competition, is ultimately the result of brand preference (Table 6).

Table 6: ANOVA

Dimensions		Sum of Squares	Df	Mean Square	F	Sig
What are the regional differences in brand quality perception, and how do this impact brand management strategy?	Between Groups	33.328	3	11.109	.594	.619
	Within Groups	7796.207	417	18.696		
	Total	7829.534	420			
How do brand quality outcomes differ between urban and rural populations in different regions or countries?	Between Groups	68.732	3	22.911	1.041	.374
	Within Groups	9178.456	417	22.011		
	Total	9247.188	420			
What are the differences in brand quality metrics between urban and rural markets?	Between Groups	13.584	3	4.528	.275	.843
	Within Groups	6865.015	417	16.463		
	Total	6878.599	420			
How can brand managers balance the competing demands of urban and rural consumers when evaluating brand quality?	Between Groups	13.031	3	4.344	.403	.751
	Within Groups	4499.809	417	10.791		
	Total	4512.841	420			
What metrics can be used to evaluate brand quality in urban and rural markets?	Between Groups	45.154	3	15.051	.741	.528
	Within Groups	8465.393	417	20.301		

Customer Lifetime Value (CLV) is a crucial indicator since it helps forecast your brand's future success (Dunes & Pras 2017). Although there are various methods for calculating CLV, a straightforward formula takes into account customer value, buy frequency, and average order value (Table 7).

Table 7: Total Variance Explained

Component	Initial Eigen values		
	Total	% of Variance	Cumulative %
How do urban and rural consumers differ in their reliance on online reviews and ratings when evaluating brand quality?	5.168	46.986	46.986
What are the differences in access to brand information between urban and rural consumers?	1.982	18.023	65.012
How do socioeconomic factors, such as income and education, influence brand quality perception in urban and rural markets?	1.223	11.116	76.117
What is the relationship between urbanization and brand quality, and how does this impact consumer loyalty?	.775	7.055	83.172
How do environmental factors, such as air pollution and noise, affect brand quality perception in urban and rural markets?	.586	5.334	88.506
What are the similarities and differences in the factors that contribute to	.439	3.986	92.492

brand quality outcomes in urban and rural markets?			
How do urban and rural consumers differ in their perceptions of brand quality and brand reputation?	.320	2.904	95.397
Are there any emerging brand quality issues in urban markets that are not yet well understood?	.246	2.236	97.633
How do new technologies, such as social media and mobile devices, affect brand quality perception in urban and rural markets?	.145	1.322	98.955
What are the potential benefits and drawbacks of urbanization on brand quality perception, and how can brand managers balance these competing factors?	.106	.962	99.917
What is the relationship between urbanization and social support networks, and how does this impact brand quality perception?	.009	.082	100.000

The worth of a brand is measured by factors including perceived quality, associations, loyalty, and awareness. This is known as brand equity Wiedmann et al., (2011). Brand equity has a big influence on a brand's financial valuation, even if it is not the same as your brand's financial worth. A measure of how well your brand satisfies consumer needs is called brand relevance. Your brand loses relevance the moment it is unable to satisfy the needs of your target audience.

## 5. Conclusion

Since brand performance is the phenotype of the DNA helix made up of CSR, emotional intelligence, upward influence behavior, and competitive intelligence scanning, the findings show managers that the organization's path to high brand performance involves developing and changing the values from espoused to enacted, from cognitive attitude through affective attitude to behavior. In order to lessen emotional and behavioral silos, managers use CSR activities to instill utilitarian ideals in their members. Like synapses between isolated hearts, they transfer organizationally advantageous impulses across members, transforming them into proactive opportunity seekers by sharing market knowledge. Because competitive intelligence scanning is based on social emotional intelligence, it also incorporates ethical corporate social responsibility. As a result, the company outperforms its rivals in the long run because of its superior core capabilities rather than taking advantage of their weaknesses in the short term. An organization is a collection of individuals working toward a common goal, and performance is the process of completing a task as measured by its level of success. Therefore, the effectiveness of an organized group of people working toward a common goal is correlated with the performance of the organization.

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## Chapter-II

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# A COMPREHENSIVE FRAMEWORK FOR MEASURING BRAND SUCCESS AND KEY METRICS

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**Abstract---** A product or service can be recognized in the marketplace by its branding. The worth of a specific brand is known as its brand equity. A brand with a strong brand value or brand equity indicates that it can respond to market conditions in a positive way. A key factor in determining a product's success is its branding. A brand's willingness and name recognition, which have been developed over time and result in higher sales volume and profit margins than competing brands, are what give it strength. We call this brand equity. A brand progressively gains a lot of devoted followers. The financial value that arises when customers value a brand more for its name than for its advantages or services is known as brand equity. Private label brands, which allow channel participants like shops to sell goods under their own brand name or label, have grown significantly in popularity recently. By doing this, many shops avoid the high promotional expenses often linked to manufacturer brands. Usually, a portion of these cost savings are transferred to the customer in the form of reduced prices. Due to the growing power of private labels, merchants now have more influence over the supplier when using private label products. A successful brand is a recognizable good, service, individual, or place that has been improved so that the consumer or buyer feels that the added values are unique and pertinent to their needs. A brand gains the additional qualities of familiarity and demonstrated dependability if it continues to deliver quality service over many years of consistent use. This article aims to address the key elements of a brand metrics strategy and the use of brand scorecards as a comprehensive method to gauge a brand's overall success. Businesses incorporate brand performance evaluation tools into brand measurement systems, and new models for ranking the elements of brand influence are

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always being produced. Therefore, it is necessary to regularly assess how brands affect customers, increase market demand, maintain seasonality impacts, and investigate growth prospects.

**Keywords---** Branding, Brand Management, Brand Management Strategy.

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## **1. INTRODUCTION**

Human capital is now more widely acknowledged as being essential to an organization's performance and for obtaining a competitive edge as a result of the transition to a knowledge-based economy. Attracting and keeping talented and skilled people is the biggest issue for organizations in the ever-changing market. Therefore, organizations must increase their focus on differentiating strategies in order to deal with these issues and make it easier for them to recruit and retain personnel (Veljković & Kaličanin, 2016). Employer branding, which aims to differentiate and create a unique work experience, has steadily gained traction as a strategic approach. By highlighting the advantages of working for a specific company, the company hopes to become a brand for both current and potential workers. An employer brand presents a positive impression of the company as a place to work. Employer branding has received a lot of attention and more research because it is a popular HR idea in the current environment. Prior research has mostly concentrated on the outward aspect of the employer branding notion, which is more concerned with luring in prospective employees than internal branding (Dunes & Pras, 2017). Therefore, by identifying its characteristics and assessing its influence on employees' job attitudes, this study endeavor attempts to broaden the scope of the internal employer branding notion.

This work's significance grows as it attempts to integrate the idea of employee engagement, which has the power to influence employees' attitudes in a good way. Since ancient times, branding has been used to distinguish one manufacturer's goods or services from those of other manufacturers. A brand is something that is ingrained in people's minds rather than a tangible entity. This demonstrates that it is a perceptual unit that may disclose the consumer's perceptions of the product. By giving it a name and a style, as well as by utilizing other brand components that

facilitate discovery, branding helps create distinctions. This explains to customers why that certain commodity is required. People's perceptions influence the brands they choose. If the level of satisfaction is higher than that of other items, the brand attachment will increase more firmly (Wiedmann et al., 2011). However, the public values the brand's primary advantage higher because it increases consumers' brand attachment. Signs and visual languages function similarly to identifiers in this fiercely competitive modern era, yet they cannot be regarded as brands. Consumers now evaluate brands both before and after using them to ensure that they are worthwhile. A millennial need to be captivated by something while achieving ultimate satisfaction in every way. The attachment to an object is undoubtedly the foundation of the strongest brands and is regarded as one of those items' most important qualities.

## **2. REVIEW OF LITERATURE**

The consumer's reaction that allows an item to endure in the consumer's memory for a long time in spite of fierce competition will determine the item equity. Globalization and the loosening of regulations have led multinational corporations to focus heavily on marketing their goods in developing nations like India. Local producers are fiercely competing with one another to satisfy the demands of FMCG and durable products buyers. In today's world, companies and corporations need attract the attention of their clients. It does not carry the things themselves, nor does it represent the value of goods (Pyper et al., 2020). The term "brand" offers a clear response to the question. Currently, certain businesses are able to overtake the market and command higher prices than their competitors' products due to the introduction of new items. It isn't due to higher caliber. Instead, it performs at the same level but has different physical characteristics, such as a tag, color, shape, and other physical attributes, that are linked to their brand and leave a lasting impact on customers. However, in the modern era, adding perks is not a useful way to differentiate items from the cluttered ones. From now on, if a company needs its businessman to outsource and endure, it should find new exceptional brands. A brand can be identified by its label, symbol, representation, packaging, or other characteristics. The brand's success is based on its ability to garner support from consumers (Keshinro, 2022). Making a difference is the main goal of branding, which

is both an art form and the basis for marketing.

"What makes your firm unique, can dramatically improve employee engagement and performance," Gratton and Erickson (2007) state. They also note that different sorts of people work better at different organizations and that each employee has different needs. In his book, Keohane (2014) discusses an approach that aims to match talent and brand. According to the study, a link between the employee and his development needs is necessary to inspire him about his role in accomplishing the organization's goals. Additionally, it is observed that when employment contracts are altered, the psychological contract also changes, as are the attitudes of employees toward their jobs, levels of involvement, and their level of contentment. Employee attitudes toward their occupations and organizational outcomes are found to be significantly impacted by how an organization treats its personnel (O'Driscoll & Randall, 1999). Employees' attitudes reveal how they perceive and assess their work environment. It is evident that individuals' attitudes toward their jobs have a significant role in accomplishing both personal and organizational objectives (Bayighomog Likoum et al., 2020). According to Loudon & Bitta (1993), employees' behavioral changes are directly correlated with their job attitude. It is also observed that employees who are engaged by a great employer brand are more inclined to contribute to a high-performance organization. These workers have a strong sense of loyalty to their company and contribute to significant improvements in business results, including lower absenteeism, turnover, safety events, and product defects (Robison, 2012). The objectives of a comprehensive framework for brand management measures in assessing a brand's performance:

- 1) Create a comprehensive framework that integrates various metrics to measure brand success and performance.
- 2) Determine the most relevant metrics and KPIs to assess brand success and performance.
- 3) Develop a standardized system for measuring brand success and performance across different industries and sectors.

### ***Hypotheses***

- 1) A comprehensive framework for measuring brand success will positively impact business outcomes, such as revenue growth and market share.
- 2) The use of standardized metrics and KPIs will improve the accuracy and reliability of brand performance measurements (Zavattaro et al., 2015).
- 3) A more thorough grasp of brand performance can be obtained by taking a comprehensive approach to brand success measurement that includes both financial and non-financial variables.
- 4) Website traffic and engagement metrics will be positively correlated with brand awareness and reputation.

### **3. MATERIALS AND METHODS**

The study's goals are to identify characteristics of brand management practices, determine how these characteristics affect a company's business performance, and determine whether there are statistically significant differences among the sample companies with regard to the different elements of the Brand Management Practice (BMP) model. Following validation of the suggested BMP model, we discovered a connection between a few model variables and the business performance of organizations. Based on statistically significant variations across organizations in terms of specific components of brand management practices, three groups are identified: brand-guided firms, emerging brand companies, and brand-agnostic corporations (Morgan et al., 2022). They differ from one another in a number of aspects, including corporate scale, unique marketing offers, marketing channel relationships, brand performance measurement, brand obstacles, innovativeness, brand-oriented strategy, and a major brand's particular business field. Additionally, there are differences between their projected and actual financial and business performance. The findings are helpful in elucidating the primary forces behind effective brand management techniques and how they impact company performance across various industrial sectors. Also covered are the ramifications for managers of domestic businesses (Table 1).

Table 1: Sample Profile

Serial No.	Variable	Frequency	Percentage
1)	Age		
	19-21 years	140	28.0
	22-24 years	296	58.2
	Above 24 years	64	12.8
2)	Gender		
	Male	310	62.0
	Female	190	38.0
3)	Education level completed		
	Diploma	1	0.2
	Bachelors	452	90.4
	Masters	43	8.6
	Others	4	0.8
4)	Monthly Household Income (in Rs)		
	100000 – 300000	102	20.4
	300001 – 500000	153	30.6
	>500000	245	49.0
5)	Account with social networking sites		
	Yes	497	99.4
	No	3	0.6
6)	You have an account with		
	Facebook	478	95.4
	Twitter	237	47.3
	LinkedIn	278	55.5
	Blogs	33	6.6
	Google+	309	61.7
	YouTube	321	64.1
	Naukri.com	148	29.5
	Monster.com	84	16.8
	Newsletter	40	8
	News sites	96	19.2
	Others	39	7.8
7)	Frequency of logging on to these sites		
	Once a month	13	2.6
	1 -3 times a month	21	4.2
	Weekly	100	20
	2 -3 times a week	5	1

	Daily	257	51.3
	Multiple times in a day	105	21
8)	Time spent on liked companies page per week		
	Less than an hr.	265	53.0
	1 - 2 hrs.	175	35.0
	3 - 5 hrs.	44	8.8
	6 -10 hrs.	8	1.6
	10 + hrs.	8	1.6

#### 4. EXPERIMENTAL ANALYSIS

Broadly speaking, marketing tactics that are specifically linked to the brand are used to define brand equity. To put it another way, brand equity is the realization that marketing a product yields different results because of its brand features than it would if the product had no strong brand identification (Homburg et al., 2012). Even though there are a variety of viewpoints on brand equity, they are all largely in agreement with the core notion that brand equity is the "added value" that a product possesses as a result of previous brand marketing investments (Table 2).

Table 2: Results of Exploratory Factor Analysis and Reliability

	Component and factor loadings							
	1	2	3	4	5	6	7	8
ENT 1							.656	
ENT2							.725	
ENT3							.579	
ENT4							.714	
INFOR1					.716			
INFOR2					.599			
INFOR3					.652			
INFOR4					.506			
INTERAC1								.726
INTERAC2								.764
INTERAC3								.746
VIVID1						.743		
VIVID2						.714		
VIVID3						.645		
VIVID4						.513		
VIVID5						.533		

SC1			.667					
SC2			.722					
SC3			.728					
SC4			.708					
OAW1		.687						
OAW2		.620						
OAW3		.745						
OAW4		.747						
OAW5								
OATRA1				.718				
OATRA2				.782				
OATRA3				.753				
OISIN1	.519							
OISIN2	.605							
OISIN3	.503							
OIINNO4	.656							
OIINNO5	.688							
OIINNO6	.808							
OICOMP7	.739							
OICOMP8	.797							
ONICOMP9	.663							
ONIPR10	.804							
ONIPR11	.795							
ONIPR12	.786							

Brand equity can be defined in a variety of ways, and it is valued by both branding firms and brand consumers (Katsikeas et al., 2016). One important aspect of all brand equity definitions is that they focus on the brand's incremental impact rather than estimating how consumers would respond to the identical product if it were unbranded (Table 3).

Table 3: Reliability Statistics

Construct	Items	Cronbach Alpha Value
Social Media Marketing		
A. Entertaining	1. The information appears to be intriguing. 2. Using this organization's social media was thrilling. 3. Gathering knowledge about the organization was enjoyable. 4. Using the organization's social media accounts to pass the time is	0.740

	simple.	
B. Informative	<ol style="list-style-type: none"> <li>1. The information was convincing.</li> <li>2. The contents were authentic.</li> <li>3. The contents and information were professional.</li> <li>4. Contents were up-to-date.</li> </ol>	0.772
C. Interactive	<ol style="list-style-type: none"> <li>1. It was possible to do two-way interaction.</li> <li>2. I found it simple to express my viewpoint on the company's social media accounts.</li> <li>3. Users might converse or share their thoughts with one another.</li> </ol>	0.733
D. Vividness	<ol style="list-style-type: none"> <li>1. The site had animation, flashing pictures, and moving images.</li> <li>2. The site included at least one of these elements.</li> <li>3. There was sound on the website.</li> <li>4. There were numerous links to additional information in the site name.</li> <li>5. I could click on a picture on the website to navigate to different screens.</li> </ol>	0.725
Employer based Brand Equity		
Organizational Awareness	<ol style="list-style-type: none"> <li>1. I know what this organization stands for.</li> <li>2. I have an opinion about this organization.</li> <li>3. I have heard of this organization.</li> <li>4. I am aware of this organization.</li> <li>5. I frequently think of this organization.</li> </ol>	0.780
Organizational Attractiveness	<ol style="list-style-type: none"> <li>1. This company seems like a fantastic place for me to work.</li> <li>2. I find the company to be a desirable place to work.</li> <li>3. This would be the first company I would apply to if I were looking for work.</li> </ol>	0.872
Organizational Image	<ol style="list-style-type: none"> <li>1. The organization is honest. (sincere)</li> <li>2. The organization is sincere(sincere)</li> <li>3. The organization is down-to-earth(sincere)</li> <li>4. The organization is trendy. (innovative)</li> <li>5. The organization is up-to-date (innovative)</li> <li>6. The organization is contemporary (innovative)</li> <li>7. The organization is a corporate. (competence)</li> <li>8. The organization is successful (competence)</li> <li>9. The organization is a leader(competence)</li> <li>10. The organization is well respected. (prestige)</li> <li>11. The organization is having high status. (prestige)</li> <li>12. The organization is highly regarded. (Prestige).</li> </ol>	0.942
Online Engagement		

<p>Affective Engagement</p>	<ol style="list-style-type: none"> <li>1. I developed a strong enthusiasm for the company's social media page when I was on page.</li> <li>2. I was inspired by the organization's social media page.</li> <li>3. I found the website of organization full of meaning and purpose.</li> <li>4. I was excited when interacting with the organization online.</li> <li>5. I am interested in the website of the organization.</li> <li>6. I am proud of being a fan of this organization.</li> </ol>	<p>0.782</p>
<p>Cognitive Engagement</p>	<ol style="list-style-type: none"> <li>1. The page captivated me.</li> <li>2. I couldn't remember the time.</li> <li>3. I became emotionally invested in the business. (for instance, its mission, aims, history, and story).</li> <li>4. I have had a lot of intense encounters overall.</li> <li>5. I believe I gained a great deal of knowledge about the business.</li> <li>6. I now know a lot more about the business and/or goods that are highlighted on the page.</li> <li>7. I may decide whether to apply for a job based on the details provided on the business's website.</li> </ol>	<p>0.799</p>
<p>Behavioral Engagement</p>	<ol style="list-style-type: none"> <li>1. Examine the company's wall postings.</li> <li>2. Examine fan feedback.</li> <li>3. Addressed fan feedback.</li> <li>4. Left a remark on the business's wall.</li> <li>5. Viewed videos.</li> <li>6. Engaged in games or other pastimes.</li> </ol>	<p>0.714</p>
<p>Source Credibility</p>	<ol style="list-style-type: none"> <li>1. The content is produced by individuals who are experts</li> <li>2. The information is credible.</li> <li>3. The content is more reliable than other sources.</li> <li>4. The content is trustworthy.</li> </ol>	<p>0.758</p>
<p>Intention to apply.</p>	<ol style="list-style-type: none"> <li>1. I would attend a job interview if this company invited me.</li> <li>2. I would put in a lot of work to work for this company.</li> <li>3. I would suggest this business to a friend who is trying to find work.</li> </ol>	<p>0.929</p>

Brand equity also gives businesses the option to charge more for branded goods and services (Adivar et al., 2019). Numerous well-known brands are promoted as high-quality products, and many customers are willing to pay more for a familiar product, particularly if the brand has a reputation they like to be linked to (Table 4).

Table 4: Confirmatory Factor Analysis Results of Final SMM Items

<b>Social Media Marketing</b>	<b>Factor Loading</b>	<b>CR</b>	<b>Construct Reliability</b>
<b>Entertainment</b>			
ENT 1	0.77	13.781	
ENT2	0.74		
ENT3	0.65	12.227	0.754
<b>Informative</b>			
INFOR1	0.70	11.597	
INFOR2	0.70	11.589	
INFOR3	0.71	12.567	
INFOR4	0.66		0.772
<b>Interactive</b>			
INTERAC1	0.65	11.017	
INTERAC2	0.76	11.783	
INTERAC3	0.68		0.735
<b>Vividness</b>			
VIVID1	0.76		
VIVID2	0.83	9.708	0.753

Given the brand's innate confidence, the challenge is figuring out when the premium cost is still acceptable. It is important to consider brand equity as a complex concept that is dependent on consumer awareness structures and the actions a company takes to capitalize on their potential (Seggie et al., 2007). Numerous studies on brand equity have shown that it helps differentiate a product from competitors' offerings, exemplifies quality and fosters positive consumer perceptions, illustrates how market share is lost during price and promotion wars, and stops market share erosion by giving a business time to respond to competition threats (Trong Tuan 2012) (Table 5).

Table 5: Confirmatory Factor Analysis Results of Final EBBE Items

<b>Employer Brand Equity</b>	<b>Factor Loading</b>	<b>CR</b>	<b>Construct Reliability</b>
<b>Organizational Awareness</b>			
OAW1	0.74		
OAW2	0.61		
OAW3	0.83	13.601	

OAW4	0.72	12.535	0.818
<b>Organizational Attractiveness</b>			
OATRA1	0.89	18.924	
OATRA2	0.91	19.160	
OATRA3	0.72		0.876
<b>Organizational Image</b>			
<b>Employer Brand Equity</b>	Factor Loading	CR	Construct Reliability
<b>OISIN1</b>	0.93	31.221	
<b>OISIN2</b>	0.68	15.509	
<b>OIINNO4</b>	0.66	16.912	
<b>OIINNO5</b>	0.74	16.155	
<b>OIINNO6</b>	0.92	18.903	
<b>OICOMP7</b>	0.79	22.180	
<b>OICOMP8</b>	0.85	20.805	
<b>OICOMP9</b>	0.70		
<b>ONIPR10</b>	0.87	23.674	
<b>ONIPR11</b>	0.84	17.506	
<b>ONIPR12</b>	0.93	24.317	0.943

Although this definition might be considered quite simple and unvarnished, it has been the basis for further research. It is important to note that customer understanding lies at the heart of these marketing effects. To put it another way, manufacturers react differently or take the right actions for brand marketing when customers are aware of a brand (Nataraj & Rajendran, 2018). In India's consumer durables sector, the market for household appliances is constantly changing due to fierce competition, rising costs, and rising product differentiation. Businesses that rely only on their products may fail because most consumers consider a product's brand name in addition to its usefulness when choosing one.

Building brand equity is therefore one of the key markers of a struggle for growth and survival. A company's brand equity has grown to be a very important asset, and many expect to boost their brand equity in order to increase returns and profits De (Chernatony et al., 2004)(Table 6).

Table 6: Pearson Correlation SMM and EBBE

	<b>SMM and EBBE</b>	<b>Correlation</b>	<b>P</b>	<b>Hypothesis</b>
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		<b>coefficient (r)</b>	<b>value</b>	<b>Status</b>
H1a	Entertainment-> Organizational Awareness	0.369	0.00	Supported
H1b	Entertainment-> Organizational Attractiveness	0.394	0.00	Supported
H1c	Entertainment-> Organizational Image	0.483	0.00	Supported
H1d	Informative-> Organizational Awareness	0.430	0.00	Supported
H1e	Informative-> Organizational Attractiveness	0.311	0.00	Supported
H1f	Informative-> Organizational Image	0.524	0.00	Supported
H1g	Interactiveness-> Organizational Awareness	0.300	0.00	Supported
H1h	Interactiveness-> Organizational Attractiveness	0.271	0.00	Supported
H1i	Interactiveness-> Organizational Image	0.393	0.00	Supported
H1j	Vividness-> Organizational Awareness	0.450	0.00	Supported
H1k	Vividness-> Organizational Attractiveness	0.264	0.00	Supported
H1l	Vividness-> Organizational Image	0.397	0.00	Supported

Brand awareness, perceived quality, and brand connections can all increase brand loyalty by improving customer satisfaction and offering a reason to buy the product. Brand connections will serve as a representation of the experiential and utilitarian attributes that a particular brand provides. Combining both tangible and intangible characteristics results in a brand identity, or a distinct set of brand connections that the brand strategist seeks to establish or maintain.

## 5. CONCLUSION

Concerns about brand equity are essential to the growth and design of a company and its line of goods and services. Investigating the degree to which each component of the marketing mix has affected brand equity appears to have thoroughly validated it. This study looks at how durable products and fast-moving consumer goods (FMCG) can build and maintain brand equity in the Indian market. Additionally, it advances our knowledge of the processes, patterns, and extent to which brand equity affects particular elements of the marketing mix and customer behaviour. The

manufacturer's name is typically found on manufacturer brands. Numerous customers who value high quality and a low chance of subpar product performance are drawn to these companies. Manufacturers who brand their goods must choose between using family brands, individual brands, or a mix of both. Manufacturers invest a lot of money promoting their brands, sell them at a lot of rival retail locations, and often run joint ads with retailers to split the costs.

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## Chapter-III

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# A METRICS DRIVEN APPROACH TO BRAND MANAGEMENT AND BRAND HEALTH CHECK

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**Abstract---** Marketers require credible and trustworthy metrics to track the success of their brand-building initiatives in order to account for marketing performance. Although hard metrics (such as sales, transaction, and behavioral metrics) are still important indicators of a brand's present performance in the market, they are still far from being an accurate indicator of a brand's potential for future expansion. Price promotions and other short-term tactics have an impact on hard measures, but they don't significantly improve the brand's long-term performance. Sales of big, well-known brands are frequently unaffected by changes in advertising. To better understand how marketing activities affect consumers' memories and how that affects brand performance, marketers turn to memory metrics, often known as consumer-based brand equity measurements. "A set of consumer perceptions, attitudes, knowledge, and behaviors that result in increased utility and allow a brand to earn greater volume or greater margins than it could without a brand name" is what is known as consumer-based brand equity, or CBBE. As a result, some people also think that memory measures can be used to gauge "brand value." In order to make informed brand management decisions, many marketers of major companies invest a significant amount of time and money in measuring and tracking CBBE. This study combines a metrics-driven approach to brand management with a comprehensive brand health check framework to diagnose and enhance brand performance. This study employs a mixed-methods research methodology that combines qualitative insights with quantitative data analytics to produce a robust toolkit for brand evaluation. The proposed methodology, which assesses brand health along a number of crucial dimensions, including reputation, customer loyalty, and brand awareness, also incorporates market and financial performance measurements. The study's findings enable marketers and brand managers to make informed strategic decisions and foster long-term

brand growth by contributing to the development of a data-driven brand management paradigm.

**Keywords---** Brand Health Check, Metrics Driven Approach, Brand Management.

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## 1. INTRODUCTION

Global brands that compete across nations and cultures are being created by contemporary marketing trends. Every idea pertaining to brand development is becoming more and more important in order to create effective marketing plans. Understanding and effectively managing brand equity to create powerful attributes that will impact consumer behavior during decision-making is the first step towards successful brand management. The brand leaves a notable and important impression. relationship between the business and its clients. Therefore, a brand serves as one of the marketer's main instruments for marketing. Knowing what advantages customers want from a specific product or service is essential to brand management success (Gök & Hacıoglu, 2010). Key metrics, such as brand awareness, reputation, sentiment, share of voice, loyalty, and purchase intent, are used by brand management and health check research to evaluate brand performance. These metrics assist organizations in making well-informed decisions and refining their brand strategy. Customers can more easily differentiate between the market's competing goods and services thanks to brands. There are a number of variables that have made managing brands more difficult for marketers and increased customer importance. Competing with the growing number of new brands is the primary goal of branding in relation to marketing. Customers find it challenging to choose from a large selection of items since the brand environment has changed. Second, today's consumers are pickier and are not only searching for a product's utilitarian benefit; they are also searching for a brand's image, prestige, personality, lifestyle, and other attributes that they can strongly identify with. Customers are therefore searching for a list of qualities that extend beyond a product's tangible and physical features. Researchers and marketers have recognized a role for the Brand Equity model in addressing the conflicts that brand encounter. Effective marketing must have an emotional impact on the consumer

that motivates them to do constructive consumption activities rather than just raising awareness in their minds (Desai & Waller, 2010) (Figure 1).



Figure 1: Elements of Brand Management

After reviewing the Indian luxury brand consumer market, it is imperative to try a study that tries to analyze the strength of customer-based brand equity and the impact of various branding elements on customer-based brand equity. The most successful brand managers use the explosive phenomenon of global branding to find new opportunities and new markets (Lassar et al., 1995). Since it has a direct impact on the brand's profitability, a strong brand is actually one of the most important factors in creating a competitive edge in the modern marketing landscape. Strong brands can boost social identification and enhance future purchase by lowering perceived risk and search expenses for consumers. Due to its connection to brand revenues, the majority of managers currently aim for the consumer attachment at the top of the model. Depending on the power of their brand, businesses might charge more for their goods in order to increase market share, keep customers loyal, provide opportunities for successful brand extensions, and encourage positive word-of-mouth from their customers. It is often known in the marketing literature that businesses can get several advantages and enhance their performance by developing a strong brand identity in today's unstable market conditions.

### ***Need of the Study***

One of a company's most significant assets is its brand because strong brands may command higher prices and are less susceptible to price competition, which helps them achieve larger profits and liquidity in volatile markets. Strong brands

also benefit from increased marketing effectiveness. For the best outcomes, marketers must concentrate on a particular market segment when developing powerful brands. As technology has advanced, customer behavior has changed, and market rivalry has increased, brand management has changed dramatically (Aaker, 2012). Conventional brand evaluation techniques, which frequently depend on subjective judgments, are no longer adequate to guarantee a brand's sustained success. Organizations can assess brand health in a more scientific and data-driven manner based on a metrics-based approach that also provides actionable results that help optimize brand strategy. In measuring brand power, this research explores the role of key performance indicators (KPIs) like financial performance, sentiment analysis, customer loyalty, engagement, and brand recognition. It also examines ways in which business organizations can apply benchmarking, competitive analysis, and real-time data to develop informed strategic decisions. It examines the implications of data-driven brand management with a view towards providing business entities with a scientific framework for improving customer relationships, establishing brand capital, and retaining market competitiveness. Kim et al., (2003) Results confirm the burgeoning field of brand analytics by the importance of perpetual observation and response in a company setting that shifts rapidly. Brand management is developing a brand identity, value, and reputation by maintaining it through continuous effort. To generate a strong brand ecosystem, there is a strategic approach that consolidates communications, marketing, and customer experience strategies. Successful brand management demands a thorough comprehension of the target market, competition, and target audience. It also means creating a distinct value proposition, an engaging brand story, and delivering on the brand promise in all touchpoints consistently. Through this, companies can establish a loyal customer base, differentiate themselves from competitors, and ultimately drive sales and profitability. The process of developing, maintaining, and growing a brand's value, identity, and image in the market is referred to as brand management. It involves shaping customer attitudes, building brand loyalty, and ensuring consistency across all touchpoints. Effective brand management helps firms differentiate themselves from competitors, win customers' loyalty, and achieve consistent growth. The activity of developing, maintaining, and strengthening a

brand to ensure a strong and positive impression in the minds of customers is referred to as brand management. It encompasses all from customer experience and long-term loyalty to company identity and positioning. A strong brand separates a company from competitors, enhances consumer loyalty, and builds trust. Knowledge of the brand's purpose, fundamental values, and differential advantage—factors affecting its positioning within the market—is important for successful brand management. Companies can build their brand image and ensure a long-term effect on their public by maintaining consistency in message, imagery, and customer experience across all touchpoints. Brand awareness, which involves increasing visibility through a range of marketing activities such as social media, online advertising, public relations, and content marketing, is an important aspect of brand management. Brands can raise their recognition and recall and boost their chances of being chosen over competitors by engaging with consumers and being present. Each interaction, whether online interaction, customer support, or product quality, has an impact on how customers perceive a company, so customer perception and experience is another critical factor. Positive experiences and good customer service assist companies in creating stronger emotional connections with their customers, which raises client retention and satisfaction.

### ***Research Objectives***

- 1) To analyze the role of a metrics-driven approach in brand management – Examining how data and analytics improve decision-making in sustaining brand health.
- 2) To identify key performance indicators (KPIs) for measuring brand health – Establishing a comprehensive framework that includes brand awareness, customer perception, engagement, loyalty, and financial performance.
- 3) To evaluate the effectiveness of digital analytics and sentiment analysis in brand monitoring – Assessing how real-time data sources, such as social media and online reviews, contribute to brand health assessment.

## **2. LITERATURE REVIEW**

Individual customers' brand loyalty is determined by the frequency and trends of their purchases. There are a number of markers of brand loyalty, and two of the

most common ones are the frequency of brand purchases over a given period of time or the extent of the consumer's purchase at that moment (Thompson et al., 2014). Brand loyalty, on the other hand, refers to the most widely used data, or the quantity of times a consumer purchases a particular brand and the relative frequency of those purchases. A tangible product, an essential brand, an augmented brand, and a potential brand are the four components that make up a successful brand. The term "physical product" describes a good that satisfies consumers' basic necessities. In order to attract buyers, the original brand considers how the physical product is packaged. Credibility, quality after-sale support, and other factors can help to properly reinforce the brand. Additionally, a well-defined brand guarantees consumer preference and loyalty. Customers' perceptions of the brand are ingrained by these procedures (Wijaya, 2013). A brand's name and symbol make it distinctive, such as a trademark, logo, or packaging design meant to distinguish one or a group of marketers' products or services from those of their rivals. A collection of assets and liabilities connected to a brand name and symbols is known as brand equity. It is made up of two primary components: (1) brand associations and (2) awareness level. A brand is defined as a collection of financial, practical, and emotional advantages for the final customer. Keller & Brexendorf, (2019) According to this definition, it is evident that a company's efforts to develop a brand add greater value for its clientele. In the same way, it raises the company's reputation and perceived worth in the eyes of the consumer. In addition, a brand provides legal protection, streamlines product handling, arranges accounting, and identifies the manufacturer. One of a company's most significant intangible assets is its brand, which can only be developed with careful preparation, sustained dedication, and innovatively planned and carried out marketing. The brand serves as a symbol that may be an outside influence that reveals the product's secret features that are not available through contact (Maurya & Mishra, 2012). The brand helps consumers recognize the product and sets it apart from rivals. According to the CBBE model, building a trustworthy brand may be broken down into a number of steps, each of which is dependent on the success of the one before it. The first stage is to make sure that buyers can identify the brand and associate it with a certain product class or customer requirement.

Establishing the brand's meaning firmly in the minds of consumers is the next stage, which entails strategically connecting a lot of linkages between tangible and intangible companies. Getting accurate responses from consumers regarding this brand identity and its significance is the next phase. In order to establish a relationship of strong and active brand loyalty, the final step is to change the brand response. The steps in this "branding ladder" are as follows: identification comes first, followed by meaning, responses, and relationships Mogaji, (2021). A connection cannot be formed without receiving the appropriate reactions from customers; meaning cannot be established without first establishing an identity; and responses cannot happen unless businesses provide the correct brand meaning. People want a brand to exist, so it does. There would still be a brand because people need it, even if the term "marketing" had never been coined and advertising had been outlawed worldwide. Humans naturally and instinctively created branding as a means of simplifying a complex world. With a brand, one receives a cue, a symbol, and an expectation of what to expect (Ferraro et al., 2023). William Lever thus introduced accountability—the first step in consumer protection—when he first chopped bars of soap into regular-sized pieces, packaged them, and added the brand Sunlight. Product branding occurs when a product is given a name, and consistency is ensured. One is more inclined to repurchase something if he enjoys it. And from the perspective of the customer, if something is amiss, someone is at fault.

It appears that many social observers think that brands are mostly for the comparatively wealthy, or those who are willing to pay a little bit more for the ethereal delights of style or fashion. However, given the past, it is undoubtedly not the case. In order to better track brand performance, recent research have built upon existing models by integrating digital analytics, sentiment analysis, and artificial intelligence. A growing number of metrics are being used to assess brand health across multiple touchpoints, including Net Promoter Score (NPS), Customer Lifetime Value (CLV), and engagement rates. Additionally, studies indicate that industry-specific KPIs and competitive benchmarking improve brand planning by offering comparative insights. Proactive decision-making is now possible thanks to the further improvement of brand management procedures brought about by the

combination of real-time data analytics and predictive modeling. The advantages of a more organized, metrics-driven strategy in maintaining market relevance and building brand equity are highlighted in this literature study. Businesses employ brand health analysis to evaluate the general strength and market perception of their brand. (Burmann et al., 2023) It entails assessing a number of variables pertaining to the brand's performance, standing, and customer attitude. Brand health evaluations usually involve brand awareness, brand perception, brand loyalty, and brand equity.

### **3. BRAND HEALTH**

Proactive decision-making is now possible thanks to the further improvement of brand management procedures brought about by the combination of real-time data analytics and predictive modeling. The advantages of a more organized, metrics-driven strategy in maintaining market relevance and building brand equity are highlighted in this literature study. Businesses employ brand health analysis to evaluate the general strength and market perception of their brand. (Welter, 2023) It entails assessing a number of variables pertaining to the brand's performance, standing, and customer attitude. Brand health evaluations usually involve brand awareness, brand perception, brand loyalty, and brand equity.

Brands can conduct brand health studies that solicit input from members of their target audience regarding the aforementioned factors in order to assess whether or not a brand is healthy. In order to track these data points over time and see if/how they change, many brands choose to conduct this research as tracking studies. Businesses need to track brand health because it allows them to keep an eye on how well their brand is performing over time and make well-informed decisions based on data that reflects actual customer behavior or consumer sentiment. As a result, companies can maintain their strong performance in certain areas while improving in others where competitors may be winning, making for an effective and strategic use of resources (Watson et al., 2024).

Since you can be certain that whatever you're seeing in your data actually reflects consumer preferences rather than just a point-in-time rise or fall in a particular metric, which could be caused by market conditions or other external factors

unrelated to your brand's performance, the actual "tracking" component of brand health tracking is crucial. In addition to monitoring your performance right now, brand health tracking is one of the finest ways to spot new trends in your industry or category so you can take action first rather than chasing after them. It is possible to modify brand messaging, product offers, and customer experience to better suit the evolving needs of consumers by understanding how their preferences are changing. Brands can gather a variety of information about their brand's value and performance in addition to the typical brand health metrics listed above, which help to create a comprehensive picture of their overall health. It all boils down to what a company values and finds most significant, even though the following are only a few additional indicators that brands may wish to consider tracking (Figure 2).



Figure 2: The Marketing Funnel: Stages of Customer Engagement and Conversion

**NPS (Net promoter score):** One popular statistic for assessing customer happiness and loyalty is the Net Promoter Score (NPS). It assists companies in determining the likelihood that their clients will refer their goods or services to others. A market research tool called the net promoter score (NPS) asks respondents to rate their chances of recommending a brand on a scale of 0 to 10, so determining the likelihood that others will "promote" the brand through word-of-mouth. Respondents who choose a score between 0 and 6 are regarded as "detractors" and are unlikely to persuade others to purchase your goods or services. People who give your brand a score of 7-8 are "passives," meaning they are neither likely nor unlikely to advertise the goods or services. Your "promoters" are the respondents who give your brand a score of 9-10 on the NPS inquiry. (Baehre et al., 2022) It is thought

that these customers actively suggest goods or services to others. Many major market research procedures have been replaced with the widely used Net-Promoter Score (NPS), an easily gathered market research indicator. Regrettably, this has been its only achievement. It lacks many, if any, of the qualities that a high-level market research metric might find highly desirable; rather, it has caused significant harm to businesses and their clients.

NPS is calculated using the formula:  $NPS = \% \text{ of Promoters} - \% \text{ of Detractors}$

The range of the score is -100 to +100. While a negative score suggests possible problems with client satisfaction, a positive score shows more promoters than critics, indicating strong customer loyalty (Figure 3).



Figure 3: Net Promoter Score (NPS) Trend Analysis Over Time

**SOV (Share of voice):** A brand's relative visibility, reach, exposure, and engagement within its market are all measured by its Share of Voice (SOV) indicator. It can be conceptualized as the proportion of the entire industry that is "owned" by that brand in terms of communications, advertising, and other media content. Understanding share of voice is crucial for brands because it helps them understand their position in respect to their rivals. Brand marketers can evaluate the success of their advertising campaigns, spot new trends in relation to their business objectives, and make data-driven decisions to maximize their current and future marketing strategies by tracking changes in SOV over time (for example, in a brand health tracking study).

This information also acts as a crucial safety measure. Gaining insight into the whole range of brand discussions allows one to anticipate problems before they arise and reduce hazards that could otherwise go overlooked.

Share of voice = Your brand metrics / Total market metrics

With minor modifications to some variables, this method is applicable to all marketing channels. While traditional SOV is determined by the volume of brand mentions across media channels, social SOV may be determined by tracking brand mentions across Facebook, Instagram, X (previously known as Twitter), and other platforms. In this method, "total market metrics" includes the same data points for all pertinent competitors in your industry, while "brand metrics" refers to the data points you're measuring for your own brand. Although this formula offers a fundamental comprehension of SOV, it is crucial to keep in mind that it is not comprehensive. Qualitative aspects like the significance and pertinence of mentions are also very important. Social media share of voice is a useful indicator for gauging audience sentiment and brand perception since it captures customer conversations across platforms. Social listening tools find every mention of a brand or product on all platforms, making it easier to track social media SOV. To determine a brand's position, compare its performance to that of its rivals. This data is visualized and analyzed with the aid of Sprout's Listening tools, which offer a breakdown according to engagements, impressions, unique authors, and sentiment. Additionally, filter results using keywords, networks, and other parameters.

#### **4. MEASUREMENT OF BRAND HEALTH**

A mix of quantitative and qualitative measures that evaluate a brand's performance, perception, and competitive position are needed to measure brand health. Liebrecht et al., (2021) Among the crucial markers are: Brand Awareness: A measure of how well a brand is known by customers, it is obtained through surveys, social media mentions, search volume, and website traffic. Brand perception is measured by brand association research, internet reviews, and customer sentiment analysis to determine how customers feel about the brand.

Customer engagement is monitored by brand campaign involvement, website engagement data (bounce rate, time on site), and social media interactions (likes,

shares, and comments). Customer Lifetime Value (CLV), Net Promoter Score (NPS), and repeat purchase rates are used to measure customer loyalty and retention, which shows enduring brand loyalty. Market Share and Competitive Position: To ascertain the brand's position in relation to rivals, industry benchmarks, sales data, and customer preference surveys are used. Financial Performance: Evaluates the brand's influence on business success by looking at revenue growth, profit margins, and return on marketing investment (ROMI).

Online surveys and focus groups: Market research surveys, whether they be online quantitative studies or qualitative focus groups, are among the simplest and most effective ways to get high-quality consumer input regarding the success of your business. Brands can use an online survey to collect numerical input from their target audience on the aforementioned brand health metrics (brand awareness, brand recall, brand reputation, purchase intent, etc.) in the form of rating scales, ranking questions, multi- and single-select lists, etc.

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With the use of these qualitative measurement techniques, brands may get in-depth feedback from customers on their brand in their own words. A brand's appointed moderator may ask participants in a focus group which brands in the "x" category they are familiar with, which they would consider purchasing and why, and why they might or might not be happy with the brand. When combined with quantitative research, qualitative feedback is a fantastic tool for enhancing numerical results and delving deeper into the "why" of consumer choices (Table 1).

Table 1: Items related to brand health

Construct	Items
Marketing	
A. Entertaining	The contents seem interesting. It was exciting to use this Organization’s social media. It was fun to collect information about Organization.
B. Informative	The information was convincing. The contents were authentic. The contents and information were professional. Contents were up-to-date.
C. Interactive	It was easy to convey my opinion through Organization’s social media. It was easy to convey my opinion through Organization’s social media. It was possible to exchange opinions or conversation with other users.
D. Vividness	The site had animation, flashing pictures, and moving images. The site included at least one of these elements.
Employer based Brand Equity	
organizational Awareness	I have heard of this organization. I am aware of this organization. I have heard of this organization. I am aware of this organization
organizational Attractiveness	For me, this organization would be a good place to work. The organization is attractive to me as a place to work. I would only be interested in this organization as a last resort
Organizational Image	The organization is honest. (sincere) The organization is sincere(sincere) The organization is trendy. (innovative) The organization is up-to-date (innovative) The organization is contemporary (innovative) The organization is a corporate. (competence) The organization is successful (competence) The organization is a leader(competence) The organization is well respected. (prestige) The organization is having high status. (prestige) The organization is highly regarded. (Prestige).
Online Engagement	
Affective Engagement	I became enthusiastic about the social media page of the organization. The social media page of the organization inspired me. I found the website of organization full of meaning and purpose. I was excited when interacting with the organization online. I am interested in the website of the organization. I am proud of being a fan of this organization.
Cognitive Engagement	I was absorbed in the page.

	I got mentally involved in the company. (e.g., its story, history, mission, goals). Overall, my experiences are intense.
Behavioral Engagement	Responded to fan comments. Posted a comment on the company's wall.
Source Credibility	The content is produced by individuals who are experts The information is credible. The content is more reliable than other sources. The content is trustworthy.
Intention to apply.	If this company invited me for a job interview, I would go. I would exert a great deal of effort to get a job with this company. I would recommend this company to a friend looking for a job.

Brand health is quantified by the assessment of a brand's strength and vitality in a variety of methods. Brand recognition, recall, and awareness; customer satisfaction, loyalty, and retention; reputation and sentiment analysis for a brand; market share, sales performance; social media metrics and influencer measurement are some of the most standard metrics to measure the health of a brand. Furthermore, companies can apply proprietary frameworks such as the Brand Finance Index or the Brand Asset Valuator (BAV) to measure the health and value of their brand. Companies can identify their strengths and weaknesses, detect early warning signs of decline, and make fact-based decisions to optimize their brand strategy and improve overall brand health by tracking these metrics over time.

## 5. FUTURE DIRECTIONS

Some future research areas for a metrics-based strategy for brand management and brand health audits can involve the implementation of artificial intelligence and machine learning algorithms to read large data sets and forecast brand performance. Informed information can also be derived by looking into how the latest technologies such as blockchain and the Internet of Things (IoT) could improve consumer engagement and brand openness. More research must be conducted on creating more precise and industry-oriented measures to measure brand health and exploring how environmental and cultural issues affect brand management strategies. It could also lead to more complete and efficient brand management plans if the possibility of merging metrics-based brand management with other business areas, including finance and supply chain management, were explored. Another possible area of research is the evolution of more sophisticated

data analysis methods, including sentiment analysis and natural language processing, to better understand customer preference and impressions. Further, marketers can gain valuable information by examining the role of social media influencers and user-generated content in affecting brand health. Future studies could also investigate how metrics-based brand management works in most cultural and geographic environments and how it is used across a range of industries, including non-profits and the public sector. It would also be useful to study how virtual and augmented reality technology can be used to improve brand experiences and engagement. Subsequent studies can also explore how metric-based brand management fosters business sustainability and social responsibility. An option for this is to investigate how environmental, social, and governance (ESG) considerations affect brand reputation and business performance. Another potential area of study is the evolution of more holistic and interdisciplinarity approaches to brand management that are informed by psychology, sociology, and anthropology. Further, it may be significant to consider the possibility of applying biometric information and neuroscientific methods for quantifying customer reactions to advertising and branding. Further, studying how emerging technologies such as voice shopping, podcasting, and virtual events influence brand management strategies may offer marketers valuable insights.

## **6. CONCLUSION**

The research underlines the importance of a data-driven strategy for successful brand management and maintaining market salience. Conventional methods of measuring brands, based primarily on instinct and qualitative decision-making, are increasingly being replaced or complemented by data-based strategies that offer real-time, actionable information. By incorporating such key performance indicators (KPIs) as sentiment analysis, customer engagement, brand awareness, loyalty, and financial performance, companies can gain a complete picture of the health of their brand. Additionally, since digital analytics, social media listening, and competitor benchmarking provide useful insights into consumer behavior and market positioning, their importance cannot be overemphasized. This research also places emphasis on the importance of continually tracking a brand and responding to trends in the marketplace for sustained success. Brands are able to identify early

warning signs of decline, capitalize on new prospects, and modify their strategy based on data-driven recommendations by applying a transparent, metrics-driven framework. Predictive analytics and artificial intelligence together are further enhancing brand management by allowing more precise predictions and personalized consumer engagement. Ultimately, by emphasizing the value of a methodical, numerical strategy for measuring and maintaining brand health, this research contributes to the emerging field of brand management. Companies that have a strong emphasis on fact-based decision-making are more likely to navigate competitive landscapes, establish their brand, and develop long-term relationships with customers. Companies can ensure strength, sustainable growth, and a healthy market presence in a more digital and consumer-driven decision landscape by embracing a metrics-based approach. They will also be better positioned to navigate competitive landscapes, build their brand, and cultivate long-term relationships with customers. With a metrics-based approach, companies can ensure strength, sustainable growth, and a healthy market presence in a more digital and consumer-driven landscape.

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## Chapter-IV

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# A FRAMEWORK FOR EVALUATING BRAND PERFORMANCE METRICS

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**Abstract---** A significant amount of research has concentrated on how a brand's personality allows a customer to use the brand to convey certain aspects of their identity or their ideal self. In addition, brand personality can be seen as a crucial factor in differentiating a brand within a product category, as a major influence on customer preference and usage, and as a common denominator that can be utilized to promote a cross-cultural brand. There is generic or core, expected, augmented, and prospective levels that make up a brand. The commodity form that satisfies the fundamental requirements of the user or buyer is known as the generic level. The commodity is value-engineered to meet certain target minimum purchasing requirements, including functional capabilities, availability, and pricing, within the anticipated level. Buyers and users become more sophisticated as they gain experience, thus the brand would need to be enhanced in more complex ways with more values that meet both practical and emotional demands. A variety of fundamental auxiliary services not connected to the primary brand are offered by the augmented brand. These consist of customer service, installation, training, shipping, credit and purchase terms, and guarantees. The only thing limiting the brand's ability to reach its maximum potential with even greater brand experience is inventiveness. The degree of influence and worth that brands have in the marketplace varies. Despite their complexity, brands ultimately exist in the imaginations of customers.

**Keywords---** Brand Health Check, Metrics Driven Approach, Brand Management.

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## 1. INTRODUCTION

Since consumers are active participants in marketing campaigns, branding is not something that is done to them; rather, it is something that they do. It is possible to observe how brands evolve via different stages. Brands that are unknown to the majority of consumers in the marketplace represent one extreme. Additionally, consumers have a relatively high level of brand awareness for some brands, as indicated by either brand recognition or brand recall. Above this are brands with a high level of brand acceptability, meaning that the majority of consumers would not hesitate to purchase them. There are also some brands that have a high level of brand preference. They'd be chosen instead of the rest. Last but not least, certain brands have a high level of brand loyalty. (Maurya et al., 2012) A collection of brand assets and liabilities associated with a brand, its name, and its symbol that either increase or decrease the value that a product or service offers to a business and/or its clients. One of the most crucial components of brand equity is brand awareness as without it, no brand can imagine its expansion or future. Since it determines a brand's commercial value, it is evidently vital to reflect customers' familiarity with the specific brand. Customers are crucial to the growth of the Indian economy. As a result, businesses prioritize their clients by upholding positive connections, soft skills, and improved communication standards. Serving, satisfying, appealing, and delighting clients is the primary goal of businesses like banks in order to keep them using their services (Mogaji, 2021). Through channels of communication such as in-person interactions, websites, emails, phone calls, etc., the clients are kept under control to keep them using the services. For a business to run more smoothly and guarantee that its consumers are satisfied, its products and services must meet their needs. The marketing sectors have developed based on the purchasing patterns of customers, purchase probability, and a variety of marketing programs designed to attract and impress consumers. The management of the company will receive concrete data if the company is operating on the positive effects of marketing and expanding its market reach based just on customer ratings and reviews.

The most necessary and accessible products on the market for consumers are the convenience items described in this section (Ferraro et al., 2023). In essence,

the quality, brand, price, availability of the goods, and promotions draw in buyers. On the other hand, the manufacturers or sellers would focus on delivering their final products and services to the necessary clients, either through door-to-door sales or under-roof sales. When a corporation or organization first launches a convenience offering, it must be promoted or introduced using the factors that are already in place, such as price, quantity, quality, and brand image. It is believed that a significant number of buyers will be drawn to the product if the producer concentrates on the aforementioned factors when introducing the new product to the market. The primary motivator for manufacturers and businesses to create consumer and commercial products is the influence that consumers have on the items (Figure 1).



Figure 1: Process of Brand Adoption

### 1.1. Need of the Study

For many firms today, building strong brand equity is essential to gaining a competitive edge. But usually, it's not an easy errand to complete. The management of a brand has grown in importance due to increased globalization and competition, which makes it an interesting area of study (Burmam et al., 2023). Strong brand equity systems may help many businesses stay competitive, prosperous, and productive. Customers can distinguish between a brand and an item with the use of brand equity. As a result of globalization, branding and customer-based brand equity have become useful tools that academics are increasingly considering with the aim of establishing how to create a global brand that engages all customers. This interest stems from increased cross-border population mobility and technological portability, which have facilitated faster idea interchange and a global blending of consumer preferences and values.

The goal of the current study is to determine how consumer-based brand equity influences consumers' decisions to purchase convenience foods (Welter, 2023). Convenience items are ones that are readily available and commonly bought with little effort. These goods, which include everything we use on a daily basis, are readily available in markets (Mbaskool, n.d.). Convenience products include things like dishwashing bars, soaps, toothpastes, detergents, talc, and fragrances. Convenience stores are the establishments where these products are sold. Convenience products aren't meant to last. These products are well-known for being inexpensive and easily accessible. The market need for convenience goods is steady, and marketing campaigns and ads are crucial in boosting sales of these goods (Watson et al., 2024). A sizable amount of the fast-moving consumer goods (FMCG) sector is made up of convenience items.

### ***Research Objectives***

- 1) To analyze the role of a metrics-driven approach in brand management: Examining how data and analytics improve decision-making in sustaining brand health.
- 2) To identify key performance indicators (KPIs) for measuring brand health: Establishing a comprehensive framework that includes brand awareness, customer perception, engagement, loyalty, and financial performance (Baehre et al., 2022).
- 3) To evaluate the effectiveness of digital analytics and sentiment analysis in brand monitoring: Assessing how real-time data sources, such as social media and online reviews, contribute to brand health assessment.

## **2. LITERATURE REVIEW**

The relationship between brand equity and brand purchase intention is thought to be significantly influenced by the increasing role of brand involvement, according to Learn Marketing. Customers' purchasing decisions are influenced by a wide range of circumstances. Customers' perceptions about their friends, neighbors, surroundings, culture, and upbringing are some of the factors that affect their purchasing decisions. Social media has a significant impact on consumer

purchasing decisions as well. High buying decisions are not necessary for convenience goods (Liebrecht et al., 2021). Because convenience products must be purchased frequently due to their high consumption in daily life, people commonly choose to buy cost-effective products. Due to the intense rivalry, marketing and advertising tactics are crucial in boosting sales of these products. To earn the trust and loyalty of consumers, manufacturers must produce high-quality goods. According to Zacharias & Manalel, (2016), in recent years, sales promotion has become a more significant marketing technique than other components of the promotion mix, such as public relations, publicity, personal selling, and ads (Smith et al., 2021). Fixing or recording a favorable perception of the brand in the minds of consumers so that they choose it over its rivals is the essence of brand equity.

The term "customer-based brand equity" was created to describe brand equity from the perspective of the consumer. The "differential effect of brand knowledge on customer response to the marketing of the brand" is the definition of customer-based brand equity, or CBBE. Traditional marketing theory states that price and sales promotions have a detrimental impact on brand equity, while high advertising expenditures, high prices, a positive store image, and intense distribution all help to build brand equity in the minds of consumers. According to Keller (2001), establishing a solid brand image in the eyes of the consumer is crucial to the expansion and success of the company. Manufacturers rely on consumer trust and brand preference to generate profits and financial rewards for their businesses (Gök & Hacıoglu, 2010). To help the management with their brand-building endeavors, Keller has provided an explanation of the customer-based brand equity concept. According to the model, there are four processes involved in developing a strong brand. The first is increasing the breadth and depth of brand awareness. This is followed by developing the appropriate brand meaning through powerful, positive, and distinctive brand associations.

Getting favorable, approachable brand responses is the third phase, and developing strong, active consumer relationships which are marked by brand loyalty is the final step. Six brand construction blocks brand salience, brand performance, brand images, brand judgments, brand feelings, and brand resonance are required

in exchange for completing these four processes. After all other branding blocks have been developed, the most valuable brand building block is brand resonance, which characterizes the product's quality. Gaining the loyalty of customers is simple when a brand is of genuine quality. Customers that have a high level of brand loyalty are more likely to engage with the businesses and tell others about their experiences. Businesses that meet the requirements for brand quality are believed to profit from a number of advantages, including higher price premiums and more productive and successful marketing staff (Desai & Waller, 2010). According to Kumar and Joseph (2014), there are two types of consumers in Indian markets: those from rural areas and those from metropolitan areas. Products that consumers use regularly in their daily lives are referred to as FMCG. Customers use these products directly for their own use. With a market value of \$13.1 billion, the FMCG industry in India ranks fourth in terms of economic size. According to estimates, sales in India's FMCG sector are expected to reach over Rs. 1,30,000 crores in 2016. Over 700 million people shop in India's rural markets, which supply 50% of all FMCG goods.

### **3. BRAND PERFORMANCE**

The core relationship between a company's brand and its customers is thought to be customer-based brand equity. There are numerous emerging brands that are crucial to the establishment of any company in the marketplace (Lassar et al., 1995). In the public and private sectors, it is crucial for brands to influence consumers and for businesses to perform well in order to win over customers. In industries where consumers have a strong brand ownership and are choosing from a wide range of goods and services, the brand name serves as a differentiator. Due to shifting requirements, choices, and preferences, Kerala consumers' consumption patterns and buying habits have become more varied. An individual or an organization can primarily classify the purchasing decisions of customers, but manufacturers are in charge of choosing, securing, and discarding the services, goods, and concepts. Customers' purchase behavior is a very dynamic and complex task that involves a multifaceted process of spending their time, money, and effort to make the right selection.

The vast majority of Keralans are now working hard to earn money and meet their basic needs (Aaker, 2012). Therefore, people should get value for their money from the goods and services they purchase. Therefore, it is crucial to consider how buyers evaluate the product in relation to their purchasing mindset. Understanding the purchasing habits of clients is the foundation of any successful business enterprise. It is necessary for marketing industry staff to analyze this component in order to predict market trends and create products that customers would like. Customers' perceptions of the sectors' products should be positive both before and after they make a purchase. In order for customers to make wise purchasing decisions regarding their company, marketers must gain a greater grasp of how to give products and services that are practical, consumable, appealing, and simple to use. The factors that influence a customer's decision to purchase a product include its entertainment value, economic value, emotional value, and functional value.

In any industry, the type of product and brand have a significant impact on the purchase behavior of the customer. Around the world, more advanced and complex methods are employed to boost product output; yet, buyers can only use the products if they are beneficial. Product quality, product quantity, demand trends, changing brand behavior, product kind, consumer preferences and choices, simplicity of use, and purpose of use are the industries' positive attributes (Kim et al., 2003). Because Kerala is known for its cattle feed industry, branded cow feed is prioritized for a number of reasons, including compound quality, ease of handling, hygiene, and feed mixing uniformity pattern.

### **3.1. Conceptual Framework of the Study**

The conceptual framework that follows was developed based on discussions about customer-based brand equity and purchasing behavior. The first section of this conceptual model illustrates the numerous facets of customer-based brand equity and the connections between them, while the second section illustrates the varied facets of consumer behavior with regard to convenience products purchases (Thompson et al., 2014). The hypotheses developed to examine the relationships between the dimensions and the relationship between customer-based brand equity and purchasing behavior are clarified by this conceptual framework (Figure 2).

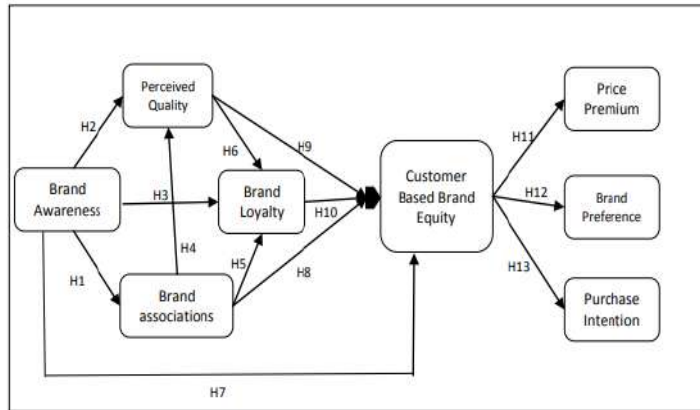


Figure 2: Conceptual Framework of the Study

The most necessary and accessible products on the market for consumers are the convenience items described in this section. In essence, the quality, brand, price, availability of the goods, and promotions draw in buyers. On the other hand, the manufacturers or sellers would focus on delivering their final products and services to the necessary clients, either through door-to-door sales or under-roof sales. When a corporation or organization first launches a convenience offering, it must be promoted or introduced using the factors that are already in place, such as price, quantity, quality, and brand image. It is believed that a significant number of buyers will be drawn to the product if the producer concentrates on the aforementioned factors when introducing the new product to the market. The primary motivator for manufacturers and businesses to create consumer and commercial products is the influence that consumers have on the items.

Unlike other goods or products, convenience items are manufactured based on customer consumption rates, which in turn generate profits for manufacturers and retailers (Wijaya, 2013). The convenience products described in this section would differ depending on the location and the viewpoint of the individual. Therefore, the brand image and sales promotions are the factors that may influence end users to buy the products. For example, before offering a single variant of a convenience good, like toothpaste, to consumers, manufacturers must assess the market, competitors, product uniqueness, quality, quantity, and pricing. Manufacturers who invest more in advertising and sales promotion would achieve their goals and

turn a profit under traditional marketing strategies. However, in today's modern marketing, manufacturers who draw customers to their products with better, more creative, and more economical marketing strategies in addition to using natural materials and ingredients are the fastest-selling products that can outperform rivals. Therefore, it makes sense that manufacturers should focus on marketing strategies and trends and create products that meet consumer needs in order to thrive in the cutthroat market and turn a profit from convenience items.

#### 4. MEASUREMENT OF BRAND OF PERFORMANCE

An outline for the study is called a research design. It makes assumptions about the steps necessary to obtain the data needed to organize and clarify research issues. The formulated problem is being studied using a descriptive research design. Both primary and secondary data have been gathered based on the study's requirements. A questionnaire with objectives has been created for the purpose of gathering primary data. Furthermore, significant aspects have been taken into account in order to measure the study's variable (Figure 3).



Figure 3: Measuring and Analyzing Brand Performance

Designing the experimental hypothesis entails defining the sampling units, the target population, the sampling frame, and the sampling frame is a register of the target population that defines all the sampling units within the target population.

The design of the experimental hypothesis is followed by the definition of the sample units, the sampling frame, and the overall target population. Several methods have been employed to analyze the data that was gathered (Keller et al., 2019). Below are specifics of the methods employed for each research objective, hypothesis, and question: Following the administration of the questionnaire, the results will be tabulated, subjected to percentile analysis, hypothesis testing, and any necessary deductions will be made. Based on the analysis and interpretation, the results will be documented. To make conclusions, statistical procedures such as the t-test will be employed (Table 1).

Table 1: Descriptive Statistics

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>
Brand Associations	1035	1.33	5.00	3.8006
Brand Awareness	1035	1.20	5.00	3.8216
Perceived Quality	1035	1.45	4.82	3.8156
Brand Loyalty	1035	1.50	4.88	3.7920
Overall Brand Equity	1035	1.45	4.80	3.8075
Price Premium	1035	1.00	5.00	3.4206
Brand Preference	1035	2.00	5.00	4.0444
Purchase Intention	1035	1.50	5.00	4.2406
Buying Behavior	1035	1.78	4.89	3.9019

Individual constructs were recognized and separated into exogenous and endogenous constructs for the purposes of data analysis in this study. Customers' purchasing decisions might be influenced by a number of things. Personal, social, and psychological aspects are frequently found to influence consumer purchasing decisions. Recent studies have also shown that customer-based brand equity has the power to impact and influence consumers' purchasing patterns. Given the variety of brands available in the market, it is believed that brand equity considerations influence consumers' purchasing decisions. The only tool available to consumers to choose a specific brand from a variety of options and remain devoted to that brand is brand equity. It's also claimed that brand equity has a bigger impact on consumers' purchasing decisions.

Businesses reportedly spend a significant amount of money and effort researching how consumers behave with a specific brand. because consumers are

now aware of all the many brands that are available in the market. In order to capture consumers' attention and then draw them in by providing them with high-quality goods and services, businesses develop marketing campaigns, memorable slogans, and successful ads. Customers' purchasing decisions are considered to be influenced by brand awareness and loyalty. In order for businesses to survive in a cutthroat market, brand equity is a crucial tool for attracting people who could make a purchase. Customers decide to repurchase from a brand when it offers them high-quality, excellent items and gains their confidence and loyalty. Simply said, customer-based brand equity is a rating or assessment of a customer's reaction to a brand (Table 2).

Table 2: ANOVA

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>	<b>Statistic</b>
Brand Associations	1035	1.33	5.00	3.8006
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Overall Brand Equity	1035	1.45	4.80	3.8075
Price Premium	1035	1.00	5.00	3.4206
Brand Preference	1035	2.00	5.00	4.0444
Purchase Intention	1035	1.50	5.00	4.2406
Buying Behavior	1035	1.78	4.89	3.9019

The mean difference between Brand Associations, Brand Awareness, Perceived Quality, Brand Loyalty, and Overall Brand Equity and Residence Type was determined using a one-way ANOVA (Table 3).

Table 3: ANOVA

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Nature of Place of Residence & Brand Associations	6.846	2	3.423	5.164	.006
	684.020	1032	.663		
	690.866	1034			
Nature of Place of Residence & Brand Awareness	5.620	2	2.810	4.587	.010
	632.215	1032	.613		
	637.835	1034			
Nature of Place of Residence & Perceived Quality	3.631	2	1.816	3.077	.047
	608.916	1032	.590		
	612.547	1034			
	2.406	2	1.203	2.096	.123

Nature of Place of Residence & Brand Loyalty	592.391	1032	.574		
	594.797	1034			
Nature of Place of Residence & Overall Brand Equity	1.799	2	.900	1.604	.202
	578.694	1032	.561		
	580.493	1034			
Level of Education & Brand Associations	324.043	4	81.011	227.469	.000
	366.824	1030	.356		
	690.866	1034			
Level of Education & Brand Awareness	282.638	4	70.659	204.898	.000
	355.198	1030	.345		
	637.835	1034			
Level of Education & Perceived Quality	288.587	4	72.147	229.383	.000
	323.960	1030	.315		
	612.547	1034			
Level of Education & Brand Loyalty	243.514	4	60.878	178.502	.000
	351.283	1030	.341		
	594.797	1034			
Level of Education & Overall Brand Equity	283.770	4	70.942	246.259	.000
	296.723	1030	.288		
	580.493	1034			
Level of Education & Willingness to Pay Price Premium	153.041	4	38.260	95.892	.000
	410.964	1030	.399		
	564.005	1034			

Endogenous constructs are those that are influenced by one or more study variables, whereas exogenous constructs are those that are not influenced by other study variables. In the study, endogenous constructs are comparable to dependent variables and exogenous constructs to independent variables. Eight observed characteristics and two unobserved constructs make up the conceptual model used in this study (Table 4).

Table 4: Descriptive Analysis

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brand Associations	3.8006	1035	.81740	.02541
	Brand Awareness	3.8216	1035	.78541	.02441
Pair 2	Brand Associations	3.8006	1035	.81740	.02541
	Perceived Quality	3.8156	1035	.76968	.02392
Pair 3	Brand Associations	3.8006	1035	.81740	.02541
	Brand Loyalty	3.7920	1035	.75844	.02358
Pair 4	Brand Associations	3.8006	1035	.81740	.02541
	Overall Brand Equity	3.8075	1035	.74927	.02329
Pair 5	Brand Awareness	3.8216	1035	.78541	.02441
	Perceived Quality	3.8156	1035	.76968	.02392
Pair 6	Brand Awareness	3.8216	1035	.78541	.02441
	Brand Loyalty	3.7920	1035	.75844	.02358
Pair 7	Brand Awareness	3.8216	1035	.78541	.02441
	Overall Brand Equity	3.8075	1035	.74927	.02329
Pair 8	Perceived Quality	3.8156	1035	.76968	.02392
	Brand Loyalty	3.7920	1035	.75844	.02358
	Perceived Quality	3.8156	1035	.76968	.02392

Pair 9	Overall Brand Equity	3.8075	1035	.74927	.02329
Pair 10	Brand Loyalty	3.7920	1035	.75844	.02358
	Overall Brand Equity	3.8075	1035	.74927	.02329

Employer branding is an unobserved exogenous construct that is shaped by the five observed exogenous constructs—economic, social, development, reputation, and diversity values. The final three are endogenous constructs that have been observed: job satisfaction, employee engagement, and organization identity. An unobserved endogenous construct of job attitude is formed by the final two constructions.

### 5. Findings

The researcher investigated a number of hypotheses in the study and came to the conclusion that there is a strong correlation between customer-based brand equity and perceived quality, brand awareness, brand associations, and brand loyalty (Table 5).

Table 5: Brand Awareness & Brand Associations - Cross Tabulation

Cross tabulation						
		Brand Awareness				Total
		Poor	Average	High		
Brand Associations	Poor	Count	198	3	0	201
		% of Total	19.1%	0.3%	0.0%	19.4%
	Average	Count	3	320	11	334
		% of Total	0.3%	30.9%	1.1%	32.3%
	High	Count	0	19	481	500
		% of Total	0.0%	1.8%	46.5%	48.3%
Total		Count	201	342	492	1035
		% of Total	19.4%	33.0%	47.5%	100.0%

Numerous aspects of purchasing behavior were also examined in relation to customer-based brand equity, and a statistically significant correlation was found. Several hypotheses were tested using regression analysis, chi square, ANOVA, and correlation. Customer-based brand equity is significantly correlated with brand awareness, brand associations, brand loyalty, perceived quality, readiness to pay premium price, brand preference, and purchase intention, according to all analyses. To determine the mean difference between gender and willingness to pay the price premium, a one-way ANOVA was used (Table 6).

Table 6: One way ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Gender of the Respondents & Willingness to Pay Price Premium	.367	1	.367	.673	.412
	563.638	1033	.546		
	564.005	1034			

To find out if there is a significant difference between the means of different variables for each category of demographic factors, an ANOVA was performed. With regard to the majority of the demographic factors, the research revealed that there are notable differences between the means of different variables. Consequently, it can be said that developing and improving customer-based brand equity aspects greatly benefits from a deeper comprehension of demographic characteristics.

## 6. CONCLUSION

The study examined how consumers' willingness to pay price premiums, brand preference, and purchase intention were impacted by overall brand equity. The study provides empirical evidence that consumers' willingness to pay a premium for a brand is positively correlated with its overall brand equity, and that brand preference and purchase intentions both rise as brand equity rises. buy intention was found to have a greater impact on customer behavior than brand preference, readiness to pay a premium price, and buy intention out of the three components of consumer behavior. Similarly, it was discovered that brand loyalty had the greatest influence on consumer behavior out of the four components of customer-based brand equity. In marketing management, tracking customer purchasing behavior is a laborious procedure. Customers' purchasing behavior is described as the actions and decision-making processes of those who buy a product. The different phases of a customer's purchasing behavior include determining or realizing the need for a product, looking up the information needed to buy it, assessing the brands or other options available for that specific product, making a purchase decision, making the purchase, and rating the product after the purchase.

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## Chapter-V

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# **A GUIDED TO MEASURING BRAND SUCCESS AND STEP BY STEP GUIDE TO MEASURE AND MANAGING BRAND PERFORMANCE**

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**Abstract---** The purpose of this paper is to talk about the most important parts of a brand metrics strategy and how to use a brand scorecard as an integrated way to measure how well a brand does overall. Firms incorporate tools for measuring brand performance into brand measurement systems, and new models for prioritizing brand influence factors are continuously introduced. In order to measure a brand's performance, this paper identifies the essential components of a brand metrics strategy by conceptualizing the interdependence of the "Five A" factors awareness, acquaintance, association, allegiance, and evaluation. Businesses can gain a better understanding of the brand's performance in comparison to other brands and within the context of customer values with the assistance of an efficient brand measurement system. This is a straightforward and efficient method for evaluating the market performance of a brand based on the premise of pooling quantitative variables in a variety of metrics. To work within the brand metrics process, a company must comprehend the connections between brand perception, brand performance, and financial impact. Originality and value Brand metrics are a novel idea that play a significant role in determining a brand's market performance, and the application of a brand scorecard aids in determining the brand yield.

**Keywords---** Customer Engagement Behavior, Customer Brand Engagement, Social Media, Brand Marketing, Luxury Brand.

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## 1. INTRODUCTION

Customer engagement (CE) in virtual environments is rapidly rising in the big data era thanks to the enriched data environment and the changing relationship marketing landscape. Social media is becoming an increasingly important tool for service providers to use in order to discover the hidden value of CE behaviours, which can lead to business and brand-related outcomes. uncovered a significant gap in the performance of an organization that can be attributed to a company's level of engagement, which has a direct impact on its brand equity and financial viability. The Marketing Science Institute has once again designated CE as a Tier focus area for the years 2022 to 2024 because of the significance of brand engagement strategies (Tran, 2023). The study uses blockchain technology to distribute and verify digital certificates that are handed over to students. Student services are given considerable weight when applying for advanced degrees or jobs, as documented by research certificates, memo reports, and value certificates. Final certificates and awards from the institution may only include student information and institutional names. Forged's final certificates are often seen in this situation due to the lack of an effective prevention mechanism. Blockchain technology stores certificates in digital format to tackle the issue of fraud recognition. The digital certificates of the distributed main register cannot be changed or changed due to blockchain immutability. It's also very easy to verify the validity of a digital certificate (Namkung & Jang, 2013).

The process of providing about which information requires decision makers for specific decisions and how this information is called analysis and communications as management accounting. This allows the decider to determine and evaluate business goals. Creating a mission statement is one of the first things about the new company's agenda. The mission statement is a brief description of the company's goals and focus. This explanation should be fully included to cover future expansion and transformation of the company. Mission statements for three different types of companies: service companies, e-commerce companies, and manufacturing companies. The process of determining goals and determining what the company is waiting for allows the company to expect goals or goals over time. This must be achieved to achieve the company's goals as soon as the

company's mission is determined. This is called a plan (Quoquab et al., 2020). Plans can cover a variety of periods and take place at all organizational levels. Determining priorities and how corporate resources can be used to achieve a company in a short period of time is a kind of plan known as strategic planning. For example, a hotel might want to be a clean, inexpensive option with no deadlines, but another would want to be a high-quality, expensive luxury hotel with plenty of amenities. For one of these companies to succeed, they must determine the targets needed to implement their respective strategies. In many cases, businesses have several strategic plans. B. Three years, one in five years, one in ten years. Strategic planning is usually extended to any year in which you choose an organization.

## **2. RELATED WORK**

Please explain the famous Sydney Opera House. According to the author, Sydney's opera house is a success as it is one of the most modern architectures. Therefore, it cannot be considered an absolute obstacle, as it was a failed project. It can be said that the project was a company, as the project was an investment for profit in the long run. Like the Boeing Dreamliner comparison, this is with the company because the project was finished, filling up the order form (Grande et al., 2024). However, reputational damage was also involved, indicating once again that perspectives play a role in success or failure. For example, PR experts may have portrayed the situation as a disaster, but the manufacturers thought she was a huge success because so many people are on the job. Depending on your perspective, projects can be classified as venture projects. Its performance can be sacrificed as a project that can only be avoided for wells or for reputational damage. Based on a well-known series of megaprojects, it shows that many megaprojects will be successful despite the fact that many megaprojects fall into budgets and schedules can have a major impact on society. Similarly, projects may be prioritized due to relatively low success rates. Projects are described actively overheating, as they are not always focused on short-term goals, possibly at the expense of success with low project management. Finally, it is a longitudinal study of projects that develop new products that demonstrate the transfer of knowledge from one project to another. In this case, the unsupported

targeting practices of the previous project were visited again in subsequent projects to make the performance measurement of project members more powerful by providing achievable goals to the project members. In this way, subjective ideas for project performance can be changed within the organization (Chanthati, 2024). In the context of innovation, this final diagram illustrates some of the dynamics that may be related to the success of the project and organization.

Furthermore, CEE is often misunderstood because brand practitioners often use the terms "brand binding" and "customer loyalty." Despite the overlap, these ideas are contextual. It refers to the degree to which company-level stakeholders are involved in a well-known identity. Detective Test as a CE, including investors, employees and suppliers. In contrast, customer experiences (CEs) in marketing initiatives often highlight their key role in building brand value, focusing on the exchange relationship between brand and customer. In this context, BE is associated with other marketing concepts and is sometimes referred to as customer brand engagement or CE (see example). In this article, the term CE is used to include all conceptualizations related to subsequent discussions to match the scope of the proposed RQS (Ibrahim et al., 2024). Given the broad customer knowledge associated with multinational companies in the nature of components, Andesborees, and the production and sourcing of finished products, it is difficult to realistically assign the production of a particular product to a single country. On the other hand, BOs are connected to a single country, making it easier to determine whether cognitive structures associated with such brands are available.

### **3. METHODOLOGY**

Customers, retailers and brand managers have made most of their main data available. Self-structured questionnaires were distributed to selected respondents in the survey area to collect data. A total of 68 factors were identified from available studies, and questions for the current study were created. These questions were sent to experts for ratings and comments. Because of the lack of relevance, many questions were omitted, and others were rebuilt accordingly. In summary, the researchers selected related research questions. A 5-point Likert scale was used to ask these questions about frames, all questions. These

questions were ultimately included in the questionnaire used to collect the final data. These statements relate to brand aspects such as brand performance, brand image, brand identity, brand loyalty, brand association, perceived value, brand resonance, host brand compatibility, customer satisfaction, trust, loyalty, and other image structure factors (Figure 1).

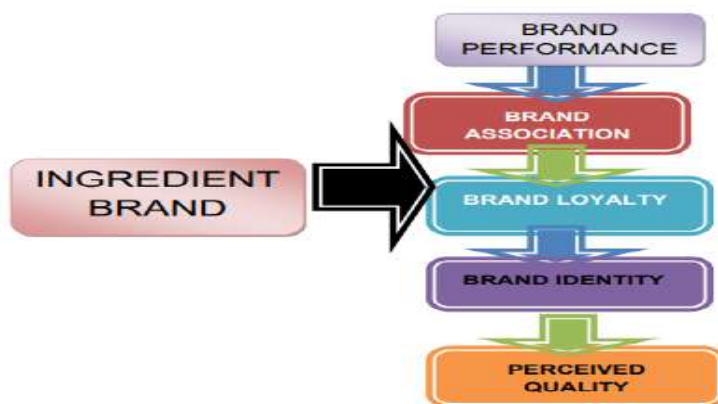


Figure 1: Proposed Methodology

In order to investigate the characteristics of ingredient branding, the five aforementioned factors were examined, and it was found that these have the greatest impact on image building. The following are the factors:

- 1) Brand performance is how much customers use, talk about, and seek out the brand's information, events, and promotions, among other things.
- 2) Brand associations are the perceived strength, favourability, and uniqueness of the brand's benefits and attributes (Albuquerque et al., 2024).
- 3) Loyalty to a brand is measured by how loyal a customer is to the company. Consumer resistance to change is referred to as adherence, a strong form of attachment.
- 4) The extent to which customers are able to recall and recognize the brand, as well as the products and services with which it is associated, and the ease with which they can do so.
- 5) Perceived Quality: General assessments of the brand's quality and level of customer satisfaction.

### **3.1 Data Collection and Sample**

Twitter is chosen as the data source for this study. Twitter was chosen because it is one of the most well-known and influential microblogging platforms and is getting more and more attention from academics from a variety of fields. We made use of the Python library Tweepy, which lets us access data through the Twitter API. Hasson et al., for instance, have used this library to study social media operations in a systematic way. This data record has a total of 18,964 BGC for selected brands, including tweets from 2017 to 2022. In August 2022, we collected 25,991 CGCs with hashtags (#) or target brand mentions (@) using the same tool.

### **3.2 Tools and Techniques**

Even if not the same, the term "likert -kala" is often used in questionnaires and to refer to the psychometric scale, the scale most frequently used in research studies. Respondents have agreed to an explanation when answering the points of the Likert survey (Alsheyadi et al., 2024). The creator of the scale, a psychologist named Rensis, is honored by his name. Likert scales are often used in research studies. They often measure respondents' attitudes by asking respondents to what extent they agree or disagree with a particular question or explanation.

For this particular study, secondary data were gathered from existing reports on the subject as well as national and international journals, periodicals, and other sources. The researcher gained a better understanding of the components of Ingredient Brand and Image Building with the assistance of secondary data. Malhotra states, "Examination of available secondary data is a prerequisite to the collection of primary data," as a general rule. Beginning with secondary data, only after the secondary data sources have been exhausted or managerial returns can primary data be used. As a result, primary data were collected and analyzed in the study, along with the significance of secondary data. In order to evaluate the previously established goals, closed-ended questions were posed. Subjects' enthusiasm and commitment are boosted when closed-question questions allow them to make a quick decision. Additionally, closed questions make it easier to quickly code information for analysis.

### **3.3 Brand Loyalty**

Customers' commitment and behavioral intentions toward brands are summed up in the term "brand loyalty," which refers to the cognitive and behavioral aspects of their attitudes toward brands. Model fit was not achieved by the brand loyalty measurement scale, as predicted by observations (CMIN/DF = 1.78; CFI = .897; TLI = .947; RMR = 0.023; RMSEA = 0.567). The standardized factor loading of the fifth item (BL5) falls below the acceptable range of 0.5 when individual items are examined. In order to refine the scale, item BL5 pertaining to the statement "I consider myself loyal to Brand X" is removed. After removing one item, the CFA indices for this refined scale are improved (CMIN/DF = 1.90; CFI = .847; TLI = .976; RMR = 0.003, RMSEA = 0.045). Even though not all of the measures meet the requirements for adequate fit, which suggests that additional modifications are required, the items are not eliminated further because the requirement for construct reliability has been met.

### **3.4 Brand Awareness/ Association**

The degree to which a brand's identity and presence are communicated to customers is referred to as "brand awareness" or "brand association." With CMIN/DF = 3.45, CFI = .562, TLI = .741, RMR = 0.501, and RMSEA = 0.128, the data do not fit the model. The researcher examines the factor loadings for each element, discovering that the first element, BA1, When I think of Brand X, I immediately think of a number of characteristics, including the fact that the "value of standardised factor loading is less than the acceptable value i.e. 0.5. (0.327). As a result, item 1 is removed, and the fit indices of the measurement model are observed. All of the results, with the exception of one, indicate that they fall within the acceptable range (CMIN/DF = 5.12; CFI = .927; TLI = .954; RMR = 0.418; and RMSEA = 0.369). The construct reliability test is then applied to the measurement model, and it passes.

### **3.5. Fashion Brands**

The four brands under investigation are American Swan, Craftsvilla, Raymonds, and Craftsvilla. These are the four fashion brands from India that offer their merchandise in India. The second study wanted to restrict the brands so that

they only sold Indian-made goods. Pantaloons, reliance trends, myntra, and jabong are just a few of the fashion brands that sell their own products. As a result, the customer might follow these brands because they sell other brands through their portals or outlets (Mahdiraji et al., 2024). The brand's Indian image may change as a result of this. Despite these other well-known Indian fashion brands, study 2 has chosen these four brands in order to define the chosen brands as more Indian.

#### 4. RESULT AND DISCUSSION

The assumed result of the second factor-based hypothesis is consistent with the literature. The hypothesis states that Brand Association (Variable of Ingredient Brand) has no significant effect on Image Building. Correlation and regression were used to test the above hypothesis, and it was found that Brand Association has a positive relationship with Image Building.  $f=673.260$  PValue, 000, coefficient 18.504 and correlation coefficient  $R=0.775$  for independent variable beta are important values generated by the spot by performing regression of collected data. The calculated value of  $f$  is greater than the specified value at the 5% level significance level, so the null hypothesis is rejected and the alternative hypothesis is accepted. The  $t$ -test result of 23.687 is statistically significant, at a significance level of 5%. Because of the degree of freedom, the  $F$  value increases. As a result, the relationship between the independent and dependent variables and the variable image structure based on 55.6% of the change (Table 1).

Table 1: The descriptive outcome of brand-generated tweets' public metrics

	<b>Tetweet count</b>	<b>Reply count</b>	<b>Like count</b>	<b>Quote count</b>
Count	18,964	18,964	18,964	18,964
Mean	543.90	42.87	1990.94	33.47
Std	7025.35	1441.19	21,631.48	585.84
Min	0	0	0	0
25%	28	2	161	1
50%	50	4	359	3
75%	93	9	644	7
max	476,446	190,335	1,194,745	100

Additionally, the most important statistics for each brand in Figure 1 using Figure 1 were shown. 1. Regarding the central CE value, Armani and Burberry

remained averaged 22.73 and 25.66, while Chanel surpassed other brands with an average of 33.83 points.

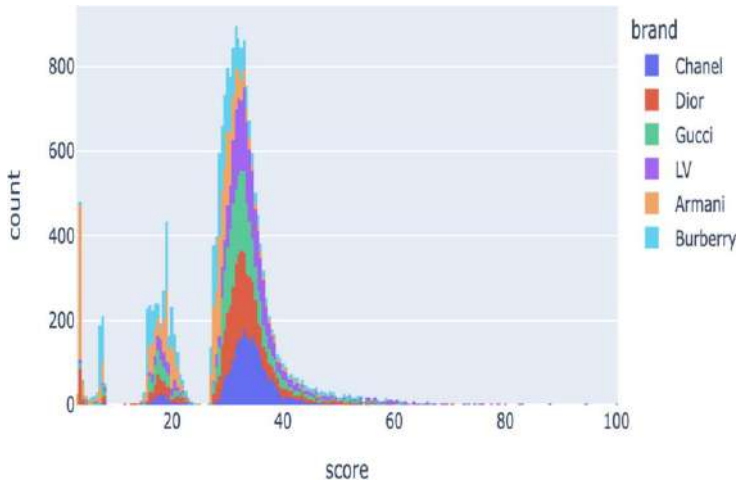


Figure 2: Histogram Chart for CE Scores by Brand Using all BGCs

Standard deviation (STD) reflecting both variation and stability provides additional information regarding the variance of the assessment. As shown in Figure 2, Armani and Burberry differ significantly in commitment scores, indicating less consistent performance, while Chanel has the highest stability.

Table 2: Financial and Business Performance Criteria

Customer-based brand value Capital CBBE (based on responses from managers on 7-point Likert scale)
We generate strong brand awareness in our target market.
Our company has built a good brand reputation among consumers.
Our firm has built a strong customer brand loyalty. Changes in business performance (based on the responses of managers on a seven-point Likert scale)
The market share of our company during the past 12 months has increased.
Our overall financial results have improved over the past 12 months. Financial Services (calculated from official degrees)
EBITDA margin

The criteria used in this study for financial and business performance are listed in Table 2.

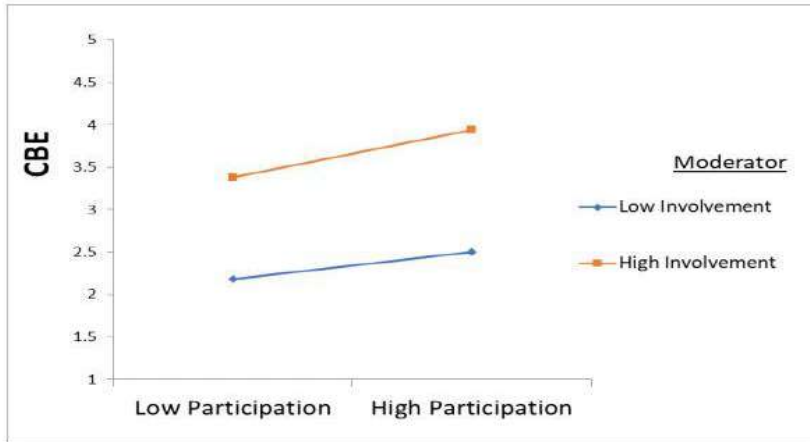


Figure 3: Moderating Effect of Involvement on Participation and CBE

However, the primary objective of this analysis is to investigate whether or not Involvement (INV) and Perceived Value (VAL) moderate the study variables. The acceptance of Hypothesis H8 lends credence to the assertion that participation moderates the relationship between participation and CBE, as evidenced by the moderating value of 0.06 at significance control limits of (.01,.10) and p 0.05. It can be deduced that participation has a stronger impact on engagement when it is combined with involvement (CBE). To put it another way, a customer's level of engagement with the brand rises in tandem with their level of involvement. The same thing can be seen in Figure 3.

Table 3: Interactions between Contact Point Elements in Interactive Media

	Pre-Purchase	During-Purchase	Post-Purchase
Pre-Purchase	1		
During-Purchase	0.88	1	
Post-Purchase	0.84	0.88	1

In this study, interactive media contact points are a second-order construct that include Pre-Purchase, During-Purchase, and Post-Purchase interactions with brands. Given that all correlations between first-order factors (pre-purchase, during-purchase, and post-purchase) are well above the level 0.7 required to consider a construct as second-order, Table 3 provides statistical evidence of the second-order factor's viability.

The outcomes demonstrate that the theoretical model satisfies the criteria for an adequate fit. According to Hair, Black, Babin, & Anderson (2010), the chi-square (2) was anticipated to be large and statistically significant given the 975-sample size used in the analysis, which is more than the ideal number of 400 for taking into account large samples. Additional close fit metrics like CMIN/DF, GFI, CFI, TLI, RMSEA, and RMR are taken into account, just like in the CFA steps (Table 4).

Table 4: Fit Indices

Fit Indices	Estimates	Acceptable Range
Chi-square	578.65	
Degree of freedom (df)	806	
P	.000	
GFI	0.898	≥ 0.90
CFI	0.973	≥ 0.90
TLI	0.988	≥ 0.90
RMR	0.072	≤ 0.08
RMSEA	0.065	≤ 0.08

The regression coefficients of the hypothesized structural relationships can be examined using SEM. Standardized factor loadings range from 0.18 to 0.71, and all but two are statistically significant at p 0.05. The hypotheses can be tested on the basis of these findings (Sajid & Ertz, 2024) (Figure 4).

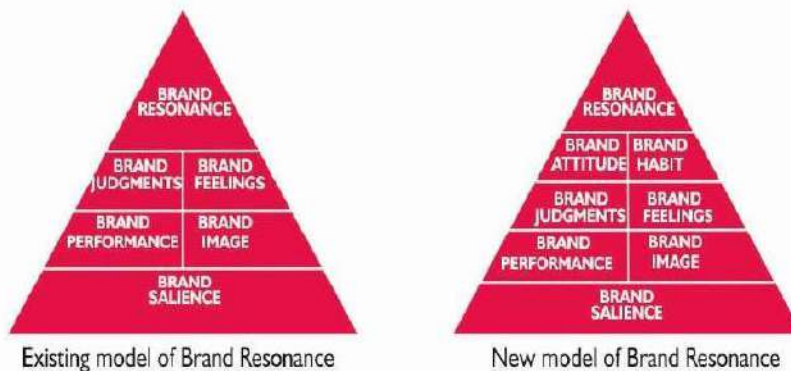


Figure 4: New Brand Resonance Model

The value of Durbin-Watson (1.887) is very close to 2 and indicates that the assumption of multiple regressions having "independent errors" can be supported. The F-change is 179.56 and the D.F. is 537, which is more than the size of our

data collection suggests. As a result, it can be deduced that while the initial Model-1 made it much easier for us to predict the outcome variable, the Model-2 does so even better (Table 5).

Table 5: Brand Resonance Model Loyalty

Demography	Brand Resonance		Brand Loyalty		Significance
	F	Sig.	F	Sig.	
Age	7.22	0.00743 **	21.3	4.96e-06 ***	No Significance
Education	0.06	0.809	0.33	0.568	No Significance
Income	0.18	0.669	2.31	0.129	No Significance
Occupation	15.3	0.000106 ***	19	1.61e-05 ***	Significance
Social Status	5.59	0.0184 *	4.78	0.0292 *	Significance

Brand Resonance (F=7.221 and p 0.00743) shows significant age-group differences based on the p-values and a significance level of 0.05 with the function's confidence intervals. The p-value for education qualification is 0.809, and the F-value is 0.06, indicating that there are no significant differences in brand resonance between education groups. The F-value is 0.183 and the p-value for income is 0.669, respectively, indicating that there is no significant difference between the income groups. The occupation p-value for the respondents is 0.000106, and the F-value is 15.26. This demonstrates that the occupation groups and the Brand Resonance differ significantly. Lastly, the respondents' Social Status has a p-value of 0.0189 and an F-value of 5.591. This suggests that the social status groups have significantly different levels of brand resonance.

Table 6: Reliability Analysis

Variables		Variables No. of Items	Cronbach Alpha
IV	Instagram	7	0.916
DV	brand awareness	5	0.887
	brand personality	5	0.864
	brand personality	5	0.848
	brand retention	5	0.829
	brand advocates	5	0.824
	Total of DV		20
	Total Questionnaire	27	0.903

Reliability checks internal consistency using Cronbach Alpha tests. The results are shown in Table 6 below. Table 6 above shows the results of the Cronbach

Alpha results for the study variables. The values obtained exceed the 0.7 boundary point between 0.824 for branded lawyers and 0.916 for Instagram use (Nunnally, 1978, p. 245). The total of the research equipment is 0.903, which reflects very high internal consistency.

## 5. CONCLUSION

In this article, brand performance is identified to measure brand performance, and key components of brand metric strategies are identified by designing the interdependence of perception, acquaintance, association, loyalty and assessment of "Five A" factors. Companies can support efficient brand measurement systems compared to other brands to better understand brand performance in the context of customer value. This is a straightforward and efficient method for evaluating the market performance of a brand based on the premise of pooling quantitative variables in a variety of metrics. The significance of Instagram for brand management is explained in this study. The findings highlight the significant impact of integrating Instagram with brand management strategies to enhance the various aspects of brand management that affect customers. The objectives are to determine whether this can benefit restaurant businesses and whether it can be applied to other sectors. The creativeness, factors, and components that make up a brand have an impact on brand management, which has evolved in tandem with consumer behaviour. The brand's management is focused on a lot of things that help customers have a better experience with the brand. Brands have no choice but to be present on social networking platforms in order to reach the vast active and active market. If these markets aren't present and engaged on social media, it won't be easy for brands to reach them.

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