CUSTOMER BASED BRAND EQUITY IN SERVICES INDUSTRY: A CRITICAL ANALYSIS

DOCTOR OF PHILOSOPHY

IN MARKETING

ARIFA HUSAIN

DEPARTMENT OF MARKETING

FACULTY OF BUSINESS STUDIES

UNIVERSITY OF DHAKA

MAY, 2024

PhD Thesis

CUSTOMER BASED BRAND EQUITY IN SERVICES INDUSTRY: A CRITICAL ANALYSIS

Submitted to fulfill the prerequisites for the Doctorate of Philosophy in the Department of Marketing at Dhaka University, Bangladesh

Prepared by

Arifa Husain
Registration No. 33
Session: 2020-2021
Department of Marketing
Faculty of Business Studies
University of Dhaka

Supervisor

Prof. Dr. Haripada Bhattacharjee
Supervisor
Department of Marketing
Faculty of Business Studies
University of Dhaka

Dhaka, Bangladesh

May, 2024

Certification

DEPARTMENT OF MARKETING
Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh
Tel: +880 9666 911463, Extn. 7955, Fax: +88-02-55167810
E-mail: marketing@du.ac.bd, URL: www.dumarketing.ac.bd, www.du.ac.bd

i

Certification

Certified that this thesis titled **"Customer Based Brand Equity in Services Industry: A Critical Analysis"** is the bona fide work of **Arifa Husain**, who carried out the research under my supervision. Certified further, that to the best of my knowledge, the work testified herein does not form part of any other thesis or dissertation on the basis of which a degree or award was deliberated on an earlier occasion on this. Arifa Husain's thesis has been approved in its current form as meeting the criteria for the Doctor of Philosophy in Marketing thesis.

Prof. Dr. Haripada Bhattacharjee
Supervisor
Department of Marketing
Faculty of Business Studies
University of Dhaka

Declaration

I hereby proclaim that this thesis is written entirely by me and it is a presentation of my original work. This work has never before been submitted for an award at any university. All sources are cited as references.

Arifa Husain

Arifa Husain

Registration No. 33

Session: 2020-2021

Department of Marketing

Faculty of Business Studies

University of Dhaka

Acknowledgements

First, I would like to express my sincerest gratefulness to God. Looking back, I am incredibly appreciative of what I have achieved throughout my time in the PhD program. It has undoubtedly molded me as a person and brought me to this point.

I would like to thank my supervisor, Dr. Haripada Bhattacharjee, for supporting me during my PhD studies. Dr. A. K. Fazlul Haque Shah also deserves my gratitude. He helped me become more proficient in research. I've been really fortunate by his expertise, advanced research training and mentoring. I have the utmost respect and gratitude for the members of my dissertation committee for their wise counsel and advise throughout this process. I am grateful for all the ways that Dr. Elizabeth Yardley, Dr. Cecile Badenhorst, Professor Aminul Islam and Dr. Marek Kitschkovak have helped and inspired me.

I dedicate this dissertation to my parents in their honor because without them, I would not be the person I am today. My sincere gratitude also goes out to my little parents, Nanziba and Talha, for always being there.

Last but not least, I would like to convey my sincere gratitude to the Department of Marketing, and its officials for all of their support and encouragement during my academic endeavors at University of Dhaka. Throughout my tenure at the university, they were a mentor and steward to me. Without them, I would have been unable to finish this endeavor.

Abstract

The notion of brand equity is so complicated that there is a wide range of interpretations of it in the literature. In the previous fifteen years, brand equity has grown in significance as the means of comprehending the objectives, processes, and broad impacts of marketing (Reynolds & Phillips, 2005). Given this, it is not surprising that, indicators which measures various facets of brand equity have turn out to be a part of a set of marketing performance metrics (Ambler, 2003). So, identifying and assessing a relationship between brand equity and marketing performance or outcomes will be valuable for both product and service-based organization.

The aim of this research is to determine the degree to which, using a critical literature analysis-based methodology, the brand equity dimensions like as marketing communications, brand awareness & associations, service quality, customer satisfaction, and brand loyalty have an impact on brand equity simultaneously and distinctly in the context of service branding. Thus, the purpose statements or research objectives of this study are - to develop a theoretical Customer-Based Service Brand Equity Model, to review and deeply assess the relationships among the marketing communication tools and service quality dimensions to enhance brand equity, to scrutinize the relationship between customer satisfaction and brand loyalty on brand equity, to pinpoint the strategies derived from this Customer-Based Service Brand Equity Model.

This research is exploratory in nature and is based on a critical analysis of the literature. This study concentrates on the service industries and uses a total of 370 resources, including scholarly journals and books, based on the English language and was published within 25 years. Then, a couple of research gaps are discovered, six key variables are identified, and several hypotheses are formulated.

The critical analysis of the literature review reveals that the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is proposed. The

proposed Customer Based Service Brand Equity Model (Figure: 32) consists of six main dimensions, which are Marketing communications options, brand awareness & associations, service quality dimensions, customer satisfaction, brand loyalty, and brand equity. Each of these dimensions can be subdivided into several dimensions.

The current study is offering managers a holistic approach to developing effective brand strategies. The three major strategic implications of this research are- selecting marketing communication options and allocating budget onto it, identifying service failures and recover those by providing superior services, finally diagnosing and classifying loyal customer base to offer customized service.

Brand equity gives marketers a crucial strategic link between their present and future (Keller et, al., 2015). Thus, to increase the profitability over the long haul of the company, brand management, and service marketing must work together to deliver high-quality experiences more effectively.

Table of Contents

List of Tables

List of Figures

List of Abbreviations

ISMC- Integrated Service Marketing Communications

SERVQUAL- Service Quality

SERVPERF- Service Performance

RSQS- Retail Service Quality Scale

CBSBEM- Customer Based Service Brand Equity Model

BEM- Brand Equity Model

CBBE- Customer Based Brand Equity

BAV- Brand Asset Valuator Model

SQM- Service Quality Models

DEA- Data Envelope Analysis

WOM- Word-of-Mouth

PR- Public Relations

B2B- Business-to-Business

MMS- Multimedia Message

ATMs- Automated Teller Machine

PZB- Parasuraman, Zeithaml, and Berry

SEM- Structural Equation Modeling

CHAPTER: 1

INTRODUCTION

1.1 Prologue

Given how complicated the idea of brand equity is, the variety of ways it has been conceptualized in the literature could be because of the "elephant and blind men" myth (Ambler, 2003); various research addressing various facets of this intangible asset. An extensive stream of research with significant consequences for theory and practice is expected, and the usefulness of a consumer-perceived, consumer-based brand equity measurement provides several new areas for investigation and elaboration. Surprisingly, there are just a few empirical studies that describe The distinct features of brands and various factors that affect how brand equity aspects relate to service brand equity. In this section, the background of the study, problem statement, research objectives, a brief literature review, research gaps and potential contributions, research methodology, conceptual framework for proposed Customer-Based Service Brand Equity Model, scope of the research, definitions of key constructs, organizations of the study are addressed in turn.

1.2 Background of the study

In marketing theory and practice, brand equity is undoubtedly the most crucial concept. Since the term's introduction in the late 1980s, practitioners and scholars alike have come to recognize the significance of conceptualizing, assessing, and managing brand equity. Due to this, there are now a number of frequently different points of view regarding the dimensions of brand equity, its influencing factors, appropriate research vantage points, and approaches for measuring it. A wide variety of definitions and methodologies for assessing brand equity have been put forth, the most of which are predicated on the definition itself: The added worth that a product has because of its specific brand (Farqurah, 1989). Aaker and Keller have the two leading conceptualizations of brand equity. Brand equity as a collection of brand assets and liabilities associated with a brand, including its name and symbol, that increase or decrease the value that a product or service brings to a company and/or its clients (Aaker, 1991). Consumer-based brand equity is defined as the differential effect of brand knowledge on how consumers react to a brand's marketing (Keller, 1993). Most of the circumstances these models are applicable for measuring brand equity for both product and service brands. However, service is different from product. Because services are intangible in nature that not permit packaging, labeling, and displaying like as, the case of products. Likewise, Berry (2000) emphasizes that in-service companies, branding is very important: “Strong brands enable customers to better visualize and understand intangible products. They reduce customers’ perceived monetary, social, or safety risk in buying service, which are difficult to evaluate prior to purchase”.

Branding is just as pertinent to services as with product. Product intangibility mean that brand development is more suitable or imperative for services than goods, but their application varies in certain situations. Brand development is crucial in services, known the intrinsic difficulty in differentiating products that absence physical variances (Zeithaml, 1981) and strong rivalry within service markets, many of which have been liberalized. The indistinctness of services creates the need of buying services from a trustworthy place which could be an alluring offer for customers. Because a strong brand is fundamentally an assurance of future satisfaction. From the customer’s point of view, service brand is a blend of what the company says about a brand, what outsider says about a brand, and in what way the company ultimately delivers the service. A service brand then observed. Therefore, as service is different from product, the current brand equity measuring method needs to be modified, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Hence, the customer-based service brand equity model is suggested (Figure: 18 Proposed Dimensions of a Customer Based Service Brand Equity Model), which comprised marketing communications, brand awareness & associations, perceived quality/customer experience/service quality, and brand loyalty dimensions. The new robust model assists in advancing theoretical knowledge of CBSBE and guiding managers in a holistic approach to develop effective brand strategies.

1.3 Problem Statement

Determine the degree to which, using a critical literature review-based methodology, the brand equity dimensions like as marketing communications, brand awareness & associations, service quality, customer satisfaction, and brand loyalty have an impact on brand equity simultaneously and distinctly in the context of service branding. Thus, the purpose statements or research objectives of this study are the following-

1.4 Research Objectives

1. To develop a conceptual framework for Customer-Based Service Brand Equity Model.
2. To review and deeply assess the relationships among the marketing communication tools and service quality dimensions to enhance brand equity.
3. To scrutinize the relationship between customer satisfaction and brand loyalty on brand equity.
4. To pinpoint the strategies derived from this Customer-Based Service Brand Equity Model.

1.5 Brief Review of the Literature

Understanding the brand equity concept is essential to determine the brand's significance in marketing strategies. Presumably, the knowledge that customers have developed about the brand as a result of the company's investment in earlier marketing campaigns, is one of the most useful assets for increasing marketing productivity. Given that future brand strategies will be shaped by the content and memory structure of the brand, managers have to critically evaluate how their marketing programs impact consumer learning and, in turn, recall brand-related information. (Keller 1993, 2). These arguments indicate the role of marketing communications in building brand awareness & associations and eventually brand equity. However, financial valuation concerns are not very important if there is no underlying value created for the brand or if managers are unable to build lucrative brand strategies to capitalize on that value (Keller 1993, 1-2). In a nutshell, when considering brand equity from the perspective of the consumer, it is advantageous since it makes specific recommendations for marketing strategies and tactics, in areas where research will be useful to support management decision-making.

1.5.1 Brand Equity

Brand equity has value for both a firm and a customer and can be defined in a variety of ways. For example, "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller 1993). Likewise, "cash flow differences between a scenario where the brand name is added to a company product and another scenario where the same product does not have the brand name" (Simon & Sullivan, 1993). Whereas, "favorable impressions, attitudinal dispositions, and behavioral predilections" (Rangaswamy et al., 1993). There isn't a single, accepted perspective on how to define and quantify brand equity. At this point, the following, some well-known brand equity models (BEM) are discussed-

1.5.2 Brand Equity Models

According to Aaker's (1991) brand equity model, the foundation of brand equity is formed by both the tangible and intangible assets of brands. According to Aaker (1991), brand equity is a collection of five types of brand assets and liabilities that are connected to a brand, its name, and a symbol and that either increase or decrease the value that a product or service offers to a company, its customers, or both. These categories of brand assets are 1) brand loyalty, 2) brand awareness, 3) perceived quality, 4) brand associations, and 5) other proprietary assets (e.g., patents, trademarks, and channel relationships). The company and its clients can benefit from these assets in several ways. The end value for the client complies with the start of adding value to the company. The fundamental components of brand equity are included in this model; without them, brand equity cannot form. Alternatively, this approach does not demonstrate how marketing communications contribute to the development of brand awareness, associations, and brand equity.

Brand Equity Ten (Aaker, 1996) comprises ten sets of measures that are grouped into five categories. The first four groups are the major dimensions of brand equity- loyalty, perceived quality, associations, and awareness; which embody customer perceptions of the brand. The fifth group includes two sets of market behavior measures which are obtained from market-based information. Market behavior or brand performance measures include market share, market price, and distribution coverage information that can be obtained from the market. Brand Equity Ten measures are applicable across diversified products and markets. They are designed and inspired by the four dimensions (brand loyalty, perceived quality, brand associations, and brand awareness) of the Brand Equity Model developed by Aaker (1991). The model does not provide explicit information on how marketing communications impact the brand equity dimensions. But, Aaker (1996) mentioned that the elements of the brand targeted by the communication program should be part of the measurement system. Further, market share, price level statistics, and distribution coverage information are difficult to gather and hard to interpret because of the disorganized market with diverse channels, different variant brand/product offerings, and complex sets of competitors.

Customer-based brand equity, or CBBE, has been defined by Keller (2008, p. 70) as the unique impact that brand knowledge has on how consumers react to that brand's marketing. In a broader view, brand knowledge is formed by brand recognition and recall and these two are created through marketing communications. In light of this, it can be said that marketing communications are the sources of creating brand awareness and brand associations. An essential first step in developing brand equity is raising brand awareness by becoming more familiar with the brand through repeated exposure (for brand recognition) and creating strong associations with the appropriate product category or other pertinent purchase or consumption cues (for brand recall). These statements reflect the role of marketing communications in building brand awareness & associations and eventually brand equity. Keller et al., (2015) point out that When consumers are able to fully comprehend a brand's attributes and benefits, direct experience plays a crucial part in forging the strongest brand connections and influences their purchasing decisions. For example, experiencing buying a shirt will be completely different from buying a service or medical treatment like a gall bladder operation. When developing marketing communication plans, marketers should take into consideration the influence of these information sources and manage them as much as feasible.

Brand Resonance Pyramid is developed by Keller in 2001. According to Keller (2001), a brand is built up by sequentially establishing four steps and six ‘brand building blocks’ with customers. Thus, the accomplishment of the goals set forth in the preceding step is a prerequisite for each of the four climbing phases, each consisting of six blocks. These six building blocks have both rational and emotional routes. Because most successful brands are built up by mounting both sides of the pyramid. Six building blocks are brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance; each of which has several key drivers. Furthermore, in the pyramid upper left side consists of rational blocks like- performance and judgments- upper right side consists of emotional blocks like feeling and imagery. Therefore, brand building blocks be able to take ladders in their specific light.

Brand Resonance Pyramid concept tries to build brand equity from the perspective of the consumer both an individual and organization or an existing or prospective customer (Keller, 2008). This pyramid provides a unique perspective on describing brand equity and the procedure of building, measuring, and managing a strong brand. In contrast, the impact of marketing communications on creating brand awareness, associations, and brand equity are not shown explicitly. However, Keller et al., (2015) mentioned that the "front end" of marketing initiatives and the potential intangible value they may create are typically given more weight in brand equity.

Brand Value Chain Model (2003) was developed by Keller and Lehman. According to Keller and Lehmann (2003), it is a methodical approach to evaluating the causes, effects, and methods of brand equity as well as the process by which marketing initiatives generate brand value. The brand value chain has some elementary properties. The foremost route indicates the four stages of the brand value chain. The next route shows multipliers in the middle of these stages. To influence the effect of one stage on the succeeding stage are the functions of these multipliers. Overall, these four stages and three multipliers will allow managers to assess the value of their brand and can recommend where improvements are crucial.

The brand value chain is a methodical framework for assessing the causes and effects of brand equity based on how marketing activities generate value for the brand. It is the unique benefit of this model because in other models the sources of brand equity by marketing activities are not shown explicitly. Customer mindset is the second stage of the brand value chain which includes awareness, associations, attitudes, attachment, and activity factors. In this model marketing program investment, market performance, shareholders value, program quality multiplier, marketplace conditions multiplier, and investor sentiment multiplier- are shown explicitly which remains ignored by other models.

Although this brand value chain helps to measure the financial return of developing the brand, Brand Equity Factor is absent in this model. In this model, the interrelationships among brand equity dimensions are not shown. Each of the four stages and three multipliers have some measures which may have interconnections or correlations; Because the value creation emerges in sequence. However, those cannot be assessed by the brand value chain model. Marketing communications' impact on brand equity dimension are not shown. In some cases, the creation of value might not transpire in sequence. For example, the stock analysis may react to an ad campaign and these react directly to their investment assessments.

Following the literature review, it is evident that in brand equity models, four dimensions are common brand awareness, brand associations, perceived quality, and brand loyalty. Although different models explain each of the dimensions with different terms, the functions of these dimensions are alike. Another thing is shared in all of these models, the developers of these models expressed implicitly marketing communications' impact in establishing brand equity, more especially in creating brand awareness and associations. However, in most situations, these models are applicable for measuring brand equity for both product and service brands.

1.5.3 Service Brand Equity

Alternatively, the product and the service are not the same. Because services are intangible in nature that not permit packaging, labeling, and displaying like in, the case of products. Brand development is crucial in services, known as the intrinsic difficulty in differentiating products the absence of physical variances (Zeithaml, 1981) and strong rivalry within service markets, many of which have been liberalized. The indistinctness of services creates the need of buying services from a trustworthy place which could be an alluring offer for customers. Because a strong brand is fundamentally an assurance of future satisfaction. From the customer’s point of view, a service brand is a blend of what the company says about a brand, what outsider says about a brand, and in what way the company ultimately delivers the service. A service brand is then observed.

1.5.4 Service Brand Equity Models

Berry (2000) has developed a Service Branding Model. The model depicts the relationships among the dimensions of a service brand such as the company's presented brand, external brand communications, brand meaning, customer experience with the company, and brand equity. Berry (2000) mentioned that the company's presented brand is part of the brand image that the company controls and circulates through all personal and impersonal channels. The core purpose of presented brand communications is to reinforce the brand. Coordinated and controlled communication messages lead to brand awareness, customer's recall, and recognition of the brand. The higher and more positive the brand awareness, the robust the brand image and the more distinctive the brand equity of a service company has. Conversely, non-controllable external brand communications involve information that is powerful because they are apparent to be trustworthy and fair to customers. It may also have favorable or unfavorable consequences for the service brand. These presented brand and external communications have the most inspiration for new customers who lack substantial or direct expertise with the company's service and shape what the company stands for. External brand communications show a dotted-line relationship to brand awareness and brand meaning as opposed to the presenting brand's bold-line influence on brand awareness. The dotted lines may become bold in severe circumstances where publicity is widely disseminated and attention-grabbing or word-of-mouth becomes prevalent (Berry, 2000). Brand meaning is the throng of customers' associations or customer experience with the brand. Although brand meaning mainly originates from customer experience, it is also formed by the company's presented brand and external communications. Brand awareness and brand meaning (brand associations) substantially enhance the brand equity of the experienced customers, however, their level differs.

In Berry's (2000) model, the sources of creating brand awareness and brand meaning are displayed clearly. Customer experience or the service performance of the company the role of human labor in building a service brand- is a unique dimension unequivocally shown in this model which is not common to other brand equity models. The company's controllable communications and non-controllable communications are shown separately which is easily measurable and uncommon to other brand equity models. Finally, the links among service brand equity elements are shown explicitly. In contrast, marketing communications' impact on brand equity dimension is not shown directly. Brand loyalty is not taken into account in this model.

There are some similarities between Berry's (2000) Service Branding Model and the Communications and Service Marketing Triangle (Zeithaml et al., 2013). Both models are stressing the significance of Integrated Service Marketing Communications (ISMC). For example, the sub-dimensions of the company's presented brand and customer experiences with the company of Service Branding model are harmonized with the sub-dimensions of external marketing communications, internal marketing communications as well as interactive marketing of Communications and Service Marketing Triangle. In addition, these two models express that customer experience or the core service performances are the key products of a service-based organization and have a more prevailing impact over marketing communications. Both activities like delivering communication messages and service performance should be accompanied in a unified way.

There are some similarities between Berry's (2000) Service Branding Model and SERVQUAL's (1988) Model. The sub-dimensions of the company's presented brand of Berry's (2000) model are matched with the sub-dimensions of tangibles of SERVQUAL's (1988) model. Besides, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL's (1988) model. Therefore, it can be argued that the concept of service quality and customer experience are identical. It is appropriate to regard, customer experiences and service quality as one dimension or construct.

There are some similarities between Service Branding Model (2000) and Brand Value Chain (2003) Model. Both these models explained the impacts of marketing communications in building brand awareness and associations. The role of employees and trade people in the Brand Value

Chain (2003) is harmonized with the sub-dimensions of customers' experience in the Service Branding Model (2000).

In a nutshell, there are two distinct factors that possess a higher influence on the service brand equity model. The first is marketing communications, and the second is customer experiences, or more generally, service quality. This study explores different angles of brand equity and service marketing concepts the current brand equity measuring method needs to be modified, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the globe.

Service quality or customer experience should be considered as a vital dimension for building and measuring a service brand. Service quality means meeting the requirements of customer expectations (Lewis & Booms, 1983) besides, from a customer viewpoint, the disparity between what customers believe they are getting from a service and what they really expect (Parasuraman et al., 1985). The conception and assessment of service quality views have historically been regarded as the most contentious and divisive issues in the literature on service marketing (Brady, Cronin, 2001). In short, how service quality is conceptualized and quantified are very challenging tasks because service quality evaluations are extremely complicated processes that may operate at multiple levels of abstraction. Thus, the present study makes a substantial addition to the assessment of diverse service quality models in light of the transformed business situation and the credentials of the necessity for prevailing model adjustment in the contemporary environment. The crucial explanations about each model are considered after a brief discussion. Following is a brief summary of the models:

1.5.5 Service Quality Models

Service quality (in a Gap Analysis Model), according to Parasuraman et al. (1985), is a function of how well or poorly performance matches expectations across the quality criteria. Based on a gap analysis, they created a model for service quality. The model's numerous gaps are shown as:

Gap 1: A discrepancy between what consumers expect and how management perceives them.

Gap 2: The difference between management's beliefs of consumer expectations and service quality specifications.

Gap 3: The discrepancy between service quality requirements and the actual service provided.

Gap 4: How do service delivery and customer communications differ?

Gap 5: Disparity between consumer expectations and how services are actually received.

The model is a resource for analysis. It allows management to systematically identify discrepancies in service quality between numerous factors which affect the quality of the offering. From the perspective of the customer, it can help management identify the important service quality components. However, this concept fails to explain how to precisely measure the measurement gaps at various levels.

Gap Analysis Model (1985), was developed by conducting exploratory research. This exploratory study further improved with the ensuing SERVQUAL scale for gauging consumers' opinions of service quality (Parasuraman et al., 1988). The initial 10 service quality elements were reduced to five at this point: dependability, responsiveness, tangibles, assurance (communication, competence, credibility, courtesy, and security), and empathy, which focuses on access and knowing/understanding the customers. In 1991, the term "should" was replaced with "would," and in 1994, the total number of elements was reduced to 21, but the five-dimensional structure remained the same. Later, SERVQUAL was improved. The four gaps revealed in the authors' research from 1985 were further described and characterized by them, in addition to this empirical research. The majority of components, according to this enlarged model, concern the control and communication procedures used by corporations to manage their workforces.

The SERVQUAL model offers a basic framework It is applicable in a range of service environments and industries and may be tailored to match the specific requirements of a given company. This scale can be used periodically to monitor consumer opinions about a certain company's level of customer service in comparison to the competition. After analysis, data can be visually presented to make it simple to see strengths and weaknesses in relation to the competitors.

Furthermore, implementing SERVQUAL and monitoring customer expectations and perceptions of service may boost cross-selling opportunities, employee benefits, profit margins, and financial performance in addition to enhancing customer retention, loyalty, and positive word-of-mouth. But if customers are measured too frequently, they may lose interest in providing accurate answers (Shahin, 2006). In contrast, the GAP model (1988) has allegedly led to a blurring of the lines between the two notions of Service Quality and Customer Satisfaction (Ladhari, 2008). Instead of emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus & Boller, 1992). Also, the administration of the SERVQUAL E and P versions seems to be boring and occasionally confusing to responders., which includes two administrations such as expectation measurement and perception measurement (Bouman & van der Wiele, 1992). Data quality is endangered by boredom and confusion.

Service quality is a precursor to consumer satisfaction, which significantly affects purchase intentions, according to Cronin and Taylor (1992, p. 65). The authors of the performance-only (1992) model, contrasted calculated difference scores with perception to come to the conclusion that only perceptions are a better predictor of service quality. By demonstrating that service quality is a reflection of customer attitudes and the performance-only (1992) they created SERVPERF, a performance-only service quality measurement, as an enhanced method of assessing service quality. In brief, the concept of and metrics for measuring service quality should be an attitude. Customer satisfaction is a prerequisite for service quality, which may influence purchase intentions more effectively. In comparison to SERVQUAL, the performance-based SERVPERF is more effective because it immediately results in a 50% decrease in the quantity of items while producing superior results. However, as people from different cultures would have different expectations and scripts for the service encounters, the model does not have a decent ranking on the goodness of fit index when considering diverse cultures. The model has to be tested in sectors with substantial involvement.

A comprehensive model of Service Quality, Customer Value, and Customer Satisfaction Model was put out by Oh, (1999). The process of making decisions after completing a purchase is the main emphasis of the suggested paradigm. Towards the paradigm, arrows point in the causative directions. This model takes into account important factors like perceptions, service quality, customer satisfaction, customer value, and repurchase intentions. The intention to spread positive word of mouth is finally characterized as a direct, integrated function of perceptions, value, satisfaction, and repurchase intentions. The model offers proof that a customer's perceived value plays a big part in their decision-making process after they make a purchase. It is a direct precursor to customer satisfaction and plans for repeat purchases. The findings also show that perceived pricing has no relationship to perceived service quality and a negative impact on perceived customer value.

This model can be utilized as a conceptual foundation for consumer decision-making and firm evaluation performance. This model offers guidelines and objectives for customer-focused business initiatives also. In contrast, this model has to be made more universal to account for various service contexts. Fewer items are used to measure the model variables.

The Antecedents and Mediator Model (Dabholkar et al., 2000) illustrates a thorough model of service quality that examines its antecedents, outcomes, and mediators in order to give readers a clearer grasp of the idea at hand. The relevant aspects associated with service quality are better conceived as components or antecedents in this model, which also looks at the connection between customer satisfaction and behavioral intentions. The antecedent's model can give a thorough grasp of service quality and the methodology used to create these evaluations. An improved predictor of behavioral intentions is customer satisfaction. Consumers assess many elements of the service but also create a unique overall assessment of the service quality (which is more complicated than just adding the parts). Further, when attempting to determine customer ratings of service, a significant mediating function was discovered, supporting the notion that it is crucial to assess customer satisfaction apart from service quality. However, this model has practical issues because it is not employed to ascertain the correlation between additional variables and service quality very successfully (Martinez and Martinez, 2010). Due to the existence of dimensions and subdimensions, the RSQS model entails a fairly complex statistical method (Martinez & Martinez, 2010). There is no empirical support for the hierarchical structure (Ladhari, 2008). Regarding the number of things to be used in various retail service situations, there is much dispute.

The review of these models revealed several issues for assessing the quality of the services, arguments, and model concerns. The vast most definitions and models concur that idea that consumers should compare their expectations for service quality with their perceptions of actual service quality. Additionally, it is noted that the outcome and measurement of service quality depend on the environment, circumstance, need, and other elements of the service. These requirements demand a constant effort to learn, validate, and modify the current measurement of service quality.

Customer satisfaction and service quality are two distinct variables, despite their relationship, according to researchers like Berry et al. (1988), Dabholkar et al. (2000), Oliver (1993), Parasuraman et al. (1986, 1994), Schneider and White (2004), and Spreng and Mackoy (1996). While satisfaction relates to a particular transaction, service quality is a general or all-encompassing attitude toward the excellence of the service. This suggests that satisfaction is more situational (Parasuraman et al. 1986). Service quality, according to Schneider and White (2004), is a customer's assessment of the service itself, which is descriptive and factual, whereas satisfaction is more of an assessment of how the service affects the customer emotionally, which is more evaluative generally based on emotion. Further investigation revealed that it may be more accurate to see service quality as an antecedent of client satisfaction (Oliver 1993, Parasuraman et al. 1994, Spreng and Mackoy 1996, Dabholkar et al. 2000). Since they discovered empirical data demonstrating that service quality is an precursor of customer satisfaction, Spreng and Mackoy (1996) adapted an Oliver (1993) model. To put it another way, the Spreng and Mackoy (1996) model suggests that customer satisfaction is an effect of service quality.

Dabholkar et al. (2000) further clarified the relationship between service quality and customer satisfaction by discovering that the latter acts as a mediator between the former and behavioral intentions. Additionally, Dabholkar et al. (2000) discovered that while service quality is more closely linked to specific factor judgments regarding the service, customer satisfaction is a considerably better predictor of behavioral intentions. According to Schneider and White (2004), the customer satisfaction construct is used to diagnose how customers feel and their behavioral intentions, whereas the service quality construct is used to diagnose how the organization executes. In order to maximize sales and the organization's net profit, behavioral intentions in the marketing management literature relate to buying intentions, specifically to customer loyalty and the intention to repurchase.

According to Olorunniwo et al. (2006), customer satisfaction in retail banking fully mediators the impact of service quality on purchase intentions, but only partially mediates the impact in the accommodation sector. A mediating connection is one in which a third variable influences the path connecting two variables (e.g., service quality leads to customer satisfaction that drives patronage intentions or brand loyalty). Others contend that service quality is either industry- or context-specific, contrary to Levitt's (1981) suggestion that an attempt to conceptualize the concept of service quality as a whole may be fruitless (Cronbach 1986, Babakus and Boller 1992).

This description of the relationship between service quality and customer satisfaction makes the assumption that customer retention must be earned. They are essential for a business because they preserve sales, margins, and profits, boost existing customer loyalty and value, encourage cross-product purchases, differentiate brands, prevent the entry of new brands, compete with rival loyalty programs, and other things. Repeat business, attracting profitable clients, collecting additional data on clients, rewarding devoted clients, and other strategies are all part of customer retention for the purpose of increasing revenue (Reinartz and Kumar 2002).

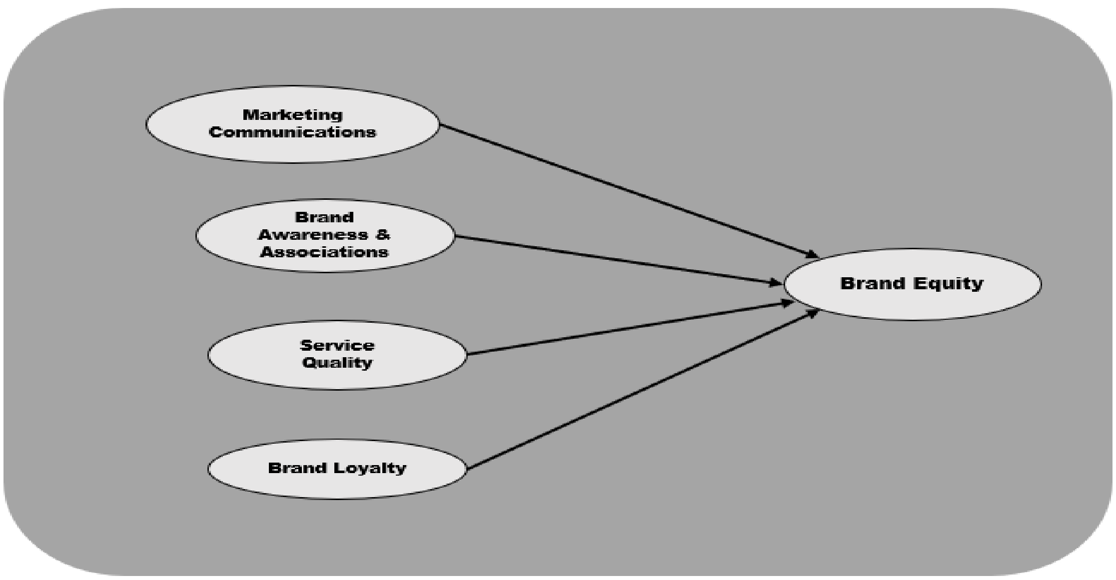
In many service research and customer satisfaction models, intentions, which are arbitrary judgments about how a person will behave in the future, are typically used as dependent variables (Boulding et al., 1993; Soderlund and Ohman, 2003). This implies that intention is a complex variable and must be influenced by independent variables. On the other hand, repurchase intent was acknowledged as a valid service outcome by Butcher (2005) and was also viewed as a quantifiable outcome. As opposed to Soderlund and Ohman (2003) who view repurchase intentions as expectations. Repurchase intention, in general, refers to a person's assessment of whether to repurchase a specific service from the same company, bringing into consideration their current circumstances and expected future ones (Hellier et al. 2003, p. 1764). Therefore, repurchasing a brand is not the same as being devoted to it. Situational considerations or a lack of brand preference on the part of the customer may cause a repurchase. Repeat business is thus one of the results but by no means the key to establishing loyalty. When a customer actively promotes a brand without receiving compensation, brand loyalty has been formed. Marketers should be interested in the factors influencing loyalty as well as repurchasing itself.

According to McIlroy and Barnett (2000), loyalty in the business world refers to the customer's dedication to doing business with a certain company, making regular purchases of their goods and services, and endorsing those offerings to friends and acquaintances. On the other hand, Customer loyalty entails, according to Anderson and Jacobsen (2000), the outcome of a company providing a benefit to a customer in order to keep or increase their purchases from the company. They claimed that genuine customer loyalty is developed when a customer actively promotes a business without receiving remuneration. Furthermore, Oliver (1997) characterized customer loyalty as a firmly held commitment to regularly buy or use a favored good or service in the future, even in the face of outside influences and advertising campaigns that would persuade them to change their minds. Sirohi et al. (1998) also recommended using consumer loyalty, such as repurchase intentions, intention to buy more items in the future, and intention to recommend products to others, to quantify purchase intents. As seen from the definition above, there is no distinction between brand loyalty and customer loyalty. Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions. Therefore, the brand loyalty concept is used in this research instead of patronage, behavioral, and repurchase intentions.

1.6 Research Gaps and Potential Contributions

Primarily, the critical analysis of the literature review reveals that all other brand equity models are built on the foundation of the models developed by Aaker (1991, 1996) and Keller (1993). However, they implied, the role that marketing communications play in establishing brand equity, particularly in raising consumer awareness and fostering associations with the product or brand. Furthermore, their model doesn't adequately depict how the various brand equity components are interrelated with one another. Berry's (2000) model, on the other hand, clearly outlined the role that marketing communications play in raising brand equity through the creation of brand awareness, brand meaning, and customer experience or service quality. However, Berry’s (2000) model was incapable to demonstrate how brand equity is influenced by brand loyalty. For that reason, the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is suggested which comprised marketing communications, brand awareness & associations, perceived quality/customer experience/service quality, and brand loyalty dimensions.

Figure: 18 Proposed Dimensions of a Customer-Based Service Brand Equity Model



Source: Author's Own Creation

Secondly, the development of brand awareness is necessary for brand association (Aaker & Alvarez del Blanco, 1995). In keeping with Yoo & Donthu's research (2000), brand association and awareness are merged as one dimension rather than applying brand association as a distinct dimension. On the other hand, consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Perceived quality cannot essentially be impartially determined- because perceived quality itself is a summary concept (Aaker 1991). That means it is a mixture of several elements like service quality. Furthermore, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

Thirdly, despite its critics, the SERVQUAL model is the inspiration for all other service quality models. Regarding the development and assessment of SERVQUAL Parasuraman et al. (1985), Cronin and Taylor (1992) developed Performance-Only Model called SERVPERF. They contrasted computed difference scores with perception and came to the conclusion that only perceptions, rather than expectations, are a superior predictor of service quality. They also mentioned that service quality and satisfaction are required to be measured independently, as they are two distinct constructs. But in the SERVPERF model quantitative relationship was not clarified. On the other hand, the GAP model has apparently directed a blurring of the lines between the two notions of Service Quality and Customer Satisfaction (Ladhari, 2008). Moreover, instead of emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus and Boller, 1992). Another criticism of the SERVQUAL model is that because it uses a performance and expectation scale to measure service quality, it takes a long time to administer that may elicit an improper response from the respondent at the time of data collection. Given these facts, a new linkage model is proposed that considers the performance-only components of the SERVQUAL model. As opposed to measurements of expectations, this linkage model is going to take customer satisfaction and patronage intent into account like as Antecedents and Mediator Model of Dabholkar et al., (2000) and the Linkage of Service Quality model of Olorunniwo et al. (2006). Finally, Customer satisfaction and brand loyalty function as a result generator for the company, and this new model makes it simpler for responders to understand the relationships. Furthermore, in this research, the brand loyalty concept is used instead of patronage, behavioral, and repurchase intentions. Because Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions.

Figure: 31 Proposed New Linkage Model for CBSBEM

Source: Author's Own Creation

1.6.1 Managerial and Strategic Contributions

The current study is offering managers a holistic approach to developing effective brand strategies.

1.6.2 Selecting Marketing Communication Options and Allocating Budget Onto It

In this study, it is identifiable theoretically and will be quantifiable empirically from the proposed customer-based service brand equity model (Figure: 32), how marketing communications affect brand awareness & associations and brand equity directly. A variety of communication techniques can be used to accomplish a range of objectives, and each has its own benefits. So, it's essential to employ a range of communication channels, as each one contributes in a unique way to creating or maintaining brand equity (Keller, et al., 2015). On the other hand, Budget allocation models, however, place more of an emphasis on factors such as the stage of a brand's life cycle, the firm's goals and budget, the characteristics of the product, the amount of the budget, and the media strategy of rival companies, as marketing communication budget and its impact/effectiveness details may be more difficult to obtain (Kenneth et al., 1995). In this research, the CBSBE model is directorial, in figuring out how managers should allocate their communication budget among various marketing communications options, based on how those options would affect brand awareness & associations, and brand equity, besides how to implement effective strategies without raising the cost.

1.6.3 Identify Service Failures and Recover those by Providing Superior Service

The model is also beneficial to determine the effects that various service quality dimensions have on service quality and how service quality affects customer satisfaction. This model is capable of identifying service failure and customer dissatisfaction. Then, recommend service recovery to avoid service failure and reduce customer dissatisfaction. Therefore, discovering and eliminating service breakdown and problem sources is typically necessary to convert unsatisfied customers into satisfied ones. There are four service recovery options are available to deal with customers like as, respond quickly, provide appropriate communication, treat customers fairly, and cultivate relationships with them (Zeithaml, et al., 2013). Instead, there are four service recovery strategies offered for handling customer problems including encouraging and tracking complaints, learning from recovery experiences, learning from lost customers, and making the service fail-safe (Zeithaml, et al., 2013). Hence, delivering high-quality services that satisfy clients while remaining cost-effective for the business, is the key to success in many service organizations.

1.6.4 Diagnosing and Classifying Loyal Customer Base to Offer Customized Service

The CBSBE model is obliged to provide an indefinable and quantifiable view of how satisfaction affects brand loyalty. According to observations: there are three effects of customer loyalty: 1) Revenue increases as a result of existing clients and referrals, 2) Costs reduction as a result of lower acquisition costs brought on by the efficiencies of serving returning customers, and 3) Employee retention rises due to increased job pride and satisfaction, reinforcing customer loyalty and resulting in further cost reductions as hiring and training expenses decrease and productivity increases (Reichhheld 1993). Likewise, the well-known 20-80 rule states that up to 80% of profits may come from the top 20% of customers (Kotler, 2007). A four-level pyramid or customer profitability tiers are suggested by (Zeithaml et al., 2001), which includes- platinum, gold, iron, and lead segments of customers. Typically, customer tiers are determined by profitability and servicing requirements. Each customer segment receives a service level that is personalized depending on its needs and value to the company, as opposed to all customers receiving the same degree of support.

1.7 Research Methodology

This research is exploratory in nature and is based on a critical analysis of the literature. This study concentrates on the service industries and using a total of 370 resources, including scholarly journals and books, based on the English language and was published within 25 years. Desk research is conducted using a variety of search engines and the university library's resources. For this research endeavor, information is gathered from a number of sources, including books, newspaper and magazine articles, specialized databases, and websites. As for examining each source, it's crucial to assess each one to see how accurate the information it presents. Reliability and trusted sources, objectivity, author credentials, credibility, concise & organized, applicability, and timing are examples of standard evaluation criteria (Burkhardt & Macdonald, 2010). A set of standards for assessing the information have been used during this literature review. Then, using those 370 materials, a couple of research gaps are discovered, six key variables are identified, and several hypotheses are formulated.

1.7.1 Six Key Variables

1. Marketing communications
2. Brand Awareness & Associations
3. Service Quality
4. Customer Satisfaction
5. Brand Loyalty
6. Brand equity

1.7.2 Research Hypothesis

H_1: There is a positive impact of marketing communications on brand awareness and associations.
$H_{2:}$ There is a positive impact of marketing communications on brand equity.
$H_{3:}$ There is a positive impact of brand awareness & associations on brand equity.
$H_{4:}$ There is a positive impact of service quality on brand awareness & associations.
H_5: There is a positive impact of service quality on brand equity.
H_6: There is a positive impact of service quality on customer satisfaction.

H_7: There is a positive impact of customer satisfaction on brand equity.
H_8: There is a positive impact of customer satisfaction on brand loyalty.
H_9: There is a positive impact of brand loyalty on brand equity.

1.7.3 Mathematical Model

$Y_{CBSBE} = \beta_0 + \beta_1 MC + \beta_2 BAA + \beta_3 SQ + \beta_4 CS + \beta_5 BL + \beta_6 BE + e_1$

This model shows the mathematical relationships among six variables of the CBSBE model.

Here,

Y_{CBSBE} = Dependent Variable

Customer-Based Service Brand Equity

β_0 = Intercept of the Line

β_1 MC = (Slope of the Line) Marketing communications (Independent Variable)

β_2 BAA = (Slope of the Line) Brand Awareness & Associations

β_3 SQ = (Slope of the Line) Service Quality (Independent Variable)

β_4 CS = (Slope of the Line) Customer Satisfaction (Independent Variable)

β_5 BL = (Slope of the Line) Brand Loyalty (Independent Variable)

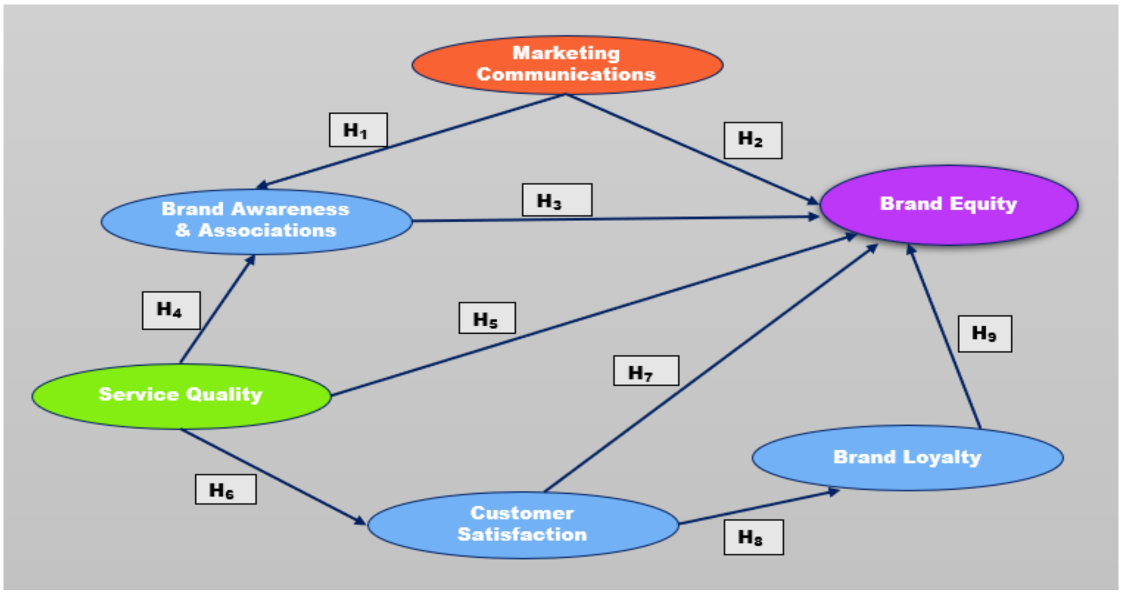
β_6 BE = (Slope of the Line) Brand equity (Independent Variable)

e_1 = Errors terms associated with the *i* th observation

Finally, a conceptual framework for the customer-based service brand equity model is developed and a mathematical model is presented. In this study, a conceptual framework is formed by an inductive process, where independent parts (in this case, concepts) are put together to form a larger map of potential relationships. Akintoye (2015) asserts that the conceptual framework is typically employed by researchers when preexisting theories are inapplicable or insufficient to establish a solid framework for the inquiry. A model or conceptual framework is used to describe the synthesis. While developing the conceptual framework for the CBSBE model (Figure: 32), the guidelines provided by Maxwell, (2005); Sinclair, (2007) and Dix, (2008, p.18) are followed. In the CBSBE model, the relationships among the six dimensions or key variables of that model are explained.

1.8 Conceptual Framework for Proposed CBSBEM

Figure: 32 Proposed Customer-Based Service Brand Equity Model



Source: Author's Own Creation

Figure: 32 depicts that, the proposed Customer Based Service Brand Equity Model consists of six main dimensions, which are Marketing communications options, brand awareness & associations, service quality dimensions, customer satisfaction, brand loyalty, and brand equity. Each of these dimensions can be subdivided into several dimensions. Furthermore, each of dimensions directly and positively have an impact on brand equity. Marketing communications have a direct and positive impact on brand awareness & associations and brand equity. Service quality have an impact on brand awareness & associations, customer satisfaction and brand equity. Finally, marketing communications, brand awareness & associations, service quality, customer satisfaction and brand loyalty have a direct and positive impact on brand equity.

1.9 Scope of the Research

As this study is based on a literature review, the research hypotheses are not tested here empirically. There are some limitations:

1. It is necessary to conduct an empirical analysis of the proposed customer-based service brand equity model.
2. The variables or constructs will change depending on the service industry.
3. For less experienced researchers, the measurement technique may be complex and time-consuming.

1.10 Definitions of Key Constructs

Marketing communications

The ways in which businesses try to educate, convince, and remind customers—directly or indirectly—about the goods and names they carry (Kotler et al., 2009).

Brand Awareness

Both brand recall and brand recognition contribute to brand awareness. When given a brand as a cue, brand recognition refers to a consumer's capacity to verify prior exposure to the brand. When presented with a product category, the demands that the category fulfills, or a purchase or usage scenario as a cue, consumers' capacity to recall the brand from memory is known as brand recall (Keller et al., 2015).

Brand Associations

Brand associations can refer to features or advantages of a brand. Characteristics that describe a product or service are called brand attributes. The significance and personal value that customers associate with the features of a product or service are known as brand benefits (Keller et al., 2015).

Service Quality

Lovelock et al. (2011) Service quality is a continuously achieving or surpassing customer expectations from the standpoint of the user.

Customer Satisfaction

Kotler et al. (2009), satisfaction is a reflection of an individual's assessments of the perceived performance (or outcome) of a product in comparison to their expectations.

Brand Loyalty

consumer preference for a specific brand, as seen by their ongoing purchases of it (Belch & Belch, 2015).

Brand equity

The distinct impact that brand knowledge has on how consumers react to a brand's marketing (Keller 1993).

1.11 Organizations of the Study

- Chapter One: Introduction
- Chapter Two: Methodology
- Chapter Three: Literature Review
  - Part one- Customer-Based Brand Equity Model: A Critical Analysis
  - Part Two- Service Quality Model and Critics
- Chapter Four: Discussion
  - Part One- Developing Conceptual Framework for Service Branding
  - Part Two- Theoretical Contributions
  - Part Three- Managerial and Strategic Contributions
- Chapter Six: Summary
- Chapter Seven: Limitations, Conclusion, and Future Directions
- Bibliography

1.12 Epilogue

This chapter served as the framework, for the dissertation. It introduces the problem statement and objectives are stated, the research is justified, certain definitions are provided, and a brief discussion and justification of the methods used is given as well. The dissertation can move forward with a thorough description of the methodology in Chapter 2.

CHAPTER: 2

METHODOLOGY

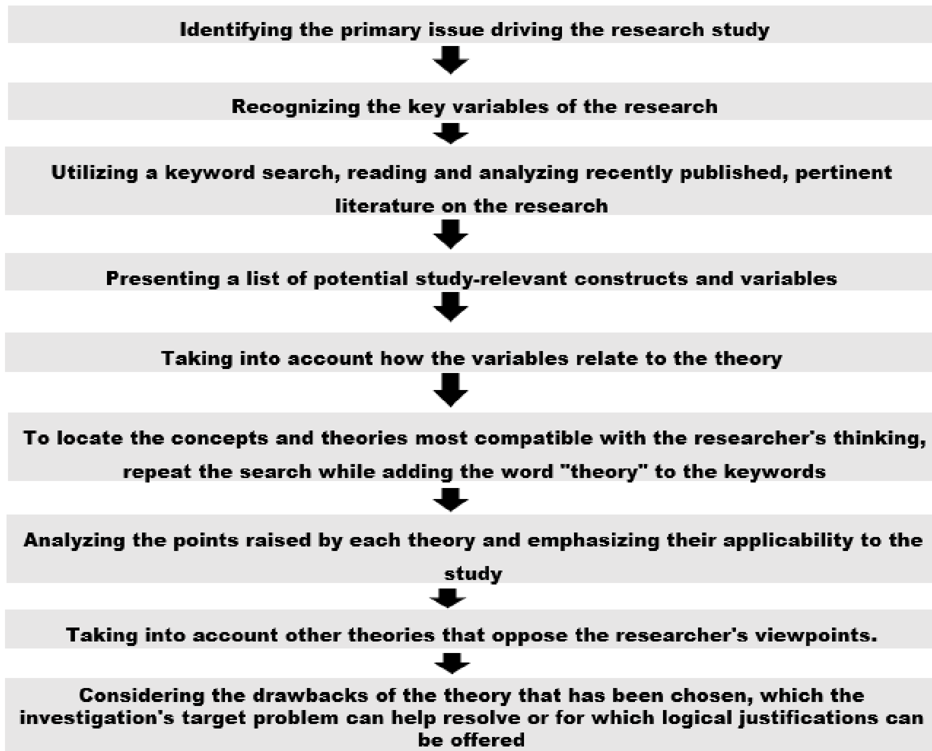
2.1 Prologue

This research entails the development of a conceptual framework for the Customer-Based Service Brand Equity (CBSBE) Model. In addition, an in-depth analysis of the relationships among brand equity, marketing communications, brand awareness and associations, service quality dimensions, customer satisfaction, and brand loyalty. And finally, an overview of the strategies derived from the CBSBE model. Therefore, this study is exploratory research that is based on a critical literature analysis or narrative analysis. According to Yardley (2022, pp. 2,3), “in literature review-based dissertations, your original contribution to knowledge comes from your *critical synthesis of the existing literature to generate new insights* into your topic. Your dissertation is unique because this is likely the first time anyone has approached the literature posing the questions you have”.

2.2 Research Design

This research is exploratory in nature and is based on a critical analysis of the literature. A critical literature study, “goes beyond the mere description of identified articles and includes a degree of analysis and conceptual innovation” (Grant & Booth, 2009, pp. 93). Besides, exploratory research has a number of implications, that directly pertain to the goals of this study. For instance, exploratory research focuses mostly on comprehending the topic and identifying variables (Srivastava & Rego, 2011). It is a preliminary examination of a theoretical idea through the use of preexisting theories and the creation of an initial hypothesis (Malhotra et al., 2011). Clarifying the challenges with the research problem and gathering information and insights to assist in strategy development (Malhotra et al., 2011). Finally, a more advanced research strategy for further research (Malhotra et al., 2011). Additionally, Simon and Goes (2011) present some recommendations that can assist in outlining the theory and directing research.

In this study, The following flowcharts provide illustrations of how these recommendations are been implemented: -



Source: Adapted from Simon and Goes (2011)

This study, which is based on a narrative or literature analysis and concentrates on the service industries, used a total of 370 resources, including scholarly journals and books, based on the English language and was published within 25 years. Desk research is conducted using a variety of search engines and the university library's resources. For this research endeavor, information are gathered from a number of sources, including books, newspaper and magazine articles, specialized databases, and websites.

2.3 Selection Procedures and Standards for Choosing Information Sources

Due to the fact that this study is based on literature, for the purpose of this review, several databases are accessed to find reliable and trusted sources. In order to get a basic idea of the kinds of articles that are available, Google, Google Scholar, and the University's Central Library are used. In terms of Google and Google Scholar, broad search phrases are initially utilized to compile a list of primary source research publications, including online scholarly texts and peer-reviewed journals. In the beginning, I utilized a simple search of brand equity models, service quality models, service branding context, and managing brands. I am able to find a better list of more precise terms and cross-referenced articles from the paper titles and research data produced from Google Scholar using those search criteria.

I am able to get the materials, I needed for my research through the University of Dhaka's Central Library's online and printed books, journals, and periodicals, as well as its search database selection. The internet sources that are used are published by experts in their professions, published on trustworthy websites, including in reputable periodicals, and on websites run by reputable research organizations. To help me choose search phrases, I took guidance from my supervisor and the Central Library's research staff.

The vast majority of given references come from prominent and well-known scholarly text publishers like Pearson, McGraw-Hill, Sage, and Wiley. Authors are selected depending on their decades of experience conducting academic and corporate research, their reputation in the academic community, and their publications in recognized journals. The search engines are confined to exclusively searching peer-reviewed journals while looking for germane information. The selection of journals and papers is based on the reputations of the publishing houses as well as the credibility of the author and researcher. For example, a number of databases, including Google Scholar, Emerald, JSTOR, Research Gate, Elsevier, Sage, Springer, Scopus, Taylor & Francis (humanities and social sciences), Wiley online books, Science Direct, etc., are used to find articles and validate that they are authentic. The selection of papers is then potentially narrowed down and broadened beyond this, depending on whether sufficient materials are attained at the level of the title, abstract, and keywords. Different processing steps are then utilized to make certain that the articles that have been selected actually address the issues highlighted.

As for examining each source, it's crucial to assess each one to see how accurate the information it presents. Reliability and trusted sources, objectivity, author credentials, credibility, concise & organized, applicability, and timing are examples of standard evaluation criteria (Burkhardt &

Macdonald, 2010). A set of standards are followed for assessing the information used during this review. First, based on the research aim of this study, sources are examined to determine whether they are consistent with the objectives of the literature review. Authors are selected based on their credentials, number of scholarly texts and papers, and years of research experience. Additionally, the accuracy of the information published in journals is verified through authenticity checks that consider the author's credibility as well as the reputations of the publications and journals. After thorough checking, all the information is presented in a concise and organized manner.

Reading the articles and considering their applicability to the subject under research is necessary to ensure this. Along with database searches, a lot of books and articles are found using cross-referenced. Due to their relevance and suitability in light of the goal of this literature review, each of the search phrases utilized is chosen. I also searched for the kinds of journals that typically publish research articles relevant to the study, in addition, to these main criteria. I, therefore, considered articles that have been focusing on my research objectives more significance. I also checked journals that would represent each respective field. Finally, I looked for claims that supported appropriate research, including both theoretical and practical relevance.

2.4 Key Variables, Research Hypothesis, and Mathematical Model

The selection of 370 English-language resources from the past 25 years is based on the aforementioned selection criteria for information sources. Then, using those materials, I discovered a couple of research gaps, identified six key variables, and formulated several hypotheses (see Table: 1, next page).

Table: 1 Key variables, Research Hypothesis and Mathematical Model

Key Variables	Research Hypothesis	Mathematical Model
1. Marketing communications **2. Brand Awareness & Associations** **3. Service Quality** **4. Customer Satisfaction** **5. Brand Loyalty** **6. Brand equity**	**H_1: There is a positive impact of marketing communications on brand awareness and associations.** **H_2: There is a positive impact of marketing communications on brand equity.** **H_3: There is a positive impact of brand awareness & associations on brand equity.** **H_4: There is a positive impact of service quality on brand awareness & associations.** **H_5: There is a positive impact of service quality on brand equity.** **H_6: There is a positive impact of service quality on customer satisfaction.** **H_7: There is a positive impact of customer satisfaction on brand equity.** **H_8: There is a positive impact of customer satisfaction on brand loyalty.** **H_9: There is a positive impact of brand loyalty on brand equity.**	$Y_{CBSBE} = \beta_0 + \beta_1 MC + \beta_2 BAA + \beta_3 SQ + \beta_4 CS + \beta_5 BL + \beta_6 BE + e_1$ **This model shows the mathematical relationships among six variables of the CBSBE model.** **Here,** **Y_{CBSBE} = Dependent Variable Customer-Based Service Brand Equity** **β_0 = Intercept of the Line** **β_1 MC = (Slope of the Line) Marketing communications (Independent Variable)** **β_2 BAA = (Slope of the Line) Brand Awareness & Associations** **β_3 SQ = (Slope of the Line) Service Quality (Independent Variable)** **β_4 CS = (Slope of the Line) Customer Satisfaction (Independent Variable)** **β_5 BL = (Slope of the Line) Brand Loyalty (Independent Variable)** **β_6 BE = (Slope of the Line) Brand equity (Independent Variable)** **e_1 = Errors terms associated with the *i* th observation**

Source: Author

2.5 Procedures Followed for Developing Conceptual Framework

Finally, a conceptual framework for the customer-based service brand equity model is developed (see chapter 4: part one), and a mathematical model is presented (eee Table:1). In this study, a conceptual framework is formed by an inductive process, where independent parts (in this case, concepts) are put together to form a larger map of potential relationships. Akintoye (2015) asserts that the conceptual framework is typically employed by researchers when preexisting theories are inapplicable or insufficient to establish a solid framework for the inquiry. In these circumstances, it is necessary for the researcher to "synthesize" the various viewpoints on a specific issue that have been expressed in the literature, combining both theoretical and empirical data. A model or conceptual framework is used to describe the synthesis.

While developing the conceptual framework for the CBSBE model, the following eight factors are taken into account:

Connector: It relates the research to already-established theories, models, constructs, and/or concepts (Maxwell, 2005; Sinclair, 2007).
Converter: It turns relevant keywords into concepts that are understood by the research community (Maxwell, 2005; Sinclair, 2007).
Gap spotter: It indicates a gap, suggesting the necessity of the research (Maxwell, 2005; Sinclair, 2007).
Decipherer: It assists in grasping the problem or phenomenon under study (Maxwell, 2005; Sinclair, 2007).
Guide: It directs or informs specific study elements (Maxwell, 2005; Sinclair, 2007)
Standpoint: It is a lens through which the phenomenon of research is scrutinized (Maxwell, 2005; Sinclair, 2007).
Correctness: "Does it accurately represents what its significance to?" (Dix, 2008, p.18)
Completeness: "Does it cover all the relevant phenomena and issues"? (Dix, 2008, p.18).

Following the conceptual model development for the CBSBE model, the relationships among the six dimensions or key variables of that model are explained (see chapter 4: part one). Last of all, the theoretical and managerial contributions of this model are described (see chapter 4: part two and three).

2.6 Epilogue

As this study is based on a literature review, the research hypotheses are not tested here empirically. But this study succeeded in achieving all four of the research objectives. In this section selection procedures and standards for choosing information sources, key variables, research hypotheses, mathematical model, and procedures followed for developing a conceptual framework are discussed elaborately. There are some future directions (see chapter:6) for more advanced research or empirical research. In the next Chapter:3, review of the literature are going to be discussed.

CHAPTER: 3

LITERATURE REVIEW

3.1 Part One: Customer-Based Brand Equity Model: A Critical Analysis

3.1.1 Prologue

The strong brands are not just co-incidents. They require introspective and creative preparation. For building or managing a brand, anyone must vigilantly develop and execute ingenious brand strategies. In this section of literature review part one- definitions of brand equity, approaches for measuring customer-based brand equity, best approach for measuring brand equity, several brand equity models for both products & services with benefits & restrictions, research gaps and research contributions are discussed.

3.1.2 Definitions of Brand Equity

Brand equity can be defined in numerous ways and it has worth mutually to a company and to a customer. Fundamentally, "branding is all about endowing products and services with the power of brand equity" (Keller, 2008, p.59). Across the diverse set of opinions, brand equity actually explains why different outcomes resulted from the marketing of a branded product or service than an unbranded product or service. This literature is emphasized the following different definitions of brand equity:

- "A set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customer" (Aaker 1991, 15).
- Farquhar (1989) "Added value endowed by the brand to the product".
- Lassar, Mittal and Sharma (1995) "The enhancement in the perceived utility and desirability a brand name confers on a product".

- Park and Srinivasan (1994) “The difference between overall brand preference and multi-attributed preference based on objectively measured attribute levels”.
- Yoo et al., (2000) “The difference in consumer choice between a branded and unbranded product, given the same level of features”.
- Kotler and Keller (2006) “A bridge between the marketing investments in the company’s products to create the brands and the customers’ brand knowledge”.
- Yasin et al., (2007) “Consumers’ favoritism towards the focal brand in terms of their preference, purchase intention and choice among brands in a product category, that offers the same level of product benefits as perceived by the consumers”.
- “A differentiated, clear image goes beyond simple product preference” (Barwise 1993).
- “The value attached to a brand because of the powerful relationship that has been developed between the brand and customers and other stakeholders over time” (Keegan et.al., 1995).
- “The incremental price that a customer will pay for a brand versus the price for a comparable product or service without a brand name on it” (Keegan et.al., 1995).
- “A brand is not the name of a product. It is the vision that drives the creation of products and services under that name. That vision, the key belief of the brand, and its core values is called identity. It drives vibrant brands able to create advocates, a real cult and loyalty” (Kapferer, 2008).
- “A product of the total net brand support of customers and other stakeholders that is determined by all communication interactions of the company” (Duncan and Moriarty 1998).

The foregoing review of the definitions discloses that brand equity can be considered as a decision-making concept, as a monetary intangible asset, as an affiliation concept or as a customer-oriented notion from the viewpoint of the individual consumer. Furthermore, brand equity cannot be expressed by a single concept. In fact, brand equity ought to be assumed as a multi-dimensional concept. In addition, the customer-based brand equity concept offers direction about how brand equity can be measured.

3.1.3 Approaches for Measuring Customer-Based Brand Equity

There are several approaches available for measuring brand equity:

1. By identifying and monitoring customers' brand knowledge (like as the thoughts, feelings, images, perceptions, beliefs, etc.) that linked to the brand, an indirect approach can assess the possible causes of customer-based brand equity. Marketers need to have a broad perspective on all aspects of a brand's marketing activity in order to ascertain the many effects on brand knowledge and the ways in which changes in brand knowledge affect conventional consequence indicators, like sales.

2. A direct approach can assess how brand awareness affects how customers respond to various aspects of the marketing program. Marketers need to recognize that the brand knowledge created by the company's continuous marketing programs has a substantial impact on the brand's recall value, which in turn affects the long-term performance of all upcoming marketing initiatives.

3. By subtracting customers' preferences for the tangible aspects of a product from their overall brand preferences, a residual approach examines the brand's worth.

4. A valuation approach prioritized the financial worth of brand equity for the purpose of accounting, mergers, acquisitions, brand licensing, fund-raising, brand portfolio decisions, or for other reasons.

3.1.4 Which approach is the best?

The first and second methods conceptualize brand equity from the consumer’s perspective. And, the third and fourth methods conceptualize brand equity from the firm’s perspective. Moreover, it is clear from the above four classifications of conceptualized brand equity that there are two common inspirations for measuring brand equity.

First, for A strategy-driven source of inspiration to boost marketing output like as higher costs, greater competition, and flattening demand in many markets, firms seek to increase the efficiency of their marketing expenses.

A second reason is monetarily based inspiration to assess the brand's value more precisely for accounting purposes in order to value an asset to be included in the balance sheet or for the merger, acquisition, or other reasons. If there is no underlying value for the brand that has been developed or established, or if managers are unable to capitalize on that value through successful brand initiatives, then financial valuation concerns are of little consequence (Keller 1993, 1-2).

The two strategies may and should be used together because they are complementary. In other words, for brand equity to be a useful strategic tool and influence marketing decisions, marketers need to have a thorough understanding of the origins of brand equity, how it influences desired outcomes like sales, and how these sources and results change over time, if at all.
The brand knowledge that consumers have acquired from the company's prior marketing program investments is arguably one of the most useful assets for enhancing marketing productivity. Managers must be aware of how their marketing programs impact consumer learning and, in turn, recall for brand-related information, as the content and memory structure of the brand will determine how successful future brand tactics are (Keller 1993, 2).

In essence, the idea of brand equity strengthens the importance of the brand in marketing strategies. It is advantageous to conceptualize brand equity from the perspective of the consumer since it makes specific recommendations for marketing strategies and tactics in areas where research will be useful to support managerial decision-making.

3.1.5 Several (BEM) Brand Equity Models

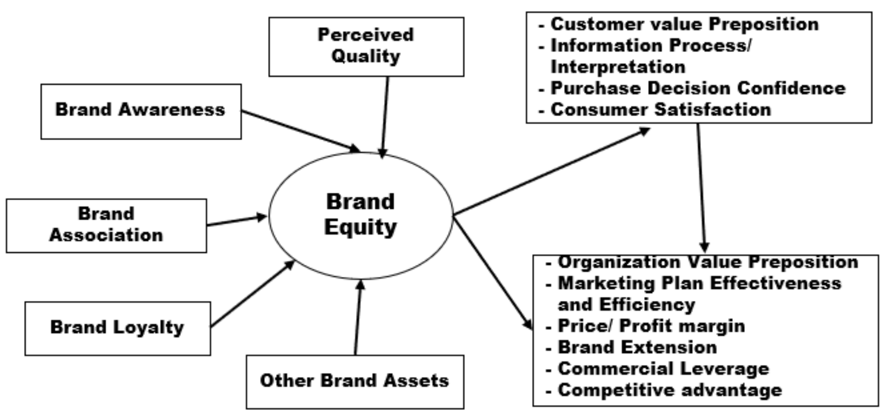
Although brand equity has increased the importance of the brand since its inception, the concept has been used in marketing strategy for managerial significance and research initiatives. However, the issue is that the concept has been ambiguously defined for a number of different purposes, which is confusing. There isn't a single, accepted perspective on how to define and quantify brand equity. At this point, the following, some well-known brand equity models (BEM) are discussed-

3.1.5.1 BEM:1 Aaker's Brand Equity Model

Brand Asset and Liability Dimensions

Brand equity is built on the tangible and intangible assets of a company. Aaker (1991) terms The five categories of brand assets and liabilities that are associated with a brand, its name, and symbol and that increase or decrease the value that a product or service provides to a company, its clients, or both are collectively referred to as brand equity. These categories of brand assets are 1) brand loyalty, 2) brand awareness, 3) perceived quality, 4) brand associations, and 5) other proprietary assets (e.g., patents, trademarks, and channel relationships). These assets endow with various benefits and value to the firm and its customers, as shown in Figure: 1. The resulting customer value befits a beginning for providing value to the firm.

Figure: 1 Aaker's Brand Equity Model



Source: Adapted from Aaker (1991)

Customers Value

There are three main ways that brand equity benefits the customer (Aaker 1992, 31). First, brand equity dimensions can aid a customer to interpret, process, collecting, and repossessing an enormous amount of information about products and brands. Second, they may also have an impact on the confidence that customers have in their purchasing choice. For example, a customer may find themselves more at ease with a brand that they have regularly used, see as having great value, or are familiar with. Third, by collecting the client's satisfaction after using the goods, the perceived quality and brand associations of the product provide value to the customer.

Firms Value

There are at least six ways that brand equity adds value to the company (Aaker 1992, 31-32). First, if the potential customer has a high-quality perception of the brand, any marketing programs from the firm will be more effective because it will cucustomers'attention and induce them to buy that product. Consequently, brand equity can improve the efficacy and efficiency of marketing programs. Second, brand equity dimensions like brand awareness, brand associations, perceived quality can reinforce brand loyalty by increasing customer satisfaction and providing motives to buy the product. Third, brand equity will generally deliver greater margins for products by allowing premium pricing and dropping promotional costs. Fourth, brand equity can arrange for support for evolvement by brand extensions. Fifth, strong brand associations and high recognition provide distribution channel members less uncertainty doing business with a firm having a product's visual impact on the store shelf and in the promotion. Finally, brand equity averts customers from switching to a competitor and thus, creates a competitive advantage.

3.1.5.2 Brand Equity Dimensions of Aaker's Model

Brand Loyalty

Brand loyalty can be interpreted in a variety of ways, such as frequent purchasing, brand satisfaction, brand likeability, and genuine commitment. Aaker's (1991) model signifies that brand loyalty provides several strategic benefits, if loyal or satisfied customers be able to managed properly. Loyal group of customers can help to decrease marketing costs, since it is much less pricey to keep an existing customer rather than attracting new ones. This loyal group provides trade leverage over other in the distrubution channel because of having strong brand reputation and high brand recognition. New customers can be reassured by loyal customers, who can also raise brand awareness. Furthermore, since a company has the resources to stay up to date with market developments, devoted clients will give it time to react to threats from the competition.

Brand Awareness

Brand awareness refers to a potential customer's ability to identify or remember that a particular brand is associated with a particular product category. Brand awareness creates value in diverse means. The anchor that allows various associations to be connected to the brand is provided by brand awareness. Recognition lends a feeling of familiarity to the brand, and consumers choose well-known brands. Familiarity may suffice in the lack of incentive to engage in attribute evaluation because consumers prefer to purchase well-known brands. Brand awareness can be a signal of commitment which gives assurance to use the brand. The initial step in the purchasing process is usually to choose a few brands to look at and to enter this sizable or noteworthy group, brand awareness may be essential (Aaker 1991, 63-67).

Perceived Quality

Consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches the definition of service quality. Perceived quality cannot essentially be impartially determined, because perceived quality itself is a summary construct (Aaker 1991, 85-86). That means it is a mixture of several elements. Perceived quality is appreciated for several reasons. Perceived brand quality is often a compelling argument for purchasing. It involves persuading which brands should be nominated, which brands should be included in and excluded from the consideration set. A brand's primary positioning feature is where it falls on the perceived quality spectrum. The option of charging a premium price is provided by a perceived quality advantage. The price premium has the potential to boost earnings and/or furnish resources for brand development. Moreover, distributors, retailers, and other channel participants may find perceived quality to be significant, which could help with distribution. Channel members are driven to cart brands that are well-regarded. Utilizing the brand name to launch new product categories or extensions is another way to take advantage of the perceived quality. When it comes to perceived quality, a powerful brand will be able to gain traction and start the process of finding a higher chance of success than a weak brand (Aaker 1991, 86-88).

Brand Associations

Product attributes, consumer benefits, uses, lifestyles, product classes, competitors or rivals, and countries of origin are a few examples of brand associations. An association can influence how information is processed and remembered or recalled, offer a point of differentiation, give consumers a cause to make a purchase, foster good attitudes and feelings, and act as the foundation for brand extensions. The connections or associations that a well-known brand name conveys can influence purchasing decisions and undermine customer satisfaction (Aaker 1991; Aaker 1992, 31).

3.1.5.3 Benefits and Restrictions of the Brand Equity Model

Benefits

1. This model contains the basic dimensions of brand equity without those dimensions' brand equity cannot be formed. So, it serves as the basic model which leads to forming other brand equity models.
2. This model explains how both the company and the customer benefit from brand equity.
3. The dimensions/constructs of this model can be easily interpreted and measured.
4. Survey will be easier and cost will be lesser because this model has fewer dimensions with indicators.

Restrictions

1. The impact of marketing communications on creating brand awareness and associations is not shown.
2. The impact of marketing communications on the brand equity dimension is not shown.
3. This model is not applicable for service brands

3.1.6 Enhancement of Aaker's Brand Equity Model

Aaker (1991) brand equity model is well-known for the structured, influential evaluation model in brand equity area, having a vivid influence in this arena. Later Aaker (1996) improved the brand equity model as Brand Equity Ten taking ten dimensions.

3.1.7 BEM: 2 Brand Equity Ten

Brand Equity Ten (Aaker, 1996) comprises of ten sets of measures which are grouped into five categories (see Table: 2). The first four groups are the major dimensions of brand equity- loyalty, perceived quality, associations and awareness; which embodies customer perceptions of the brand. The fifth group includes two sets of market behavior measures which are obtained from market-based information. The four brand equity dimensions are deliberated concisely with the model of Figure: 1. So, here and now, the fifth group which includes two sets of market behavior measures will be detailed (see Table: 2).

Table: 2 The Brand Equity Ten

Loyalty Measures

- **Price Premium**
- **Satisfaction/ Loyalty**

Perceived Quality/ leadership measures

- **Perceived Quality**
- **Leadership**

Associations/ Differentiation Measures

- **Perceived Value**
- **Brand Personality**
- **Organizational Associations**

Awareness Measures

- **Brand Awareness**

Market Behavior Measures

- **Market Share**
- **Price and Distribution indices**

Source: Adapted from Aaker (1996)

Market behavior or brand performance measures includes market share, market price, and distribution coverage information can be obtained from the market.

Market Share

Market share information provides an effective and complex mirror image of the brand's standing with customers. Rising or falling of market share indicates the status of the brand with the competitors' brand.

The biggest problem is that market share indicators are responsive to the short-term strategies that often undermine brand equity (Aaker, 1996). Because market share can grow due to unrelated factors like brand building activities (price incentives, promotions) are ineffective or cut back (Aaker, 1996). So, market price and distribution indices should be measured with market share.

Market Price and Distribution Coverage

It is vital to measure the relative market price at which the brand is being sold. That means, the prices of several varieties of the brand weighted by their relative sales volume need to be obtained (Aaker, 1996).

Market share or sales data are also extremely sensitive to distribution coverage because they are affected when a brand gains or loses a major market or expands into another geographic region (Aaker, 1996).

3.1.7.1 Benefits and Restrictions of Brand Equity Ten

Benefits

1. Brand Equity Ten measures are applicable across diversified products and markets.

2. They are designed and inspired by the four dimensions (brand loyalty, perceived quality, brand associations and brand awareness) of Brand Equity Model which was developed by Aaker (1991).

3. They are also predisposed by Brand Asset Valuator and EquiTrend, the two foremost exertions to measure brand equity across product classes.

Restrictions

1. Brand Equity Ten measures require a survey that will be costly, inopportune, time consuming and hard to contrivance and comprehend.

2. Some of the measurements of Brand Equity Ten may suffer from a lack of sensitivity like organizational associations and brand personality may be very steady and thus, not replicate the dynamics of the market.

3. In this Brand Equity Ten measures the interrelationships among brand equity dimensions are not shown.

4. The impact of marketing communications on creating brand awareness and associations are not shown.

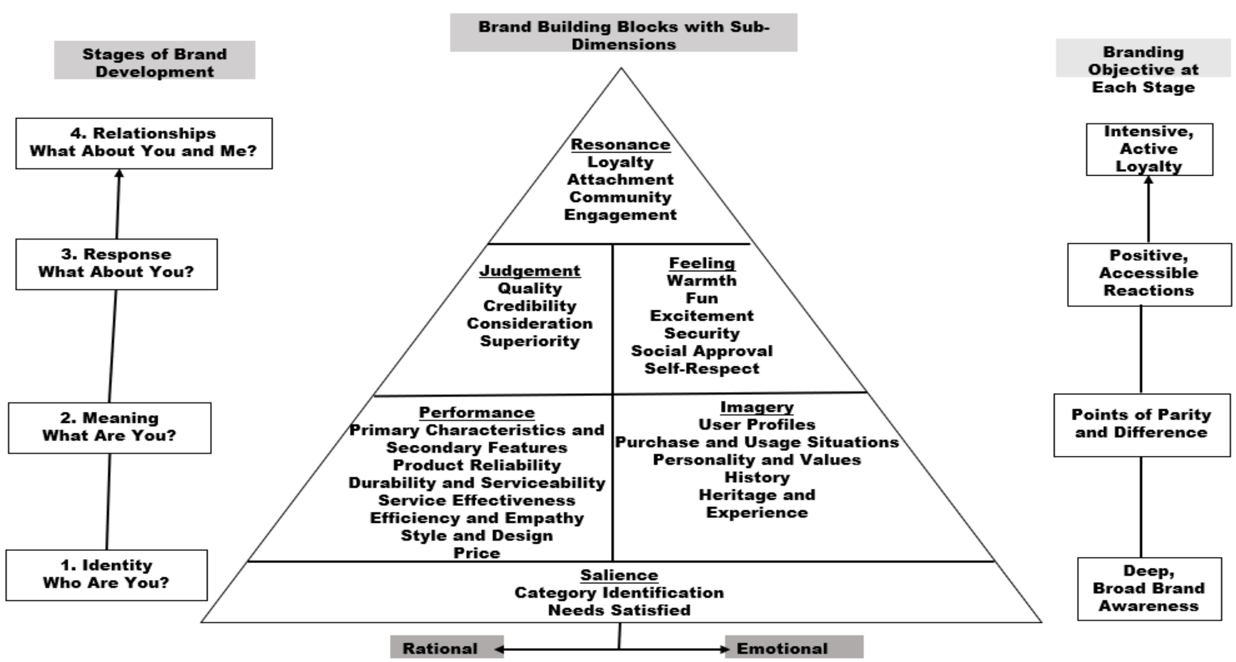
5. The impact of marketing communications on the brand equity dimension are not shown explicitly in this model. But Aaker (1996) mentioned that the elements of the brand targeted by the communication program should be part of the measurement system.

6. Market share, price level statistics and distribution coverage information are difficult to gather and hard to interpret because of disorganized market with diverse channels, different variant brand/product offerings and complex set of competitors.

3.1.8 BEM: 3 Keller's Brand Resonance Pyramid

Keller (2008, p.70) defines customer-based brand equity or CBBE as "the differential effect that brand knowledge has on consumer response to the marketing of that brand". That means brand equity synchronizes from differences in consumer reaction which are the result of consumer knowledge and actions towards a brand affected by marketing activities. In a broader view, brand knowledge is formed by brand recognition and recall and these two are created through marketing communications. So, it can be mentioned that marketing communications are the sources of creating brand awareness and brand associations. Hence, with the purpose of building a strong brand marketer must ensure and take it as a challenge that consumer has the proper kind of information, experiences, and interactions with the goods and services, in addition to marketing initiatives, in order to establish the ideal associations between the brand and the intended consumer ideas, feelings, perceptions, opinions, and experiences.

Figure: 2 Keller's Brand Resonance Pyramid



Source: Adapted from Keller (2001)

Brand Resonance Pyramid is created by Keller in 2001 (Wang et al., 2011). Keller (2008) inaugurated brand resonance pyramid (Figure: 2) which depicts that a brand is build up by sequentially establishing four steps and six ‘brand building blocks’ with customers. That means each of the four ascending steps having six blocks is hinge on successfully achieving the objectives of the previous one. These six building blocks have both rational and emotional routes. Because most of the successful brands are build up by mounting both side of the pyramid. Six building blocks are brand salience, brand performance, brand imagery, brand judgments, brand feelings and brand resonance; each of which has several key drivers. Furthermore, in the pyramid upper left side consists of rational blocks like- performance and judgments- upper right side consists of emotional blocks- feeling and imagery. It is not necessary for brands to achieve high scores across all the different dimensions and categories that comprise each of the basic brand values (Keller, 2015). So, brand building blocks be able to take ladders in their specific light.

3.1.8.1 Brand Equity Dimensions of Keller’s Model

Stage: 1 Identity:

The first stage of the pyramid which establishes the proper identification of a brand by crafting brand awareness with the customer.

Brand Salience:

The initial segment of the brand salience pyramid gauges a range of factors, including brand awareness and the frequency and ease with which the brand is remembered in different contexts. Here, brand awareness refers to consumers’ ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller et al., 2015, p.84). An essential raising brand awareness through increased familiarity with the brand through frequent exposure is the first step in building brand equity (for brand recognition) and forming strong connections with relevant purchase or consumption cues, or the right product category (for brand recall) (Keller et al., 2015).

A well-designed marketing program can frequently complete the step of building brand awareness in a relatively short amount of time. Similarly, a lack of a relatively widespread awareness of the brand's dimensions and qualities prevents consumers from responding in a strongly hopeful manner. The more a consumer experiences the brand by seeing, hearing, thinking, linking through brand name, symbol, logo, character, packaging, or slogan, including advertising, sales promotion, sponsorship, event marketing, publicity, public relations, and outdoor advertising the more like he or she can strongly register the brand in memory (Keller et al., 2015).

Specifically, brand awareness helps customers understand what products and services are sold under the brand name and the category in which the brand competes. It also clear-cuts customers that which needs are designed to satisfy by the brand. So, brand salience has two sub-drivers: category identification and need satisfied. Thus, brand that consistently generates enough revenue and that customers think of in a range of contexts where it might be used or consumed is considered very salient.

Stage:2 Meaning:

By connecting consumers' perceptions of tangible and intangible brand associations, the second stage of the pyramid establishes the proper brand meaning for a company.

According to Keller’s (Figure: 2) model, Performance- and imagery-related brand connections make up the two main categories of brand meaning.

Aside from marketing activities, there are also more ways that consumers might associate brands: from direct experience; online surfing; through information from other commercial or nonpartisan sources such as Consumer Reports or other media vehicles; from word of mouth; and by assumptions or inferences consumers make about the brand itself, its name, logo, or identification with a company, country, channel of distribution, or person, place, or event (Keller et al., 2015, pp.51). So, a marketing program's effectiveness is measured by the development of favorable brand associations, which occur when customers depend on a brand's features and benefits to satisfy their requirements and wants. This leads to the establishment of a favorable brand attitude.

Brand performance:

It is the second block of the pyramid which serves the rational needs of the consumers. In fact, Brand performance addresses customers' more practical needs by concentrating on the product or service's actual performance. Brand performance is triggered by five key categories of features and benefits that characterize the expressive qualities and personal values that customers associate with the good or service, as shown in the Figure: 2.

Brand Imagery:

It is the third block of the pyramid and the second main types of brand meaning which serves the psychological and social needs of the consumers. Brand imagery is more about people's emotional perceptions of a brand than it is about what the brand actually does. It speaks to the more ethereal parts of a brand. Four main types of intangibles are shown in the Figure: 2.

Stage 3: Response:

In this step of the pyramid elicits the right consumer responses to the brand.

Brand Judgments:

It is the fourth block of the pyramid. Brand judgments are rational associations consisting consumers' personal opinions and evaluations about the brand. As per, Figure: 2 four main types of brand judgments are quality, credibility, consideration and superiority.

Stage: 4 Relationships:

The final step of the pyramid focuses on forging pertinent brand relationships with customers.

Brand Resonance:

It is the sixth and last block of Keller’s model. The form of relationship and the level to which consumers perceive themselves to be familiar with the brand is referred to as brand resonance. The most valuable brand building block, brand resonance, diverts a perfectly harmonious link between the brand and its customers. Customers that experience a brand closely and actively seek out opportunities to interact with it and spread word of mouth about their experiences have a high level of brand loyalty through appropriate brand resonance. Businesses that are able to achieve resonance and kinship with their clients should be able to obtain a number of important advantages, including higher pricing points and more skillful and successful marketing campaigns. Therefore, brand builders should use brand resonance as a benchmark and a framework for understanding their brand-related marketing activities (Keller et al., 2015). In addition, in order to foster brand loyalty and resonance, marketers need to make sure that consumers' experiences with the product meet, if not surpass, their expectations.

Keller (2015) characterized resonance regarding the degree of activity generated by this loyalty or recurrent purchase rates, the intensity, or depth, of the emotional bond that customers have with the brand, and the degree to which customers look for brand information, events, and other devoted customers. Four categories are derived from these two brand resonance dimensions are shown in the Figure: 2.

3.1.8.2 Role of Marketing Communications in Creating Brand Awareness and Associations

“The power of a brand lies in what is resides in the minds and hearts of consumers” (Keller et al., 2015, p.43). An essential first step in developing brand equity is raising brand awareness by becoming more familiar with the brand via repeated exposure (for brand recognition) and creating strong correlations with the relevant product category or other relevant cues related to buying or consumption (for brand recall). These statements reflect the role of marketing communications in building brand awareness & associations and eventually brand equity. Keller et al., (2015) point out that the role of direct experience in creating when consumers are able to fully comprehend a brand's attributes and benefits, they have the most influence over their decisions. For example, experiencing the buying of a shirt will be completely different from buying service; medical treatment like gall bladder operation. These paragraph leads to one possible hypothesis-

H_1: There is a positive impact of marketing communications on brand awareness and associations.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

Instead, company-influenced sources of information, for example advertising, are frequently likely to form the weakest linkages and, as a result, are most easily altered. In order to overcome this barrier, marketing communication initiatives employ creative messaging that allows customers to amplify brand-related content and apply it to existing knowledge. Over time, they exposed consumers to frequent communication and verified that there are several retrieval cues serving as reminders.

Keller et al., (2015) stated that there are various ways by which consumer can form brand associations except marketing activities-

- from direct experience;
- online surfing;
- through information from other commercial or nonpartisan sources such as Consumer Reports or other media vehicles;
- from word of mouth; (it is important for restaurants, entertainment, banking, and personal services).
- and customers' assumptions or judgments about the brand, its name, logo, or associations with a company, country, distribution method, or specific person, place, or event.

Marketers should assess the influence of various information sources by managing them as much as possible and taking them into proper consideration when creating marketing communication plans. The success of brand-building marketing initiatives ultimately depends on consumers' responses and behaviors, even while marketers have a responsibility to create and carry out the most effective and efficient programs possible.

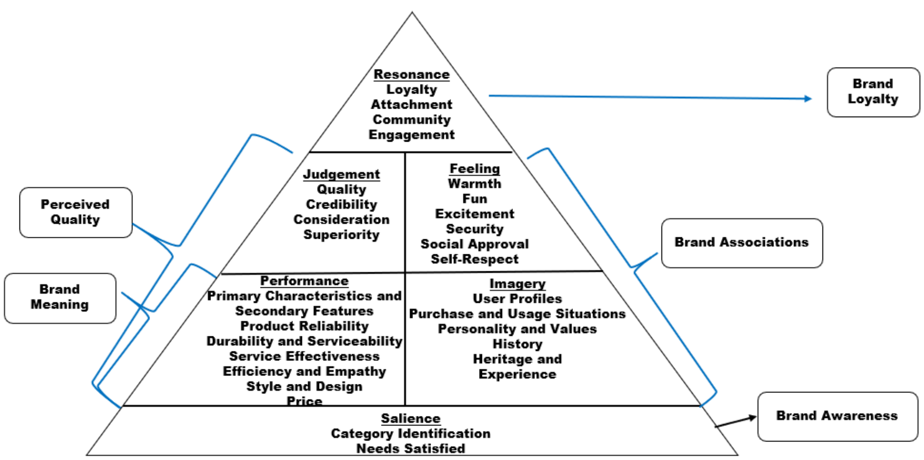
3.1.8.3 Greater Revenue and Lower Costs

Keller's model generates strong customer-based brand equity can have a lot of advantages, including increased revenue and reduced expenses. Customer-based brand equity has several advantages that fall within- (1) growth-related factors (e.g., how well a brand can draw in new clients, withstand engaging in competitive activities, create line extensions and cross national boundaries), and (2) variables that affect profitability (e.g., brand loyalty, premium pricing, lower price elasticity, and grater trade leverage).

Positive customer-based brand equity also benefits the company in ways that aren't directly related to the goods or services it offers. For example, it can help attract more skilled employees, attract more interest from investors, and garner more support from shareholders (Keller 1998, 53–68).

3.1.8.4 Resemblances Between Aaker's Model and Keller's Model

Figure: 3 Resemblance Between Aaker's (1991) and Keller's (2001) Model



Source: Resemblance Model is Organized for this Study by Author

1. Figure: 3 show that Salience is similar term of Brand Awareness. The first block of the pyramid, known as brand salience, gauges a variety of factors, including brand awareness and how frequently and easily the brand is recalled in different contexts.

2. Performance, imagery, judgement and feelings are alike term of Brand Associations. Besides this performance, imagery, judgement and feelings are also reflecting brand meaning, image and perceived quality (Figure: 3).

3. Resonance is analogous term of Brand loyalty (Figure: 3).

4. Three sub-dimensions' price, organizational associations and brand personality are similar in Aaker's and Keller's model (Figure: 3).

5. Like Aaker's model Keller's model also generates benefits for the customer and the firm.

3.1.8.5 Benefits and Restrictions of Brand Resonance Pyramid

Benefits

1. This model is applicable for both product and service brands.

2. Brand Resonance Pyramid is not just a model, it provides a unique perspective on describing brand equity and the procedure of building, measuring and managing a strong brand.

3. Brand Resonance Pyramid concept addresses brand equity from the viewpoint of the customer, whether they are a current or potential client, an individual, or an organization (Keller, 2008).

4. One of the vital arguments reinforced by the Brand Resonance Pyramid is that a strong brand has duality-it appeals to both the head (rational) and the heart (emotional). Uniting these two permit brands to create an arduous brand position.

Restrictions

1. In this model the interrelationships among brand equity dimensions are not shown.

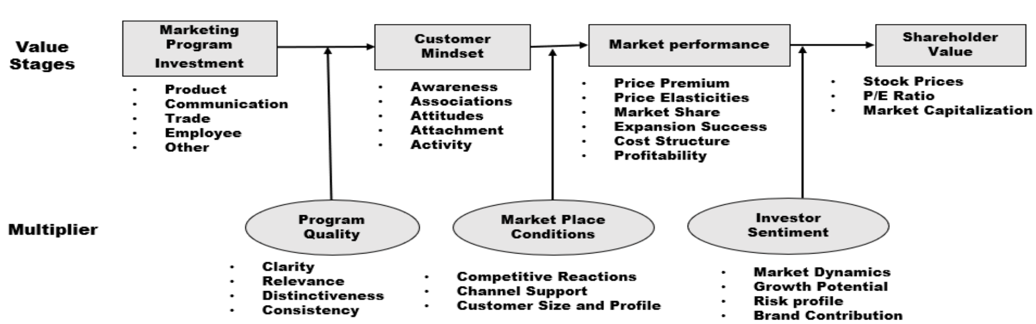
2. The impact of marketing communications on creating brand awareness and associations are not shown. However, Keller et al., (2015) mentioned that the "front end" of marketing programs and any possible intangible value they may create are typically given higher weight in brand equity.

3. The impact of marketing communications on the brand equity dimension are not shown. In Keller's model the effects of marketing communications are not exposed overtly. Keller et al., (2015) argued that to optimize their brand-building potential, marketers are more likely to give the steps the right attention and full realization if they are recognized clearly and defined as specific goals.

3.1.9 BEM: 4 Brand Value Chain Model

Keller and Lehman created the Brand Value Chain Model in 2003. An organized method for evaluating the causes, effects, and processes of brand equity as well as the ways in which marketing initiatives build brand value (Keller and Lehmann, 2003). The brand value chain (Figure:4) has some elementary properties. The brand value chain's four stages are shown on the leading path. The next route shows multipliers in the middle of these stages. To influence the effect of one stage on the succeeding stage are the functions of these multipliers.

Figure: 4 Brand Value Chain



Source: Adapter from Keller and Lehman (2003)

Stage-1of the model shows that the brand value creation process originates when the firm invests in a marketing program in such areas like product, communications, trade, employee and other. Success depends on the program quality multiplier and qualitative components of the marketing program determine how much of an investment can transfer or multiply farther down the chain. Besides, program quality multiplier such as distinctiveness, relevance, integrated, value and excellence; determine how much the first stage influences the second stage, customer mind-set. In order to, attain a higher return on investment from marketing program expenses, a meticulously planned and integrated, germane, distinctive and well-conceived marketing program should be implemented. Otherwise, these expensive efforts do not produce sales.

Stage-2 shows that the related marketing activity has an impact on the mindset of the consumer. The customer mind-set comprises of- the 5A's: awareness, associations, attitudes, attachment, and activity- the whole thing that subsists in the minds of customers pertaining to a brand for example, thoughts, feelings, experiences, images, perceptions, beliefs, and attitudes. These dimensions are hierarchical in nature and each dimension drives another dimension to climb up. The value created from the customer mind-set depends on multipliers connected to marketplace conditions for instance, competitive reactions, support from channels and intermediaries, finally customer size and profitability. Market performance will be satisfactory while channel members provide strong support, competitors are unable to afford a big threat, and a sizable number of profitable clients are drawn to the brand.

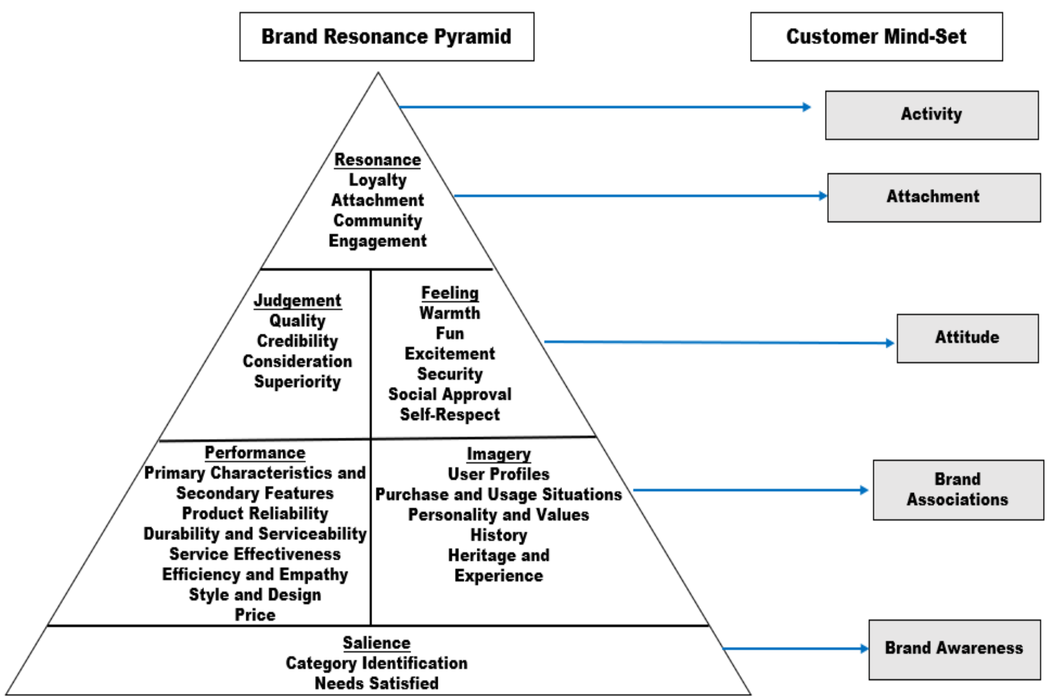
Stage-3 explains market performance can be measured in the marketplace by price premiums, price elasticities, market share, expansion success, cost structure, and profitability. Functions of the first four factors are brand's ability to charge a premium, to drive sales, to increase revenue streams, and marketing expenditures can be decreased whereas keeping same effectiveness. Lastly, the first five factors regulate a brand's ability to devour lucrative sales. In addition, these six factors eventually lead to shareholder value. But investor sentiment multiplier is required to include in the calculation of shareholder value.

Stage- 4 explains that a variety of criteria are taken into account by financial analysts and investors when evaluating brands and making investment decisions, which leads to an appraisal of shareholder value. Market forces such as market dynamics, growth potential, risk profile and brand contribution can affect the ultimate evaluation. The finishing stage of the brand value chain is shareholder value. Three important indicators in this stage are the stock price, price/earnings ratios, and market capitalization. Stockholders that invest in strong brands will receive higher returns at lower risk.

Overall, these four stages and three multipliers will allow managers to assess the value of their brand and can recommend where improvements are crucial.

3.1.9.1 Resemblances Between Brand Resonance Pyramid and Brand Value Chain Model

Figure: 5 Resemblances Between Brand Resonance Pyramid (2001) and Brand Value Chain (2003) Model (Customer Mind-Set)



Source: Resemblance Model is Organized for this Study by Author

1. The brand value chain offers managers guidelines and other responsible persons to identify wherever and in what way value is formed and where to advance that progression.

2. Many factors can hinder value creation process and some of them are uncontrollable in nature, for example, investors' sentiment multiplier. Identifying these factors is important to outlook the relative success or failure of a marketing program to create value for the brand.

3. This model delivers a comprehensive road map for tracking value formation. Each of the stages and multipliers has a set of measures by dint of marketing research and intelligence can assess it. These can be assessed through quantitative and qualitative customer research.

3.1.9.1.2 Benefits and Restrictions of Brand Value Chain Model

Benefits

1. A structured framework known as the "brand value chain" is used to assess the origins and results of brand equity based on how marketing initiatives generate value for the brand. It is the unique benefit of this model because in other models the sources of brand equity by marketing activities are not shown explicitly.

2. Brand marketing's financial influence on investments and expenses can be grasp easily from this model.

3. This model can provide value for customers, company and shareholders across product and service brands.

4. In this model marketing program investment, market performance, shareholders value, program quality multiplier, marketplace conditions multiplier and investor sentiment multiplier- are shown explicitly which remains ignored by other models.

5. The second step of the brand value chain is customer mind-set which includes awareness, associations, attitudes, attachment and activity factors, those are similar to the factors of brand resonance pyramid (Figure: 5).

Restrictions

1. Although this brand value chain helps to measure the financial return of developing the brand, Brand Value or Brand Equity Factor is absent in this model.

2. In this model the interrelationships among brand equity dimensions are not shown. Each of the four stages and three multipliers have some measures which may have interconnections or correlations; For example, rising and falling of stock prices (shareholder value) can have an important effect on (marketing program investment) employee morale and motivation. However, those cannot be assessed by brand value chain model.

3. It is not demonstrated how marketing communications affect the brand equity dimension. The process of creating value might not always happen in that order. For example, stock analysis may react to an ad campaign and these reacts directly into their investment assessments.

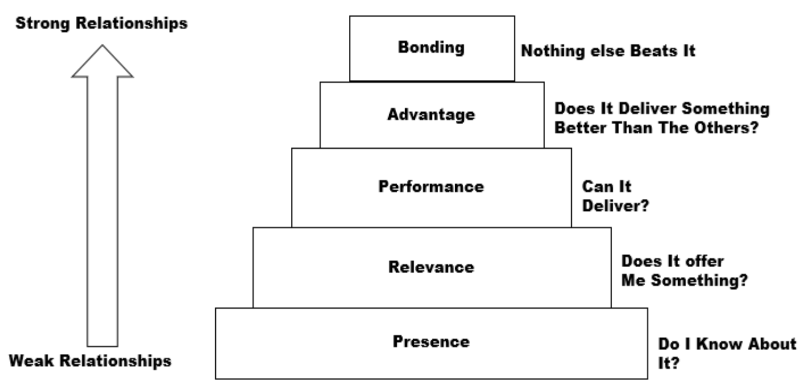
4. While this brand value chain helps to assess the financial return of developing the brand, some of the relationships cannot be measured directly or each element cannot be measured independently. Because the value creation emerges in sequence.

5. The results of the value chain model fluctuate depending on the product or market segments and the marketing communications effect on them. For example, societal accountability, customers may be affected by marketing efforts gradually over time, and a niche market may score highly but only within a very specific subset of consumers.

3.1.10 BEM: 5 Brand Dynamics Pyramid

BrandDynamics (1996) pyramid was developed by a renowned marketing research agency Millward Brown. This model was developed to find a way of systematically diagnosing the factors why one person might have a high loyalty for a brand while another might have a low loyalty. BrandDynamics model (Figure:6) is a visual representation of the strength of the emotional and practical bonds that customers have with a brand. This model illustrates that BrandDynamics is a hierarchical model which has five levels- presence, relevance, performance, advantage, and bonding. Depending on how they respond to brands and the mounting hierarchy of an increasingly intense relationship, consumers fall into one of five stages. That means, this pyramid can systematically detect the factors supporting the brand's consumer loyalty. Comparing the pattern among brands reveals relative strengths and weaknesses as well as areas where firms should concentrate their efforts to demonstrate their ties of loyalty.

Figure: 6 Brand Dynamics™ Pyramid



Source: Adapted from Millward Brown (1996)

Presence- A brand should craft an active presence in the market. Mere brand awareness is not enough, brand should be active and dynamic to attract customers attentions. Because, a review of brand tracking data collected by Millward Braown demonstrated that, even very early on, successful brands are distinguished from the competition because they are seen as active and dynamic beyond their stature in the market (Dyson et at., 1996).

Relevance- A brand must have the capabilities to fulfill consumer needs in terms of functional and emotional, but an acceptable price is an added prerequisite.

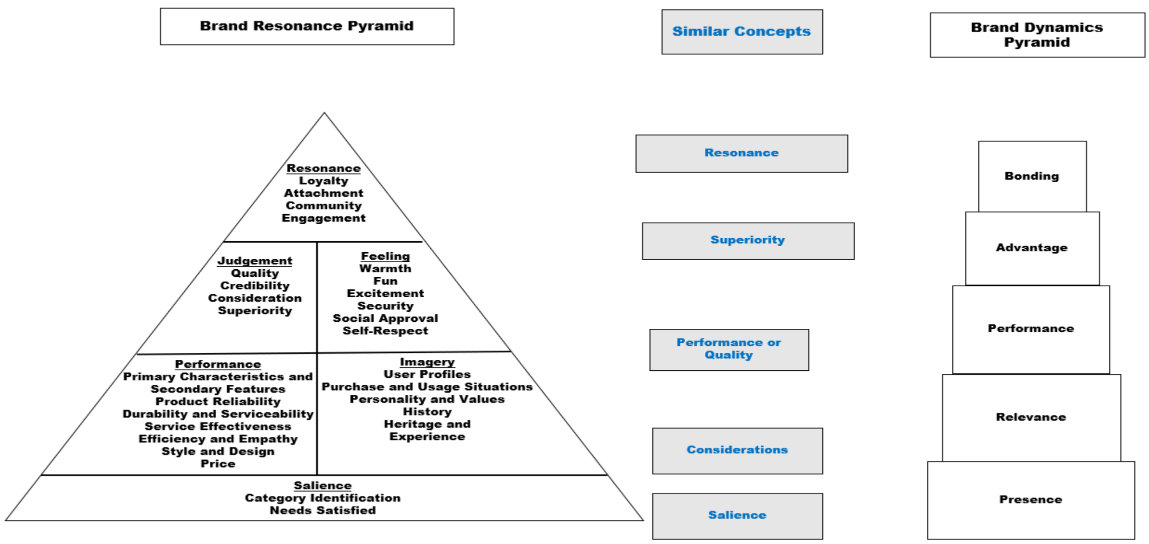
Performance- A brand's performance refers to a generic perception of product acceptability (Dyson et at., 1996). Brand performances must exceed competitors' brands in the market. Because continuous innovation is necessary for any brand to uphold its positions in the marketplace by ensuring that its product is better than the competition.

Advantage- The brand must offer a unique proposition to consumers which reveal that it has some advantage over its competition. Advertising can be used to enhance the product experience by raising expectations and focusing selective perception on the rewards of the brand (Farr and Brown, 1994). Furthermore, advertising can also raise the status and interest of a brand by creating a radiance of excitement, uniqueness, and supremacy (Branthwaite and Swindells, 1995).

Bonding- A winning brand forges a unique relationship with the consumer throughout its distinctive mixture of perceived attributes. From brand awareness (Presence), to acquaintance and research (Relevance and Performance), to experience (Advantage), the relationship has progressed until it is bound as the sole brand to be taken into consideration (Dyson et at., 1996).

3.1.10.1 Resemblances with Other Brand Equity Models

Figure: 7 Resemblances with the Brand Resonance Pyramids (2001) and Brand Dynamics Model (1996)



Source: Resemblance Model is Organized for this Study by Author

1. Both models are like pyramid (Figure: 7).

2. They have starts with the notion like everything is ingrained in customers' thoughts (Figure: 7).

3. They are representing the strength of the bonds that customers have both functionally and emotionally with a brand (Figure: 7).

4. It is a hierarchical model which has five sequenced stages - presence, relevance, performance, advantage, and bonding like the steps of the Brand Resonance Pyramid - identity, meaning, responses, and relationships as well as three blocks of the Brand Resonance Pyramid such as salience, sub-dimensions of judgements (consideration, performance or quality, superiority) and resonance (Figure: 7).

3.1.10.2 Benefits and Restrictions of Brand Dynamics Pyramid

Benefits

1. This pyramid can be applicable to different brands, categories and across geographic boundaries.

2. Survey or tracking study conducted by BrandDynamics system does not require a complex approach. It is easy to implement, interpreted and convenient because it will take only 15 minutes to complete the survey.

3. It is capable of providing acumens into brand's essential strengths and weaknesses, and guide planned marketing action to reinforce its competitive situation.

4. It empowers the client to assess the probable effects of diverse marketing activities and make the right selections.

Restrictions

1. In this model the interrelationships among brand equity dimensions are not shown overtly.

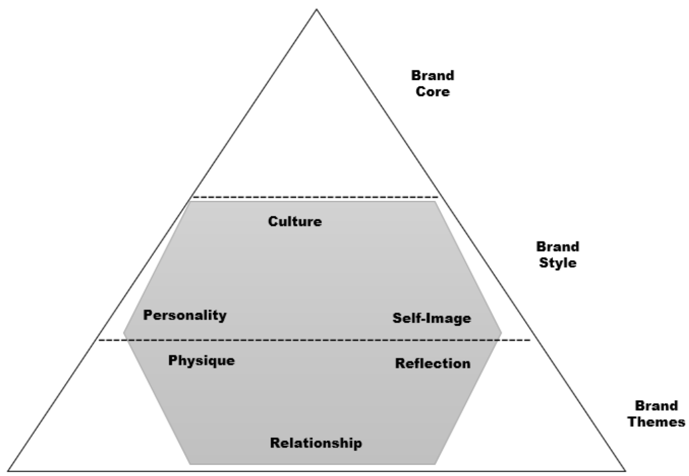
2. Marketing communications' effects on creating Presence (brand awareness and associations) are not shown explicitly.

3. Marketing communications' effect on brand equity dimension are not shown visibly.

3.1.11 BEM: 6 Brand Identity Prism

"A brand is not the name of a product. It is the vision that drives the creation of products and services under that name. That vision, the key belief of the brands and its core values is called identity. It drives vibrant brands able to create advocates, a real cult and loyalty" (Kapferer, 2008). This explanation of brand is distinctive because it expresses the brand by brand identity which helps to build brand equity and loyal customer groups. Identity express the brand as a unique and can be changed with the changes in the marketplace.

Figure:8 The Brand Identity Prism or Pyramid



Source: Adapted from Kapferer (1996)

Brand Identity Prism or Pyramid was developed by Kapferer in 1996. Brand identity is represented by a hexagonal prism, the shaded area in the Figure:8. These are the six facets which delineate the identity of a brand as well as the frontiers within which it is allowed to modification or improve. These six facets are all interrelated and form a well-structured pyramid. The content of one facet significances that of another. The brand identity prism includes a perpendicular partition (Figure:8). The aspects to the left-physique, relationship and reflection-are the social aspects which provide the brand its external communication. All three are noticeable aspects. The aspects to the right-personality, culture and self-image-are those assimilated within the brand itself, which provide the brand its internal communications. Six aspects are: -

Physique

It means the physical specificities and qualities of a brand. For example, common design features, standard features, a set of colors or these can be the things that would allow a customer to quickly separate a brand from the other brands in the market. Hence, physique is the brand’s strength and its concrete added value.

Personality

The term “personality” stands for the character of the brand which can make contacts with consumers in some specific ways, organizations try to make consumers’ grasp that they have truly set up an individual with a certain character that constantly speak to them. For example, if a brand attempt to be humorous in most of the marketing communications of the organization, consumers may swiftly come to associate that brand with a funny personality. Besides if a brand craft marketing messages around social causes, then the brand can be seen as a greater purpose.

Culture

Culture is the basis of the brand’s thrusting influence. The cultural aspect denotes to the elementary values leading the brand in its external signs (product and communication). This is the essential aspect and exist in at the core of the brand identity prism. The culture of the brand establishes link between brand and organizations. Many companies are noticeably representing the country of their origin effects. For instance, the cloth of Arong always highlights the value of Bangladesh; the country of its origin. Brand culture plays a vital role in segregating brands. It specifies the philosophy whose values are embodied in the products and services of the brand. Culture is the basis for most bank brands too: picking a bank means picking the kind of rapport with money one desires to have. For example, the customers of nationalized Sonali Bank will be quite different from the foreign Bank like Standard Chartered.

Relationship

The term “Relationship” indicates the rapport amid the customers’ and the brand. The relationship feature is vital for banking brands and services in common. A brand can represent some precise bond between two people. There are a number of implications designed for the way brand deeds, provides facilities, communicates to its customers. When customers feel like they are truly connected with the brand in a manner that is more substantial because they are likely to come back again and again.

Reflection

Consumers will merely feel linked with a brand if they sense like they ‘fit in’ through the culture of that brand’s business. Reflecting the consumer is not labelling the target; rather, the customer should be mirrored as they wish to be seen as an outcome of using a brand. Consumers indeed use brand to build their own identity. In the cosmetics industry, the mania to look younger model must concern the brand’s reflection, not certainly their target.

Self-image

Here the word “Self-image” postures for a reflect thought by the targeted group itself. The idea is simple that the buyer of a particular brand wants to accept an assured feeling about him or herself due to acquiring an item from the brand. For example, luxury car buyers will purchase it in large part because of the mark on the hood.

3.1.11.1 Benefits and Restrictions of Brand Identity Prism

Benefits

1. Brand Identity Pyramid empowers understanding the brand, its potential, and its powers through management and its agencies.

2. It aids to improve brand placement in the market and the development of a brand strategy.

3. It permits the branding team will work to ensure that the message is delivered consistently through packaging, design, advertising, and other marketing actions etc.

4. How far a brand can be expressively stretched to connect with different items and market groups depends in part on its essence and style.

5. This pyramid is applicable for both product and service brands.

Restrictions

1. In this model the interrelationships among brand identity aspects are not shown overtly.

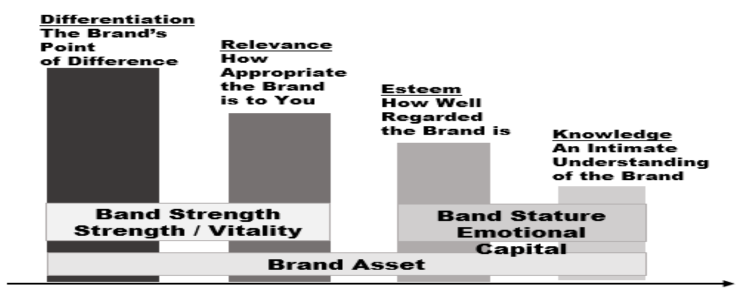
2. How marketing communications affect the process for creating 'Brand Theme' are not shown explicitly.

3. Marketing communications' effects on a brand's identity aspects are not shown visibly.

3.1.12 BEM: 7 Brand Asset Valuator Model (BAV)

BrandAsset Valuator model has developed by Young and Rubicum in 1994. It includes the extensive database of brand-related data driven by consumers. The BAV model is elaborative because it describes how brands develop, how they encounter challenges, and how they overcome them.. BAV model is explained by four pillars and power grid chart.

Figure: 9 Brand Asset Valuator Model



Source: Adapted from Young and Rubicum in (1994)

Four Pillars of BAV

In BAV, brand health consists of four essential elements. (Figure: 9) Each pillar is follow-on from several metrics that reflect the various facets of customers' brand perceptions. When combined, the four pillars show the progression of a brand's development.

1. The essential condition for lucrative brand building is Energized Differentiation. It quantifies the unique selling points of a brand and halts its growth and progress. It helps to charge premium price and regularly treated as the primary brand pillar that helps to explain estimation multiples such as market value to sales.

2. The extent to which a brand can satisfy the needs of consumers and the potential franchise or saturation of the brand are both measured by relevance.

3. The degree to which people find a brand appealing is measured by its esteem. Esteem is allied with loyalty.

4. Knowledge measures in what way consumers are personally responsive with a brand. It is connected to the brand's saliency. Superior knowledge equates to superior potential.

Rapport Midst the Pillars

Analyzing the relationship between these four "Pillar Patterns" of a brand reveals how the pillars interact to convey a story about the opportunities and strength of the brand. Here are few basic relationships, for example: -

1. In the market, a brand is considered upright and responsive when its Energized Differentiation surpasses its Relevance. Through inspiring Relevance, it now has the ability to channel this point of difference and enthusiasm into structure significance for customers.

2. Yet this suggests commoditization if a brand is more Relevant than Differentiated. Although the brand is elegant and appropriate in the eyes of consumers, it is clearly identical with other brands in the same category. Therefore, Customers either stick with it or pay more for it, as the Energized Differentiation is absent. In this case, price, habit, and convenience become factors that influence brand choice. (Keller et al., 2015).

Brands that are leaders are powerful in both Energized Differentiation and Relevance pillars, ensuing in consumer craving as well as market saturation.

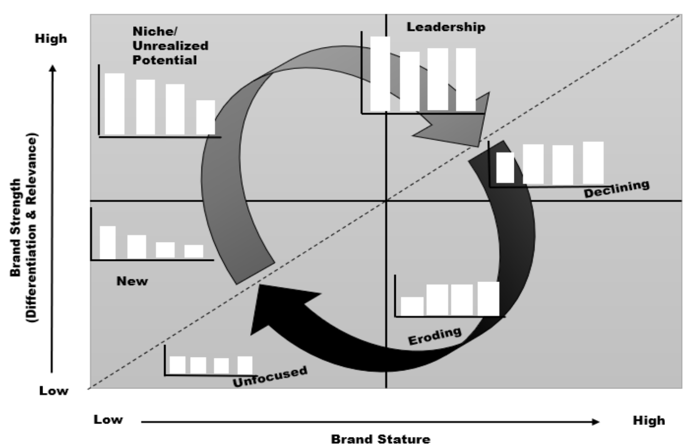
3. When a brand's perception is higher than its knowledge, it indicates that consumers appreciate what they perceive about the brand and, as is customary, wish to learn more about it in anticipation of future advancements.

4. However, consumers believe they know more than enough about a company if their brand knowledge exceeds Esteem's, and they are not interested in learning more. In this instance, knowledge is a weakness that the brand needs to work to overcome in order to attract more customers.

The Power Grid

The Power Grid is a graphical methodical demonstration created by Brand Asset Valuator that incorporates the two macro proportions of Brand Strength, which comprises Energized Differentiation and Relevance, and Brand Stature, which includes Esteem and Knowledge. (Figure: 10). The PowerGrid uses sequential quadrants to illustrate the stages of a brand's life cycle. There are also the four pillars in it.

Figure: 10 Power Grid



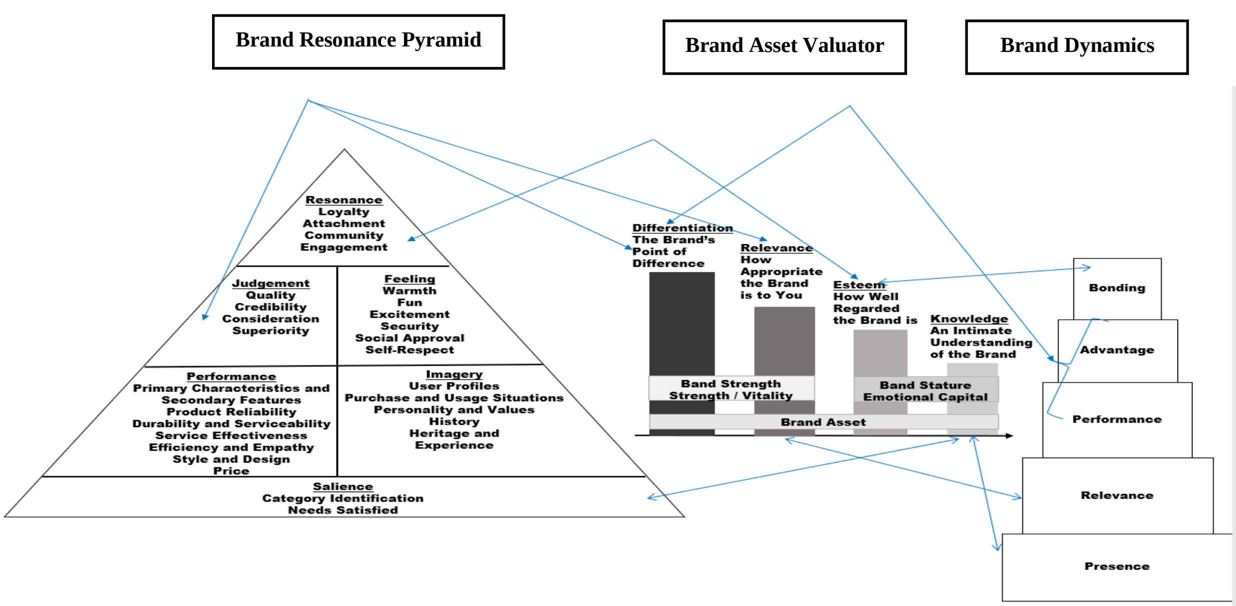
Source: Adapted from Young and Rubicum in (1994)

Typically, a brand starts in the lower quadrant, where it must first establish its purpose for presence and create Relevant Differentiation. The "up" movement from there into the upper left quadrant denotes greater Differentiation, followed by Relevance in addition to starting to advance Brand Strength. Brand leaders typically have high levels of both brand strength and brand stature, placing them in the top right quadrant, which is known as the leadership quadrant. This quadrant, which expresses that brand leadership is a role of the pillar measurements, can contain both more established and relatively new firms. Brands that fail to maintain their relevance and differentiation and hence their brand strength start to deteriorate and go "down" toward the lower right quadrant. These brands become vulnerable for both the company and competitors.

3.1.12.1 Resemblance with Other Brand Equity Models

There is a lot of similarities among the BAV model, the brand resonance model and brand dynamics model. The four factors in the BAV model can easily be related to specific components of the two other model (Figure: 11).

Figure: 11 Relationships Among Brand Dynamics (1996), Brand Resonance Pyramid (2001) and Brand Asset Valuator (1994) Models



Source: Relationship Model is designed for this Study by Author

BAV's Differentiation relates to brand superiority (sub-dimensions of judgements) of brand resonance model and advantage and performance of the brand dynamics model. Relevance relates to Brand considerations (sub-dimensions of judgements) of brand resonance model and relevance of the brand dynamics model. Esteem relates to resonance of the brand resonance model and bonding of the brand dynamics model. Knowledge relates to salience of the brand resonance model and presence of the brand dynamics model.

3.1.12.1.1 Benefits and Restrictions of Brand Asset Valuator Model

Benefits

1. It helps to provides brand positioning, brand extensions, joint branding projects, and other tactics intended to evaluate and guide brands and their growth are among the strategic brand management tools for planning (Keller et al., 2015).

2. BAV is comprises financial metrics which can be useful to ascertain the role that a brand plays in the valuation of a business.

3. BAV embodies an exclusive brand equity research device including four pillars and power grid charts. Besides by comparing brands transversely within classifications, BAV is capable to lure the widest potential decisions about how customer based brand equity is created and developed or vanished.

4. The primary advantage of the BAV model is that it provides extensive category-neutral descriptions and profiles across numerous brands (Keller et al., 2015).

5. Applicable for both product and service brands.

Restrictions

1. In this model the interrelationships among brand equity dimensions are not shown overtly.

2. The impact of marketing communications on creating ‘Knowledge’ are not shown explicitly.

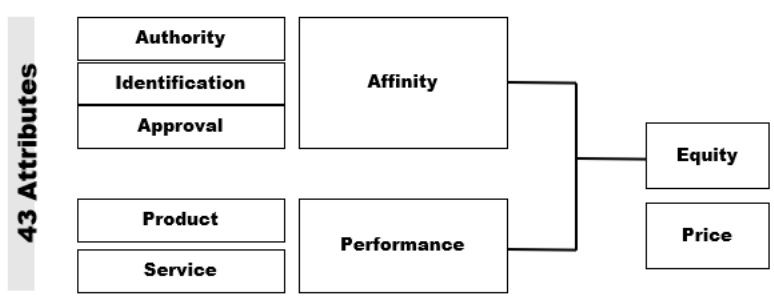
3. Marketing communications' effects on brand equity dimension are not shown visibly.

4. The model is not allied openly to product characteristics and benefits.

3.1.13 BEM: 8 Equity Engine

In 1997, Research International has developed Equity Engine (Figure:12) a comprehensive model of brand equity. This model combines the affinity measures with performance measures in order to provide an assessment of overall equity. Finally, the equity measure is joint with price to provide a closer marketplace estimate in what manner consumers combine brand associations to make final decisions.

Figure:12 Equity Engine™ Research International



Source: Adapted from Research International (1997)

Affinity is the emotional and intangible benefits of a brand. It has three key dimensions: -

Authority: It express the status of a brand, either as a time-honored leader or as a pioneer in revolution.

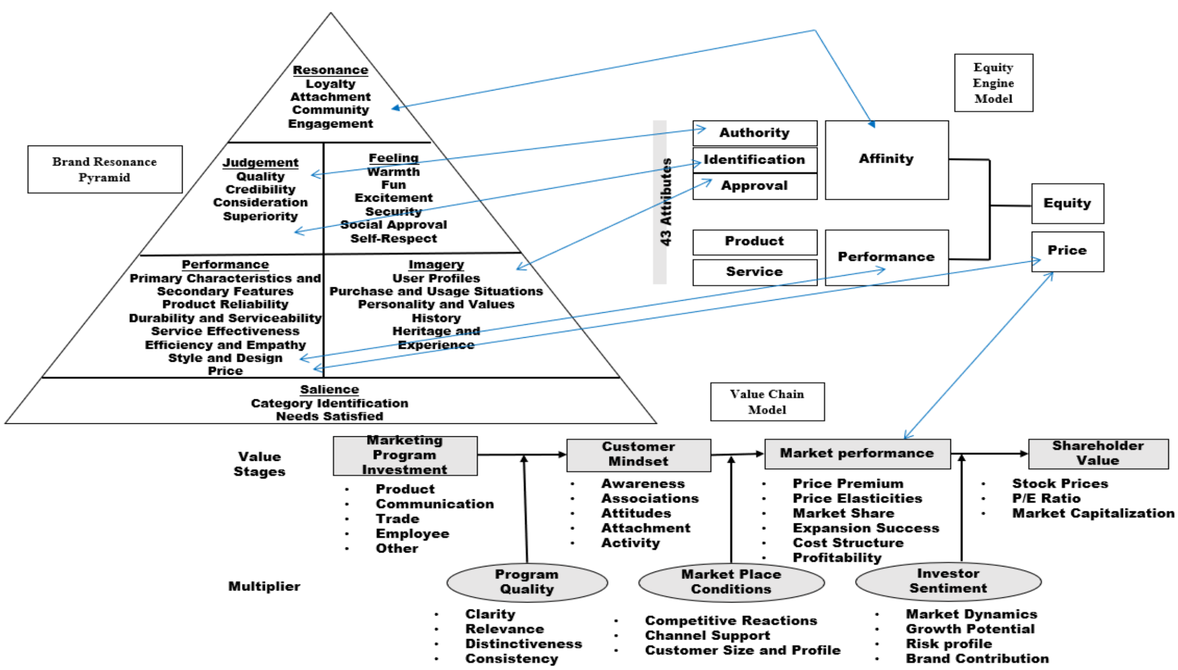
Identification: It explains the familiarity between customers and a brand and how well customers feel the brand matches their personal needs.

Approval: It means the way a brand fits into the varied social environment and the intangible rank it grasps for specialists and friends.

Performance includes the perceived functional benefits of the brand. It has two key dimensions' product and service associations.

3.1.13.1 Resemblance with Other Brand Equity Models

Figure: 13 Resemblance among Brand Resonance Pyramid (2001), Equity Engine (1997) and Brand Value Chain (2003) Models



Source: Resemblance Model is Organized for this Study by Author

1. It explains elements that are both emotional and logical in building brand like the Resonance, Brand Dynamics and Brand Asset Valuator models.

2. The dimensions and sub-dimensions of the Equity Engine model are related to the elements that comprise the Brand Resonance model and Value Chain model. Authority is related with the credibility of Brand Resonance model. Identification with the consideration, approval with the brand imagery, affinity with the resonance, and the functional aspects of a product or service contribute to performance with the brand performance of Brand Resonance model. And price of Equity Engine is related with the sub-dimension of brand performance's price.

3. This model includes price measure like the market performance stage of the brand value chain.

3.1.13.1.2 Benefits and Restrictions of Equity Engine

Benefits

1. The Equity Engine can offer investigative information about a brand.

2. This model expresses the mixed nature of brands and their importance when it comes to both emotional and rational factors in building brand equity.

3. It includes price measure to draw quantitative result.

4. This model is applicable for both product and service brands.

Restrictions

1. In this model the interrelationships among brand equity dimensions are not shown overtly.

2. Marketing communications' effect on brand equity dimension are not shown visibly.

The preceding analysis of the literature indicates that in brand equity models, four dimensions are common like as brand awareness, brand associations, perceived quality, brand loyalty. Although different models explain each of the dimensions with different terms, the functions of these dimensions are alike. Another thing is shared in all of these models, is that the developers of these models are expressed implicitly that the influence of marketing communication in building brand equity, more specially in creating brand awareness and associations.

3.1.13.1.3 Service Branding is Different from Product Branding

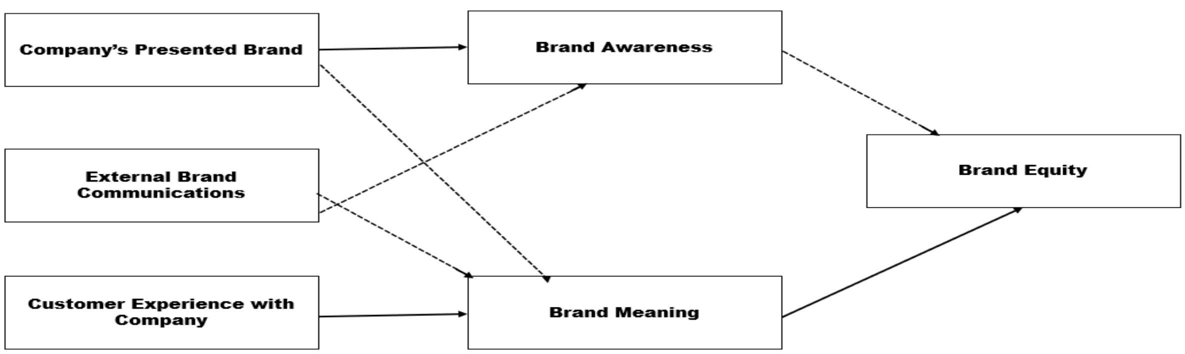
Most of the circumstances these models are applicable for measuring brand equity for both product and service brands. However, service is different from product. Because services are intangible in nature that not permit packaging, labeling, and displaying like as, the case of products. For example, it is not thinkable to package and display medical or financial service organizations in the same way as automobiles or cosmetics companies' packages and displays their products. Berry (2000) emphasizes that service companies are especially intrigued in branding: "Strong brands enable customers to better visualize and understand intangible products. They reduce customers' perceived monetary, social, or safety risk in buying service, which are difficult to evaluate prior to purchase. Strong brands are the surrogates when the company offers no fabric to touch, no trousers to try on, on watermelons or apples to scrutinize, no automobile to test drive."

Branding is just as pertinent to services as with product. Product intangibility mean that brand development is more suitable or imperative for services than goods, but their application varies in certain situations. Brand development is crucial in services, known the intrinsic difficulty in differentiating products that absence physical variances (Zeithaml, 1981) and strong rivalry within service markets, many of which have been liberalized. A resilient brand "a safe place for customers' (Richards 1998). The indistinctness of services creates the need of buying services from a trustworthy place which could be an alluring offer for customers. Because a strong brand is fundamentally an assurance of future satisfaction. From the customer's point of view, service brand is a blend of what the company says about a brand, what outsider says about a brand, and in what way the company ultimately delivers the service. A service brand then observed.

A product, has its own brand. For example, Pran juice, English Anti-lice shampoo, Premier sweets all are highlighting their product features their product features in marketing communications and information. But for a service, company is the primary brand. For example, Bangladesh Eye Hospital and Lasik Center, Fantasy Kingdom, Bank Asia- all are focusing their companies rather than individual services that their company offers in their marketing communications and information. Hence, the service brand becomes the company's method of integrating marketing communication. However, there is merely one academic model in the literature that theorizes service brand equity. As service branding is different from product branding, the brand equity model for service will be different.

3.1.14 BEM: 9 Berry's Service Branding Model

Figure: 14 Service Branding Model



Source: Adapted from Berry (2000)

Berry (2000) has developed a Service Branding Model (Figure: 14). The model depicts the relationships among the dimensions of a service brand such as company's presented brand, external brand communications, brand meaning, customer experience with the company, and brand equity. Berry (2000) mentioned that company's presented brand is the part of the brand image that the company controls and circulates through all personal and impersonal channels. The core purpose of presented brand communications is to reinforce the brand. Coordinated and controlled communication messages lead to brand awareness, customer's recall and recognition of the brand. The higher and more positive the brand awareness, the robust the brand image and the more distinctive the brand equity of a service company has. Then, the non-controllable external brand communications involve information that are powerful because they are apparent to be trustworthy and fair by customers. Nevertheless, it can have also positive or negative effects on the service brand. These presented brand and external communications have the most inspiration on new customers who have little or no direct experience with the company's service and shape what the company stands for. External brand communications show a dotted-line relationship to brand awareness and meaning as opposed to the presenting brand's bold-line influence on brand awareness. The dotted lines may become bold in severe circumstances where publicity is widely disseminated and attention-grabbing or word-of-mouth becomes prevalent (Berry, 2000). These paragraph leads to possible hypotheses-

H_1: There is a positive impact of marketing communications on brand awareness & associations.

(In the conceptual framework portion- see chaper:4 part one, further specifics will be covered)

Brand meaning is the throng of customers' associations or customer experience with the brand. Although brand meaning mainly originates from customer experience, it is also formed by the company's presented brand and external communications. Therefore, brand meaning, is similar to brand associations or work as a brand association.

Customers experience are the total product of a service-based organization. As the executive vice president of global advertising at American Express clearly states, "Service brands are not created solely in advertising. In fact, much of a brand's equity stems from the direct consumer experiences with the brand. We partner with (a relationship marketing company) to help us manage consumer experiences with our brand across all products and services -Card, Travel, Financial Services, and Relationship Services-via all direct channels, including phone, Internet, and mail" (Bell and Leavitt, 1998). These experiences become tremendously persuasive. If customer experiences with service deviate from the presented brand communications, customers will think that advertisements do not accurately reflect their experiences.. These paragraph leads two possible hypotheses-

H_4: There is a positive impact of service quality/customer experience on brand awareness & associations.

H_5: There is a positive impact of service quality/customer experience on brand equity.

(In the conceptual framework portion- see chapter:4 part one, further specifics will be covered)

Brand awareness and brand meaning (brand associations) together contribute to brand equity to the experienced customers, however their level differs. Customer experiences mysteriously shape brand meaning, just as brand meaning mysteriously influences brand equity. This harmonized with as Keller (1993) pointed out, brand equity is the differential effect of brand awareness and meaning combined on customer response to the marketing of the brand. These paragraph leads to possible hypotheses-

$H_{2:}$ There is a positive impact of marketing communications on brand equity.

$H_{3:}$ There is a positive impact of brand awareness & associations on brand equity.

(In the conceptual framework portion-see chapter: 4, part one, further specifics will be covered)

3.1.14.1 Brand Equity Dimensions of Berry's Model

Company's Presented Brand

The presented brand is the communication controlled by the company. It conveys company's uniqueness and persistence through the core elements like as advertising, service facilities, the appearance of service providers, name and logo of the company with their visual presentation, united with advertising theme lines, messages as well as symbolic associations. The effective presentation of the presented brand contributes directly to brand awareness. These controllable presented brands include: -

Advertising is a non-personal presentation and promotion of a company's proposing by an identified promoter and in paid form. Prevailing advertising practices include television, radio, newspapers, magazines, outdoor signage, and the Internet. Companies' advertising budgets and should be synchronized with new and traditional advertising vehicles.

Sales promotion refers to the short-term incentives such as coupons, premiums, discounts, and other activities that provoke customer purchases and expanse media expenditure.

Public relations refer to the actions that shape a favorable company image with a firm's communities through publicity, news media relationships, and public events.

Direct marketing refers to the use of mail, telephone, fax, e-mail, and other communication tools to converse straightly with specific clients to attain a direct reaction.

Personal selling is face-to-face demonstration through an illustrative via the firm, to generate sales and form customer relationships. In business-to-business companies, personal selling and advertising can be integrated through the crafting of advertising materials that salespeople dispense to customers. These integrated messages will help to inform customers as well as keep sales people fully informed of the promises the company is making.

External brand communications

External brand communications are information that customers find fascinating regarding the company and its offerings that is non-controllable by the company. It is like an independent source which includes word-of-mouth communications and publicity by which customers can gain awareness and form amazes about a brand. Usually, external brand communications influence fewer people than a company's presented brand.

Word-of-mouth Communications

Word-of-mouth currently known as word-of-mouse communications are very common with services because of the nature of service as it is intangible, heterogeneous, simultaneous production and consumption lastly perishable. While the moments of picking the wrong service supplier are austere, service customers are particularly willing for word-of-mouth or third-party reliable sources because of unbiased, experience-based information. Thus, word-of-mouth activity often is high preceding a customer's choice of a doctor, attorney, automobile mechanic, or college professor (Berry and Parasuraman 1991).

Publicity

Publicity similarly can be persuasive in developing service brand. The blend of reach or coverage besides trustworthiness can impact on both brand awareness and brand meaning.

Co-ordinate External Communications

Proliferation of new media make it challenging for coordinating all the external communication vehicles that send information to customers in order to manage brand image. Traditional communication medium includes advertising, company websites, sales promotion, public relations, direct marketing, and personal selling; besides many forms of new media like as social media, digital signage, blogs, mobile advertising, many forms of internet advertising, and increasing usage of product placement in movies and television all complicate the goal of coordinating messages.

Brand meaning

Brand meaning refers to the customer's central opinions about the brand. It is the customer's portrait imprinted of the brand with its associations. Brand meaning is what immediately comes to consumers' mind if you mention Arong and Nipun. Both companies are general-merchandise. Brand awareness is high for both companies; brand meaning is different. Cultural Heritage are Arong's main appeal. Bright, comfortable storefronts, a wide assortment of clothing, and quick checkouts are some of secondary appeals. Moreover, brand meaning is the throng of customers' associations with the brand. Brand meaning basically initiates from customer experience but it as well formed by the company's presented brand and external communications.

Customer experience

Customers experience are the main product of a service-based organization. Service brands cannot be created merely in advertising. Actually, much of a service brand's equity stems from the direct experiences of consumers with the brand. It means the experiences of customers with the company, customers interactions with the company employees and other company displays are the elements that shape the service brand which could be more powerful than any marketing messages. These paragraph leads to possible hypotheses-

H_{10}: There is a positive impact of service quality/customer experience on brand equity.

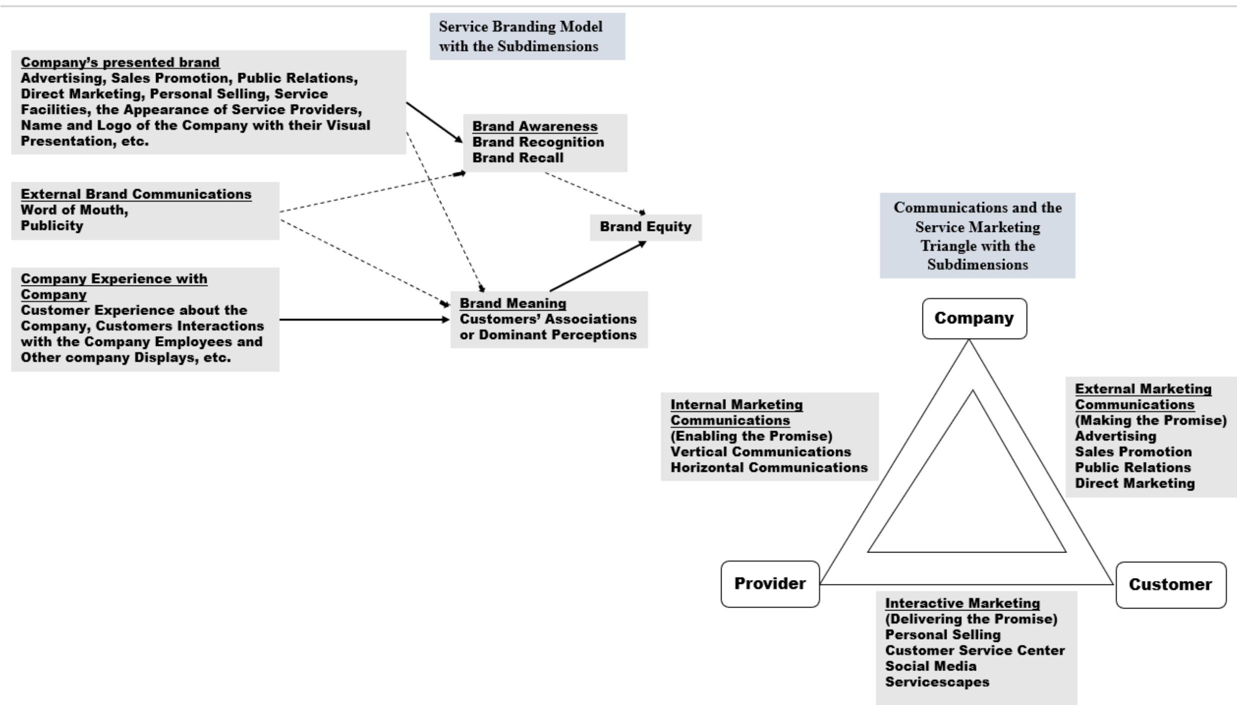
(In the conceptual framework portion- see chapter:4, part one, further specifics will be covered)

Brand equity

Company presented brand, external brand communications and customer experiences have an impact on brand awareness and brand meaning which in turn, affects brand equity. Brand equity could be progressive or deleterious. Service companies can build strong brands through creating distinctiveness of a brand, maintaining message consistency, performing the core service well, reaching customers passionately, and finally connecting their brands with reliance.

3.1.14.2 Resemblance with other Service Marketing Model

Figure: 15 Resemblance Between Service Branding Model (2000) and Communications and Service Marketing Triangle (2013)



Source: Resemblance Model is Organized for this Study by Author

Figure: 15 depicts, the resemblance between two models, Berry's (2000) Service Branding Model on the left side with the Communications and the Service Marketing Triangle (Zeithaml et al.,

2013) on the right side. Communications and the Service Marketing Triangle displays an enriched type of the service marketing triangle, highlighting that the customer who are receiving service are the focal point of two kinds of communication. First, external marketing communication which embraces the old-fashioned communication canals such advertising, sales promotion, public relations, and direct marketing. Second, interactive marketing communication which comprises the messages that employees provide to customers through communication canals like as personal selling, customer service center (customer service interactions and service encounter interactions), social media, and servicescapes. Third, internal marketing communications must be able to facilitate information commencing the company to employees is precise, thorough, and steady with anything customers are inquiry or sighted. A service company must be sure that these three types of communications are consistent both among themselves and with those sent through external channels. For example, if any bank marketing communication was changed regularly and swiftly to meet competitive offerings, as well as the bank staffs training in the new offerings did not keep pace with the changes in advertising. The consequences will be customers expecting new accounts and rates to be available, and employees will be embarrassed because they do not inform.

The servicescapes, in particular, can have a significant impact on the physical evidence's ability to influence the customer experience (Zeithaml et al., 2013, pp. 298). It ensures quality and the viewpoint of the customer. Facility interior design, equipment, signage, layout, air quality/temperature, sound/music/scent/lighting, parking, landscape, and other tangibles like business cards, stationary, billing statements, reports, employee dress, uniforms, brochures, web pages, virtual servicescapes, etc. are all included in servicescapes (Zeithaml et al., 2013, pp. 295).

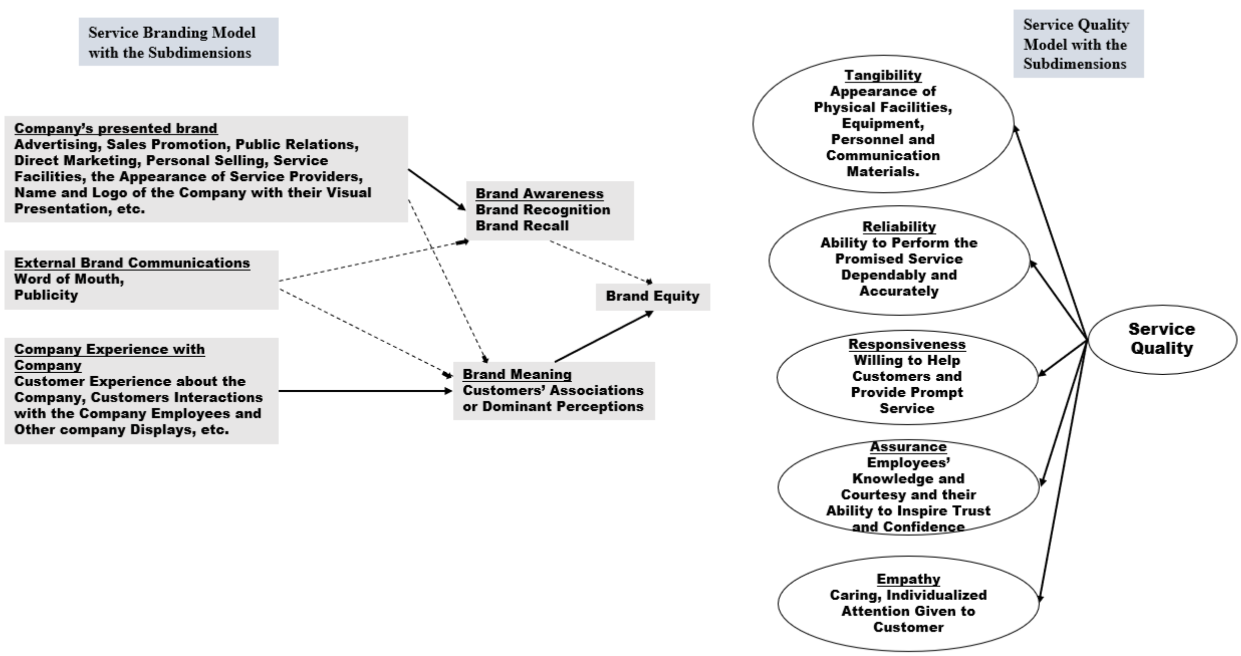
There are some similarities between the concepts of two models:

1. Both models are stressing the significance of Integrated Service Marketing Communications (ISMC). For example, the sub-dimensions of company's presented brand and customer experiences with the company of Service Branding model are harmonized with the sub-dimensions of external marketing communications, internal marketing communications as well as interactive marketing of Communications and Service Marketing Triangle.

2. These two models express that customers experience or the core service performances are the key products of a service-based organization and have more prevailing impact over marketing communications. Both activities like as delivering communication messages and service performance should be accompanied a unified way.

3.1.14.3 Resemblance Between Service Branding Model and SERVQUAL Model

Figure: 16 Resemblance Between Service Branding (2000) and SERVQUAL (1988) Model



Source: Resemblance Model is Organized for this Study by Author

Figure: 16 portrays, the resemblance between two models, Berry's (2000) Service Branding Model on the left side with the SERVQUAL (1988) Model on the right side. Service quality or SERVQUAL (1988) model has developed by Parasuraman and his colleagues. SERVQUAL is seen as a universal measurement instrument and can be pragmatic across diverse set of service industries. It is constructed on the proposition that customers can evaluate a firm's service quality by comparing customer's perceptions of the service with customer's expectations. It has five dimensions' tangibles, reliability, responsiveness, assurance and empathy; each with several sub-dimensions. This model's primary goal is to deliver high-quality service by finding out where service delivery is weak and improve it quickly.

There are some similarities between the concepts of two models:

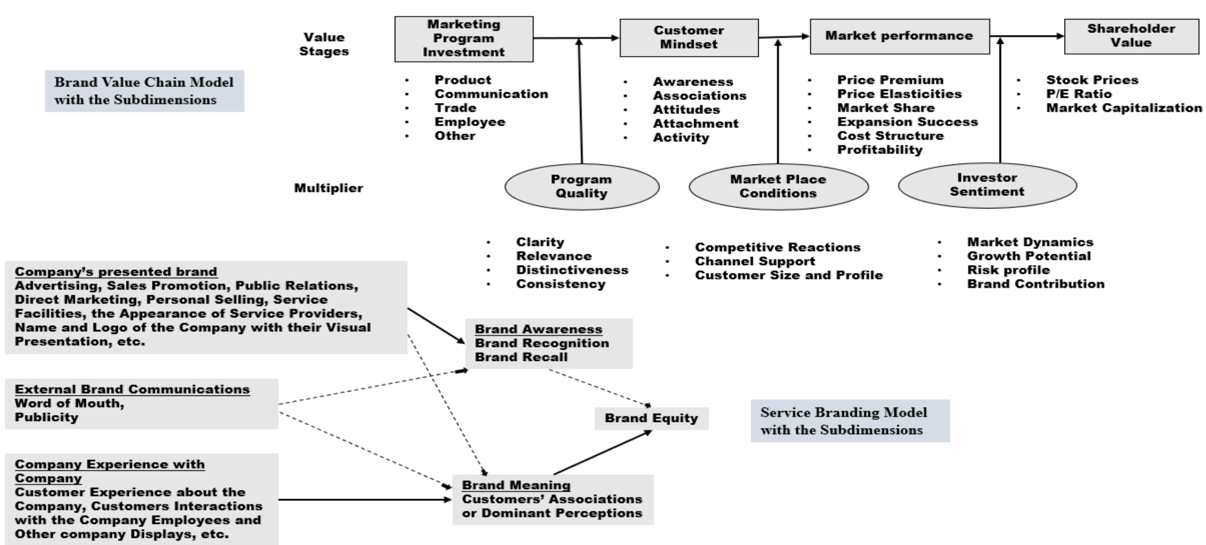
1. The sub-dimensions of company's presented brand of Berry's (2000) model are matched with the sub-dimensions of tangibles of SERVQUAL (1988) model.

2. The sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance and empathy of SERVQUAL (1988) model.

Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard, customer experiences and service quality as one dimension or construct.

3.1.14.4 Resemblance Between Service Branding Model and Brand Value Chain

Figure: 17 Resemblance Between Service Branding (2000) and Brand Value Chain (2003) Model



Source: Resemblance Model is Organized for this Study by Author

1. In both of these models, explained the impacts of marketing communications in building brand awareness and associations.
2. The role of employees and trade peoples of Brand Value Chain (2003) is harmonized with the sub-dimensions of customers' experience in Service Branding Model (2000).

3.1.14.5 Benefits and Restrictions of Service Branding Model

Benefits

1. In Berry's (2000) model, the sources of creating brand awareness and brand meaning are displayed clearly.

2. Customer experience or the service performance of the company the role of human labor in building a service brand- is a unique dimension unequivocally shown in this model which is not common to other brand equity models.

3. The relationships among service brand equity dimensions are shown explicitly.

4. Company's controllable communications and non-controllable communications are shown separately which is easily measurable and uncommon to other brand equity models.

Restrictions

1. The impact of marketing communications on the brand equity dimension is not shown directly. In fact, this model display, how the Company's controllable communications and non-controllable communications have an impact on brand awareness and brand meaning which in turn effects brand equity.

2. This model is fundamentally applicable for service brand.

3. This model ignores brand loyalty dimension.

In a nutshell, a brand's strength or physical condition can only be partially assessed by any one measure of brand equity. For instance, a blood pressure machine just records a person's body weight, whereas a scale records both their systolic and diastolic pressure. Brand equity is actually a multifaceted idea that is sufficiently sophisticated to call for a wide variety of metrics. Moreover, the diagnostic potential of marketing research is enhanced when numerous measurements are applied, and managers are more likely to comprehend what is happening to their brands and, maybe more importantly, why (Bhattacharya et al., 2000). Essentially, the idea of brand equity emphasizes the importance of the brand in marketing strategies. This study explores different angles of brand equity and service marketing concepts the current brand equity measuring method needs to be modified, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the globe.

Nine brand equity models are summarized in Table: 3 in light of the discussion above. These studies seek to fill a knowledge vacuum in the field and will suggest a new scale or methodology for evaluating the brand equity of customer-based services.

Table: 3 Summary of the Brand Equity Models

Name of the Developers	Name of the Models	Dimensions of the Models	Applications	Benefits	Limits
David Aaker (1991)	Brand Equity Model	Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations and Other Proprietary Assets.	Product Brands	1. Basic model having five dimensions. 2. Provides value for both customer and firm. 3. Easily interpreted and measured. 4. Survey cost will be minimal.	1. Impact of marketing communications on creating brand awareness & associations are not shown. 2.Impact of marketing communications on the brand equity dimension is not shown. 3. Not applicable for service brands.
David Aaker (1996)	Brand Equity Ten	Loyalty Measures, Perceived Quality/Leadership Measures, Associations/ Differentiations Measures, Awareness Measures, and Market Behavior Measures.	Diverse Product Classes and Markets	1. Applicable for diversified products and markets. 2. Designed and inspired by Aaker's (1991) brand equity model. 3. Inclined by Brand Asset Valuator and Equity Ten Models.	1. Costly and time-consuming survey. 2. Some of the measurements of Brand Equity Ten are not replicating the dynamics of the market. 3. Interrelationships among brand equity dimensions are not shown. 4. Impact of marketing communications on creating brand awareness & associations are not shown.
Kevin Lane Keller (2001)	Brand Resonance Pyramid	Salience, Performance, Imagery, Judgement, Feeling, and Resonance.	Product and Service Brands	1. Applicable for both product and service brands. 2. Provides a unique perspective on describing brand equity as well as processes the way of building, measuring, and managing a strong brand. 3. Measurable from the perspective of individual customers, organization, and existing and forthcoming customers.	1. Interrelationship among brand equity dimensions are not shown. 2. Impact of marketing communications on creating brand awareness & associations are not shown. 3. Impact of marketing communications on brand equity dimensions are not shown.

Name of the Developers	Name of the Models	Dimensions of the Models	Applications	Benefits	Limits
Kevin Lane Keller (2003)	Value Chain Model	4 Stages Marketing, Program Investment, Customer Mindset, Market Performance, and Shareholders Value. 3 Multipliers Program Quality, Marketplace Conditions, and Investors Sentiment.	Financial Outcomes of the Brand	1. Explicitly showing the impact of marketing communications on creating the sources and outcomes of brand equity. 2. Financial outcomes-brand marketing expenditure and investment can be easily clenched from this model. 3. Provides value for customers, company and shareholders across product and service brands. 4. Provides a comprehensive road map for assessing quantitative and qualitative customer research.	1. Brand Value/Brand Equity factor is absent in this model. 2. Interrelationships among brand equity dimensions are not shown. 3. Marketing communications' impact upon brand equity dimension are not shown. 4. Some of the relationships cannot be measured directly because the value creation emerges in sequence. 5. Results of Value Chain Model fluctuate depending on the product/ market segments and the effect of marketing communications on them.
Millward Brown (1996)	BrandDynamics Pyramid	Presence, Relevance, Performance, Advantage, and Bonding.	Product and Service Brands	1. Applicable to different brands, and categories and across geographic boundaries. 2. Survey/ tracking study will be easy to implement, interpret, and convenient. 3. Provides insights into the brand's essential strengths, and weaknesses and guide planned marketing actions. 4. Assess the probable effects of diverse marketing activities and make the right selections.	1. Marketing communications' influence on the brand equity dimension are not visible. 2. Interrelationships among BE dimensions are not shown overtly. 3. Impact of marketing communications on creating the Presence (brand awareness & associations) are not shown explicitly.

Name of the Developers	Name of the Models	Dimensions of the Models	Applications	Benefits	Limits
Kapferer (1996)	Brand Identity Prism	Physique, Personality, Culture, Relationship, Reflection, and Self-Image.	Product and Service Brands	1. Apprehend the brand, its power and opportunities. 2. Improve brand strategy and formulate the brand's positioning. 3. Develop and communicate consistent messages through marketing communications channels. 4. Applicable for both product and service brands. 5. Pertinent to diversified product and market segments.	1. Inter-relationships among brand identity aspects are not shown overtly. 2. Impact of marketing communications on creating 'Brand Theme' are not shown explicitly. 3. Impact of marketing communications on Brand Identity aspect are not shown visibly.
Young and Rubicum (1994)	Brand Asset Valuator	Differentiation, Relevance, Esteem, and Knowledge.	Product and Service Brands	1. Delivers an array of tools for strategic brand management. 2. Determine brand's contribution to a company's valuation. 3. Embodies exclusive BE research devices and is capable to lure the widest potential decisions. 4. Offers rich category-agnostic explanations and profiles. 5. Suitable for both service and product brands.	1. Inter-relationships among brand equity dimensions are not shown overtly. 2. Impact of marketing communications on creating 'Knowledge' are not shown explicitly. 3. Marketing communications' impact upon brand equity dimension are not shown visibly. 4. Not related openly to product characteristics and benefits.

Name of the Developers	Name of the Models	Dimensions of the Models	Applications	Benefits	Limits
Research International (1997)	Equity Engine	Affinity (Authority, Identification, and Approval), Performance (Product and Service), Equity, and Price.	Product and Service Brands	1.Offer investigative information about a brand. 2. Express both the rational and emotional reflections in building brand equity. 3. Includes price measure to draw quantitative result.	1. Inter-relationships among brand equity dimensions are not shown overtly. 2. Marketing communications' impact upon brand equity dimension are not shown visibly.
Leonard Berry (2000)	Service Branding Model	Company's Presented Brand, External Brand Communications, Customer Experience with Company, Brand Awareness, Brand Meaning, and Brand Equity.	Service Brand	1. The sources of creating awareness and brand meaning are shown overtly. 2. Customer experience or the company's service performance is one of its distinctive features. visibly shown in this model. 3. The relationships among service brand equity dimensions are shown explicitly. 4. Company's controllable communications and non-controllable communications are shown distinctly and easily measurable.	1. Marketing communications' impact upon brand equity dimension are not shown visibly. 2.Ignores brand loyalty dimension. 3.Model is fundament tally applicable for service brand.

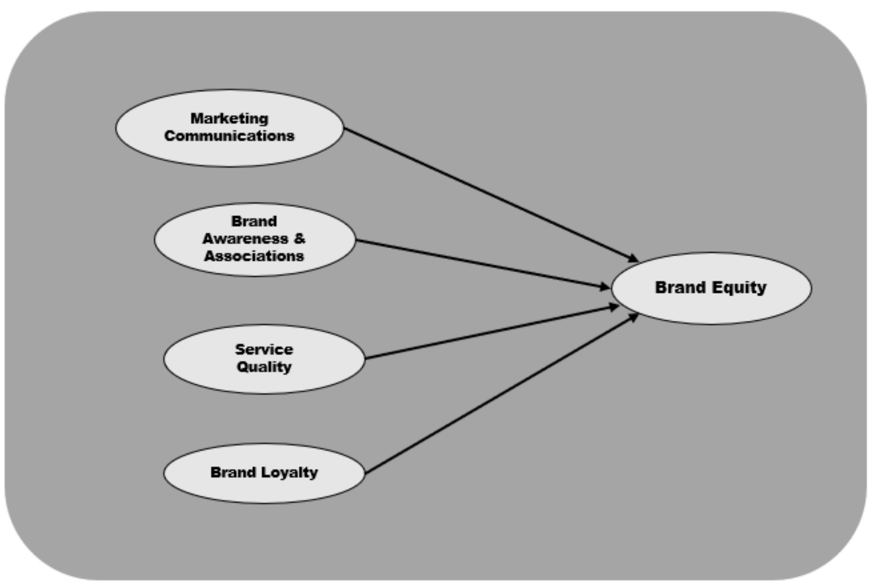
Source: Author

Table: 3 outlines the four common aspects of brand awareness, brand associations, perceived quality, and brand loyalty. Although several models use various terminology to describe each dimension, these dimensions all serve the same purposes. On the other hand, there are two distinct factors that have a greater influence on the service brand equity model. The first is marketing communications, and the second is customer experiences, or more generally, service quality.

3.1.16 Research Gap and Contribution

“In Literature review-based dissertations, your original contribution to knowledge comes from your critical synthesis of the existing literature to generate new insights into your topic. Your dissertation is unique because this is likely the first time anyone has approached the literature posing the questions you have” (Yardley, 2022, pp. 2,3). Therefore, the previous literature analysis indicates that came before, it demonstrates that all other brand equity models, are built on the foundation of the models developed by Aaker (1991, 1996) and Keller (2001). However, they implied at, the role that marketing communications play in establishing brand equity, particularly in raising consumer awareness and fostering associations with the product. Furthermore, their model doesn't adequately depict how the various brand equity components interact with one another. Berry's (2000) model, on the other hand, clearly outlined the role that marketing communications play in raising brand equity through the creation of brand awareness, brand meaning, and customer experience or service quality. However, Berry’s (2000) model was incapable to demonstrate how brand equity is impacted by brand loyalty.

Figure: 18 Proposed Dimensions of a Customer Based Service Brand Equity Model



Source: Author’s Own Creation

The current brand equity measuring method needs to be modified, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is suggested (Figure: 18 Proposed Dimensions of a Customer Based Service Brand Equity Model), which comprised marketing communications, brand awareness & associations, perceived quality/customer experience/service quality, and brand loyalty dimensions. Additionally, the development of brand awareness is necessary for brand association (Aaker and Alvarez del Blanco, 1995). In keeping with Yoo and Donthu's research (2000), brand association and awareness are merged as one dimension rather than applying brand association as a distinct dimension. On the other hand, consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Since perceived quality is a comprehensive notion in and of itself, it cannot be ascertained objectively (Aaker 1991, 85-86). That means it is a mixture of several elements like service quality. Furthermore, the sub-dimensions of company's presented brand besides external brand communications of Berry's (2000) model are matched with the sub-dimensions of tangibles of SERVQUAL (1988) model. In addition, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

3.1.17 Epilogue

In this section, several brand equity models are discussed with the benefits and restrictions. Research gaps and contributions are identified and explained. Service quality models with critics are going to be described in the next section.

3.2 Part Two: Service Quality Model and Critics

3.2.1 Prologue

The need to deliver services of a higher quality than those of the competition at an agreed-upon price is motivated by factors such as globalization, an increase in the use of internet resources, increasing customer awareness, etc. Because by providing service that meets or exceeds customers' expectations is vital to thrive and endure in this cutthroat commercial world (Lee et al., 2000). In this section of the literature review part two, the definition of service quality, different models of service quality, and the relationships among various concepts are going to be discussed. Research gaps are identified and research contributions are explained.

3.2.2 Definitions of Service Quality

Customers examine the service delivery process and unique conditions when evaluating the quality of a service rather than just the end result (Gronroos, 1990; Kotler, 1994). Most recent studies have followed the majority of earlier studies in considering perceptions of service quality as depending on numerous aspects or components. Given that service consists of a complex set of both explicit and implicit features (Grönroos 1984; Parasuraman et al., 1988), it seems sense to presume that customers' total evaluations should include assessments along these attributes.

Service quality is not thought of as a distinct construct, but rather as a combination of various dimensions or components. However, there isn't a consensus on either the characteristics or information contained in the dimensions. SERVQUAL is a scale used to measure and manage service quality. The system's originators, Parasuraman, Zeithaml, and Berry, have continued to develop, spread, and promote the technology through a number of publications since it was initially published in 1985 (Parasuraman et al., 1985; 1986; 1988; 1990; 1991a; 1991b; 1993; 1994; Zeithaml et al., 1990; 1991; 1992; 1993). The conception and assessment of service quality views have historically been regarded as the most contentious and divisive issues in the literature on service marketing (Brady, Cronin, 2001).

GrÖnroos (1983) expresses service quality as a paradigm which illustrious between technical and functional quality that means what and how these are done. Later, his work is extended by Parasuraman, Zeithaml and Berry, they argued that as the nature of service are intangible, heterogeneous, inseparable, perishable; The consumers' overall perception of the organization's and its services' relative superiority or inferiority can be used to determine service quality (Bitner & Hubbert, 1994) or as the customer's evaluation of the service's general excellence or quality (Zeithaml, 1988). In these standings, service quality means meeting the requirements to customer expectations (Lewis & Booms, 1983) besides, from a customer viewpoint, the discrepancy between what customers believe to be true service performance and what they expect (Parasuraman et al., 1985).

The way that service quality is conceptualized and measured are very challenging tasks because service quality evaluations are extremely complicated processes that may operate at multiple levels of abstraction. As a result, the discussion of service quality needs to be restructured to reflect the present business environment. In order to support both researchers and practicing managers, with the help of this study, a new model will be developed by identifying research gaps.

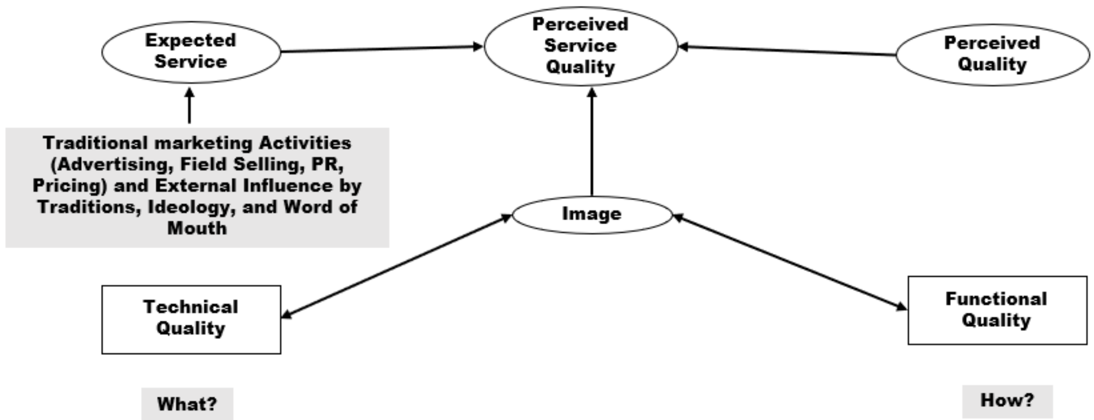
3.2.3 Service Quality Models (SQM)

The present study makes a substantial addition to the assessment of diverse service quality models in light of the transformed business situation and the credentials of the necessity for prevailing model adjustment in the contemporary environment. The crucial explanations about each model are considered after a brief discussion. Following is a brief summary of the models:

3.2.3.1 SQM 1: Technical and Functional Quality Model (GrÖnroos, 1984)

A company needs to understand how consumers perceive quality and how service quality is driven in order to compete successfully. In order to ensure customer satisfaction, a business must balance the perceived and expected quality of its services. Three elements of service quality were recognized by the author, namely: technical quality, functional quality and image (Figure: 19).

Figure: 19 Technical and Functional Quality Model



Source: Adapted from Grönroos (1984)

1) Technical quality refers to the standard of what the customer actually receives as a result of their connection with the service provider and is significant to both the customer and their assessment of the level of service quality.
2) The technical result is obtained through functional quality. This is significant to him and his or her opinions on the service they have received.
3) For service businesses, corporate image is crucial, and it is reasonable to assume that this will be formed primarily by the technical and functional quality of the service, along with other considerations (tradition, ideology, word of mouth, pricing and public relations).

3.2.3.1.1 Benefits:

1. Service quality is influenced by the organization's corporate image, technical excellence, and functional quality. Technical excellence is secondary to functional quality.

3.2.3.1.1 Limits:

1. The model merely listed the technical, image, and functional components of service quality without identifying the methods or instruments used to measure these components.

3.2.3.2 SQM 2: GAP Analysis Model (Parasuraman et al., 1985)

Service quality, according to Parasuraman et al. (1985), is determined by the differences between what is achieved and what is expected along the quality dimensions. Based on a gap analysis, they created a model for service quality (Figure: 20). The model's numerous gaps are shown as:

Gap 1: Management doesn't know what consumers expect, hence there is a discrepancy between what consumers expect and how management perceives them.
Gap 2: Inadequate service-quality standards, or the difference between management's beliefs of consumer expectations and service quality specifications.
Gap 3: The discrepancy between service quality requirements and the actual service provided, also known as the service performance gap.
Gap 4: How do service delivery and customer communications differ, i.e., do promises match delivery?
Gap 5: Disparity between consumer expectations and how services are actually received. This gap varies depending on the size and direction of the four gaps related to the marketer's side of the service delivery quality.

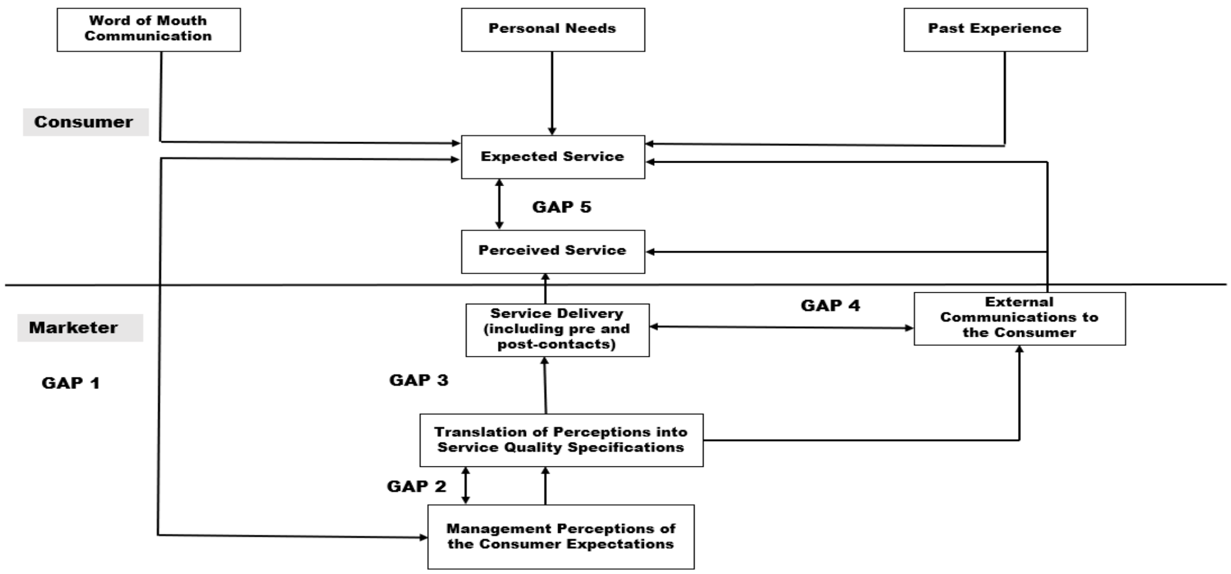
3.2.3.2.1 Benefits:

1. The model is a resource for analysis. It gives management the ability to methodically identify discrepancies in service quality between many aspects that influence the quality of the offering.
2. This paradigm focuses on the outside world. From the perspective of the customer, it can help management identify the important service quality components.

3.2.3.2.2 Limits:

1. Simply an exploratory study.
2. The concept fails to explain how to precisely measure the measurement gaps at various levels.

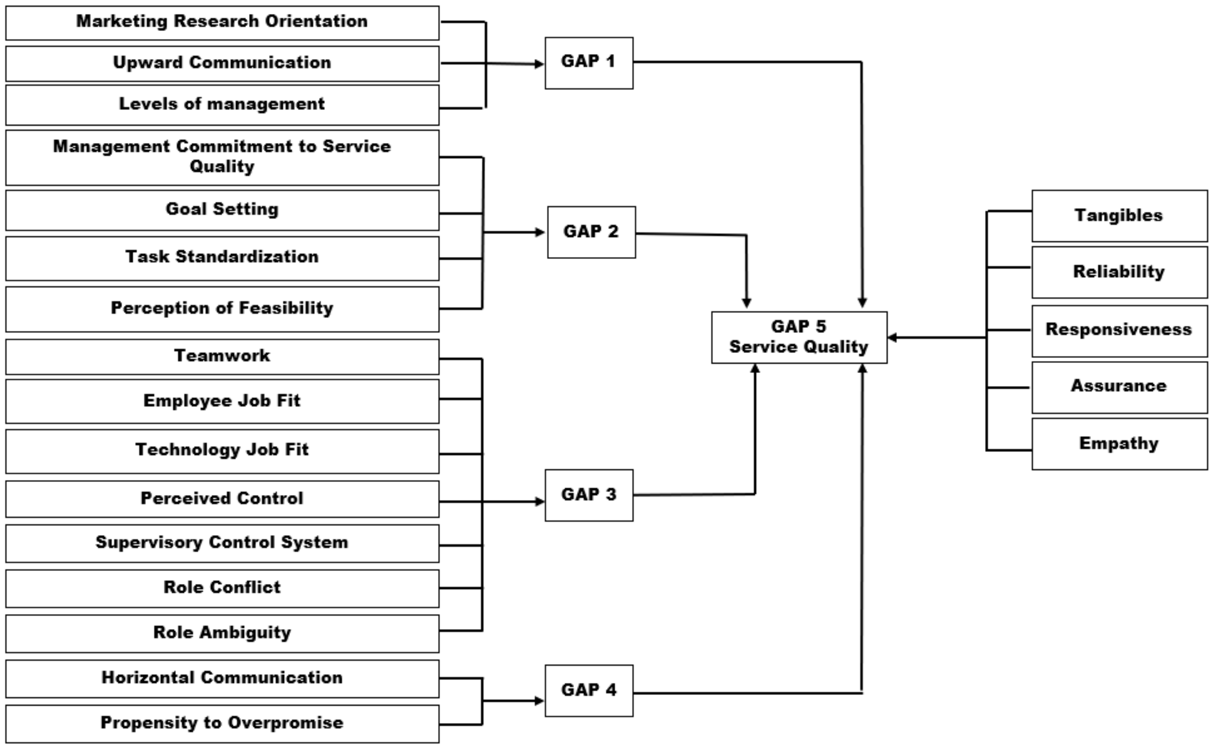
Figure: 20 GAP Analysis Model



Source: Adapted from Parasuraman et al., (1985)

3.2.3.2.3 Extended Model of Service Quality or SERVQUAL

Figure: 21 The Extended Model of Service Quality or SERVQUAL



Source: Adapted from Zeithaml et al., (1988)

This exploratory study was improved with their ensuing SERVQUAL scale for gauging consumers' opinions of service quality (Parasuraman et al., 1988). The initial 10 service quality elements were reduced to five at this point: dependability, responsiveness, tangibles, assurance (communication, competence, credibility, courtesy, and security), and empathy, which focuses on access and knowing/understanding the customers. In 1991, the term "should" be replaced with "would," and in 1994, the total number of elements was reduced to 21, but the five-dimensional structure remained the same. Later, SERVQUAL was improved. The four gaps revealed in the authors' research from 1985 were further described and characterized by them, in addition to this empirical research (Figure: 21).

The majority of components, according to this enlarged model, concern the control and communication procedures used by corporations to manage their workforces.

3.2.3.2.3.1 Benefits:

1. It can be used periodically to monitor consumer opinions about a certain company's level of customer service in comparison to the competition. After analysis, data can be visually presented to make it simple to see strengths and weaknesses in relation to the competitors.
2. It gives a company the chance to evaluate the performance of its service quality on the basis of each dimension individually as well as the overall dimensions.
3. It enables the company to divide its customers into various groups according to their unique SERVQUAL scores.
4. The SERVQUAL model offers a basic framework It can be utilized in a range of service settings and industries and tailored to match the specific requirements of a given company.
5. It is applicable across a range of empirical settings, as well as in other countries and cultural settings. Academic scholars are very interested in service measurement because to the SERVQUAL instrument. The instrument has been used as the foundation for measuring methods in papers that have been published and aim at service quality in a number of situations, including brokers of real estate (Johson, Dotson, and Dunlop, 1988); medical professionals that practice privately (Brown and Swartz, 1989); programs for public recreation (Crompton and Mackay, 1989); a patient clinic at a dentistry school, a business school placement center, and a tyre shop (Carmen, 1990); motor carrier companies (Brensinger and Lambert, 1990) (Boulding et al., 1993; Ford, Joseph and Joseph 1993); Discount and department stores (Finn and Lamb, 1991; Teas 1993); an electric and gas utility company (Babakus and Boller, 1992); hospitals (Babakus, Mamgold, 1992; Carmen, 1990); fast food, dry cleaning, banking, and pest control (Cronin and Taylor, 1992); advanced learning (Boulding et al., 1993; Ford, Joseph and Joseph 1993).
6. The SERVQUAL gap analysis approach appears to be a reasonable and simple idea, and the questionnaire is also pre-described and adaptable as needed.
7. Implementing SERVQUAL and monitoring customer expectations and perceptions of service may boost cross-selling opportunities, employee benefits, profit margins, and financial performance in addition to enhancing customer retention, loyalty, and positive

word-of-mouth. But if customers are measured too frequently, they may lose interest in providing accurate answers (Shahin, 2006).

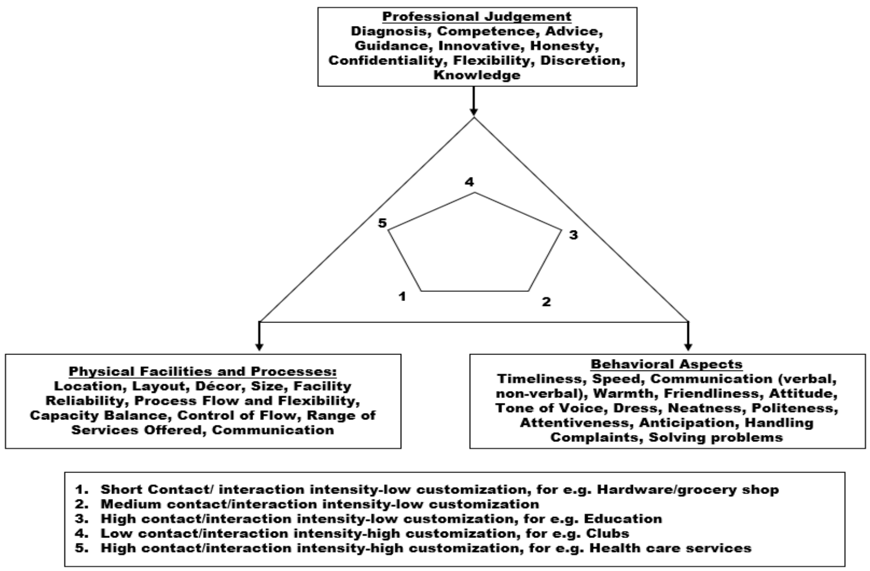
3.2.3.2.3.1 Limits:

1. The GAP model (1988) has supposedly led the distinctions between the concepts of customer satisfaction and service quality to become less clear (Ladhari, 2008).
2. Babakus and Inhofe (1991) also raised the notion that a social desirability response bias could be triggered by expectations. It's possible that respondents are driven to follow the "I-have-high-expectations" social norm. Moreover, more research is required to understand how expectations are created and alter through time, according to Wotruba and Tyagi (1991).
3. Instead than emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus and Boller, 1992).
4. In certain industries, the service quality domain may be factorially complex, whereas in others, it may be very straightforward and one-dimensional according to Babakus and Boller (1992). They essentially contend that the number of service quality parameters varies according to the specific service being supplied.
5. The respondents seem disinterested and even confused by the administration of the E and P versions of SERVQUAL, which includes two administrations such as expectation measurement and perception measurement (Bouman and van der Wiele, 1992). Data quality is endangered by boredom and confusion.
6. The timing of the two administrations is another topic Carman (1990) discusses. He faults Parasuraman et al. for requiring respondents to complete both questionnaires in one session. Respondents were asked in Parasuraman et al., (1988) study to express their perceptions and anticipations stemming from their experiences over the preceding three months. Carman also stated that it was unjust to require clients to complete an inventory of their expectations prior to getting service and an inventory of their perceptions immediately following service.

3.2.3.3 SQM 3: Attribute Service Quality Model (Haywood-Farmer, 1988)

According to this model (Figure: 22), a service provider is considered to be of "high quality" if it regularly satisfies the needs and expectations of its clients. This suggests that the first stage in creating a service quality model is the categorization of qualities into different groups.

Figure:22 Attribute Service Quality Model



Source: Adapted from Haywood-Farmer (1988)

Services typically have three fundamental characteristics: physical facilities and processes; behavioral aspects; professional judgement. Many different components make up each attribute. Each collection of characteristics in this model, as seen in Figure, creates the triangle's apex. A client may believe that he will be treated according to his sequence if there is too much attention placed on procedures. While focusing too much on one of these factors at the expense of others may be appropriate, it might be disastrous. The author attempted to map various service settings into this model according to the level of contact and interaction, labor intensity, and level of service customization. Services that, for example, are more closely aligned with the model's physical facility and process attribute are those that have low labor intensity and client contact customization (utilities, transportation of goods, etc.). The model therefore implies that additional consideration must be given at this time to ensure that equipment is dependable and simple for customers to use.

3.2.3.3.1 Benefits:

1. This model offers a framework for categorizing service organizations along three dimensions for better quality management.
2. It has the ability to increase comprehension of the ideas behind service quality and offer guidance on how to direct marketing efforts toward the most appropriate customer segment.
3. This approach is helpful both during the planning phase and on occasion as the service and perhaps client preferences change.

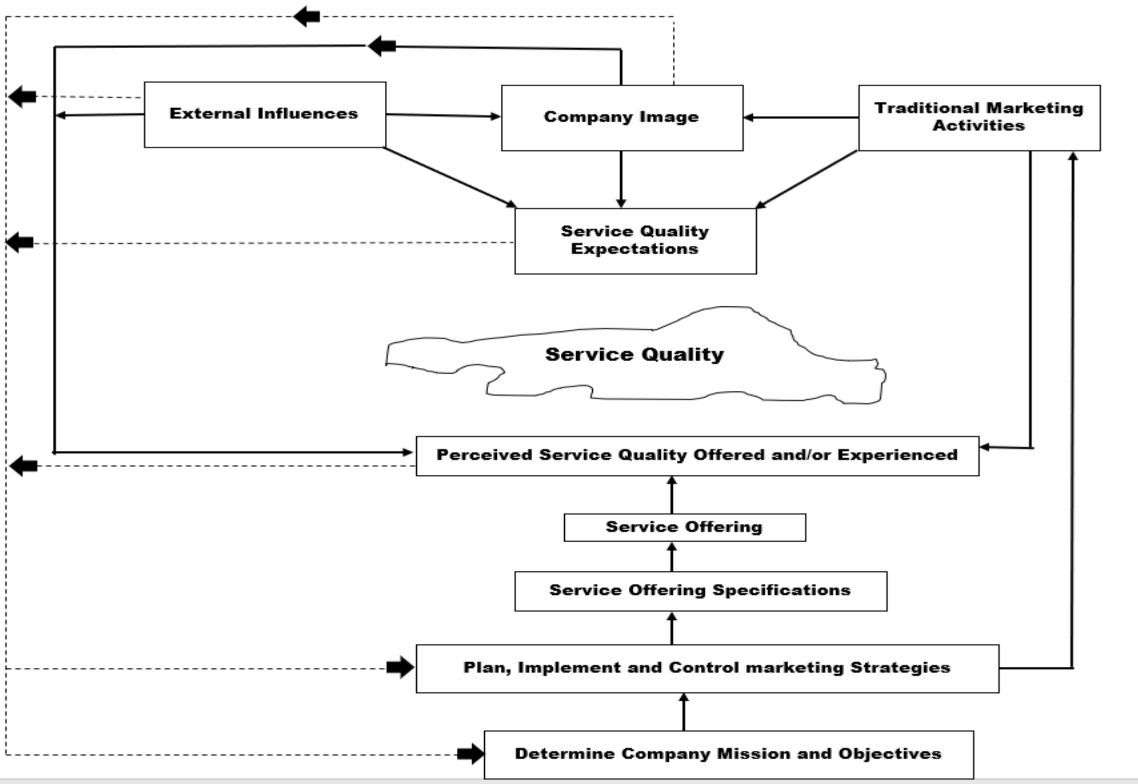
3.2.3.3.2 Limits:

1. There is no information regarding the measuring scale provided by the proposed model.
2. The model falls short in giving management guidance on the approach and steps that may
3. be taken to recognize service quality issues and then keep an eye on them.

3.2.3.4 SQ4: Synthesised Model of Service Quality (Brogowicz et al., 1990)

Even if a consumer has not yet used the service but has heard about it through word of mouth, advertising, or other media channels, there may still be a gap in the service's quality. Therefore, it is necessary to take into account both real customers' evaluations of the service quality received as well as those of potential consumers. This concept makes an effort to combine conventional managerial structures, service design, and marketing initiatives. The goal of this model is to pinpoint the elements of service quality within a traditional planning and management framework, implementing, and controlling. As seen in Figure 23, the synthesised model of service quality takes three variables into account when determining how technical and functional quality expectations are affected: company image, external influences, and traditional marketing activities.

Figure: 23 Synthesised Model of Service Quality



Source: Adapted from Brogowicz et al., (1990)

3.2.3.4.1 Benefits:

1. In any industry, managers can increase the achievement of their service offerings by using this model and related managerial activities.
2. In order to prevent or reduce the gap in service quality, This methodology pinpoints crucial elements that require methodical managerial oversight throughout planning, execution, and control.

3.2.3.4.2 Limits:

1. Empirical studies are required to ascertain how much each of the three variables weighs in relation to shaping expectations.
2. The best way to combine physical and human resources to provide the necessary level of technical and functional service quality is not discussed.
3. The model needs to be adjusted for various service situations because it is not universal.

3.2.3.5 SQM 5: Performance Only Model or SERVPERF Model (Cronin and Taylor, 1992)

Consumer satisfaction is a predicate of service quality and has a major impact on purchase intentions, according to Cronin and Taylor (1992, p. 65). This sentence leads to two possible hypotheses:

H_6: There is a positive impact of service quality on customer satisfaction.

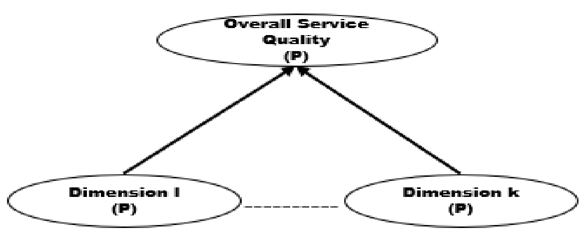
(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

The authors of the performance-only (1992) model, contrasted calculated perception-based difference scores to come to the conclusion that only perceptions are a better predictor of service quality. By demonstrating that service quality is a form of consumer attitude and that performance-only (1992) They contended that a measure of service quality is a better way to gauge service quality using the framework of Parasuraman et al. (1988) regarding the conception and assessment of service quality, SERVPERF—a performance-based service quality measurement—was established.

Figure: 24 Performance Only model (SERVPERF)



Source: Adapted from Martinez and Martinez (2010)

They claimed that SERVQUAL (1991) confuses attitude and satisfaction. They said that the adequacy-importance model can be used to operationalize the concept of service quality as being "akin to an attitude." They specifically argued that service quality is determined by Performance rather than "Performance-Expectation." With the presumption is that the product's perceived ability to satisfy customers can be conceptualized as the product's degree of conformity to the qualities of the consumer's ideal product.

3.2.3.5.1 Benefits:

1. The concept of and metrics for measuring service quality should be an attitude.
2. In comparison to SERVQUAL, the performance-based SERVPERF is more effective because it immediately results in a 50% decrease in the quantity of items. while producing superior results.
3. Customer satisfaction is a prerequisite for service quality, which may influence purchase intentions more effectively.

3.2.3.5.2 Limits:

1. As people from different cultures would have different expectations and scripts for the service encounters, the model does not have a decent ranking on the goodness of fit index when considering diverse cultures.
2. The model has to be tested in sectors with substantial involvement.
3. The various construct measures have not all been looked at.

3.2.3.6 SQM 6: Satisfaction-Service Quality Model (Spreng and Mackoy 1996)

This model (Figure: 25) makes an effort to improve comprehension of the concepts of perceived service quality and customer satisfaction. Customer satisfaction, which significantly influences purchase intentions, is a function of service quality, according to Cronin and Taylor (1992, p. 65). As a result, a model of perceived service quality and satisfaction was developed (Spreng and Mackoy, 1996) (SQM6). This model leads to two possible hypotheses:

H_6: There is a positive impact of service quality on customer satisfaction.

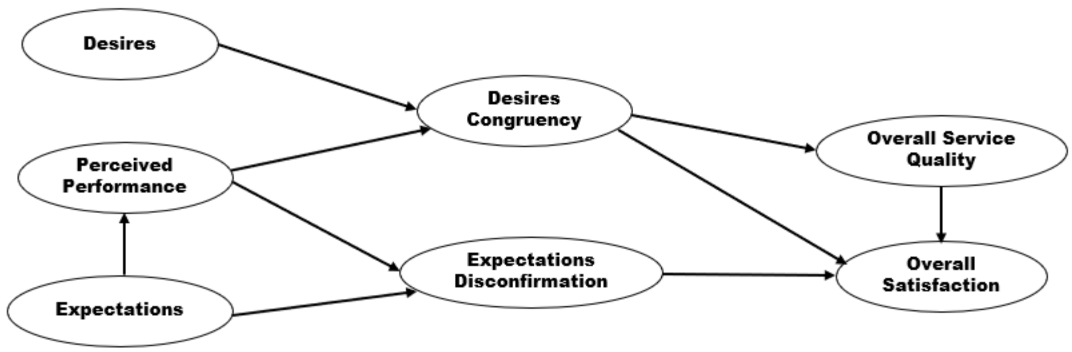
(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

The model highlights the connection between total service quality and customer satisfaction and expectations, perceived performance desires, desired congruency, and expectation disconfirmation. Ten advising attributes are used to measure these (convenience in making an appointment, friendliness of the staff, advisor listened to my questions, the advisor provided accurate information, the knowledge of the advisor, the advice was consistent, advisor helped in long-range planning, the advisor helped in choosing the right courses for career, advisor was interested in personal life, and the offices were professional).

Figure: 25 Satisfaction-Service Quality Model



Source: Adapted from Spreng and Mackoy (1996)

3.2.3.6.1 Benefits:

1. The attribute-based paradigm is preferred when determining service quality assessments for technologically based self-service choices.
2. The total affect model is also supported.

3.2.3.6.2 Limits:

1. This paradigm does not emphasize how service quality is obtained and implemented.
2. The approach falls short in giving recommendations for raising service quality.

3.2.3.7 SQM 7: Service Quality, Customer Value and Customer Satisfaction Model (Oh, 1999)

A comprehensive approach that combines customer value, service quality, and customer satisfaction was put out by the author (Figure: 26). Decision-making that occurs after a purchase is the main emphasis of the suggested paradigm. Towards the paradigm, arrows point in the causative directions. The model takes into account important factors like perceptions, service quality, customer satisfaction, customer value, and repurchase intentions. The intention to spread positive word of mouth is finally characterized as a direct, integrated function of perceptions, value, satisfaction, and repurchase intentions. The model provides evidence that a customer's post-purchase decision-making is significantly influenced by their perceived value. It is a direct precursor to customer satisfaction and plans for repeat purchases. The results also demonstrate that perceived pricing negatively affects perceived customer value and has no bearing on perceived service quality. This model leads to two possible hypotheses:

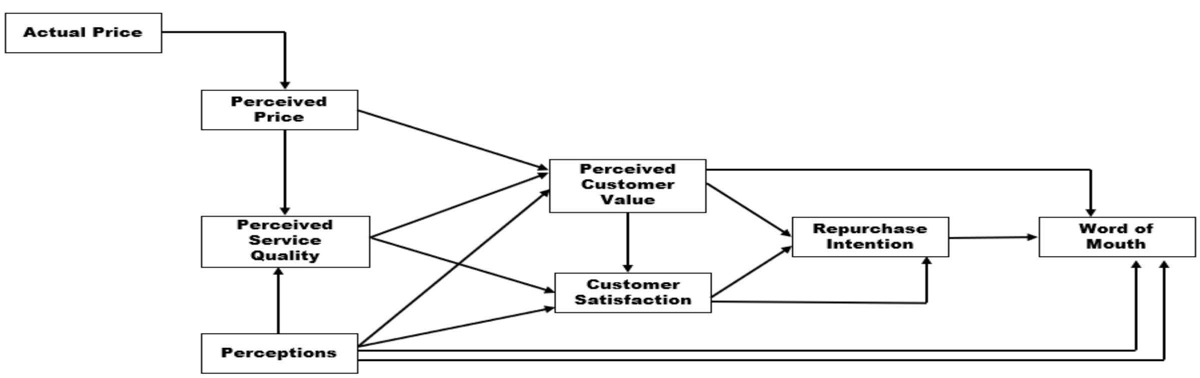
H_6: There is a positive impact of service quality on customer satisfaction.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

Figure: 26 Service Quality, Customer Value and Customer Satisfaction Model



Source: Adapted from (Oh, 1999)

3.2.3.7.1 Benefits:

1. The model can be utilized as a conceptual foundation for consumer decision-making and firm evaluation performance.
2. This model offers guidelines and objectives for customer-focused business initiatives.

3.2.3.7.2 Limits:

1. The model has to be made more universal to account for various service contexts.
2. Less items are used to measure the model variables.

3.2.3.8 SQM 8: Antecedents and Mediator Model (Dabholkar et al., 2000)

Figure illustrates a thorough model of service quality that examines its antecedents, outcomes, and mediators in order to give readers a clearer grasp of the idea at hand. The relevant aspects associated to service quality is preferable to think as precursors or constituents. in this model, which also looks at the connection between customer satisfaction and behavioral intentions. This model leads to two possible hypotheses:

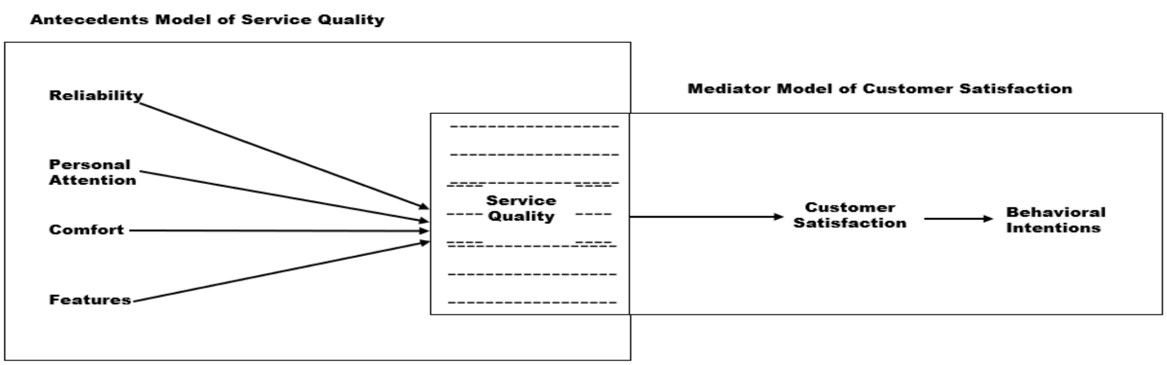
H_6: There is a positive impact of service quality on customer satisfaction.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

Figure: 27 Antecedents and Mediator Model



Source: Adapted from (Dabholkar et al., 2000)

3.2.3.8.1 Benefits:

1. Customers evaluate several aspects of the service, but they also formulate a distinct evaluation of the service quality as a whole (which is not a simple sum of the parts).
2. The antecedent's model can give a thorough grasp of service quality and the methodology used to create these evaluations. Customer satisfaction is a more accurate indicator of behavioral intentions.
3. When attempting to determine customer ratings of service, a significant mediating function was discovered, supporting the idea that measuring customer satisfaction independently of service quality is vital.

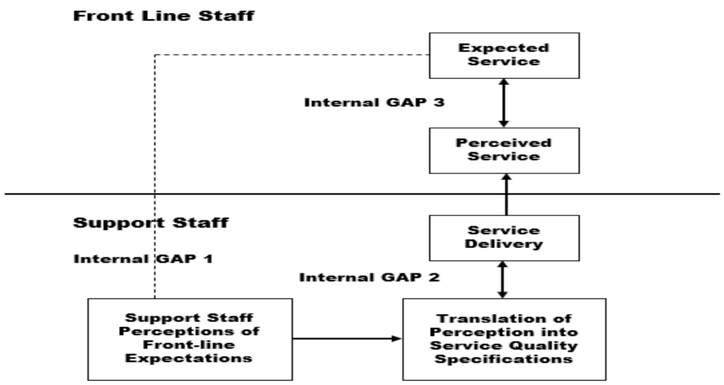
3.2.3.8.2 Limits:

1. Regarding the number of things to be used in various retail service situations, there is much dispute.
2. Additionally, it is not a universal model usable in all retail sectors. Researchers contend that the impact of variables including environment, cost, distance, promotion, etc. has not been taken into account.
3. The model has practical issues because it is not employed to ascertain the connection between service quality and other variables very successfully (Martinez and Martinez, 2010).
4. Due to the existence of dimensions and subdimensions, the RSQS model entails a fairly complex statistical method (Martinez & Martinez, 2010).
5. There is no empirical support for the hierarchical structure (Ladhari, 2008).

3.2.3.9 SQM 9: Internal Service Quality Model (Frost and Kumar, 2000)

The authors developed an internal service quality model based on the idea of the GAP model (Parasuraman et al., 1985). Front-line staff and internal suppliers, or support staff, are the customers in a large service organization. The model (Figure: 28) assessed the attributes and how they interact to determine the quality of the service. The difference between the expectations of front-line employees (internal customers) and support staff (an internal supplier) is exemplified by the internal gap 1. Internal gap 2 is the significant difference in service quality between what was obtained and what was expected, leading to an internal service performance gap. The third internal gap pertains to front-line employees, sometimes known as internal customers. The reason for the disparity is that front-line staff members' perceptions of the quality of service from support staff (internal suppliers) differ from their expectations.

Figure: 28 Internal Service Quality Model



Source: Adapted from Frost and Kumar (2000)

3.2.3.9.1 Benefits:

1. Understanding internal customers' and internal suppliers' perspectives and expectations is crucial to determining the perceived quality of internal services.

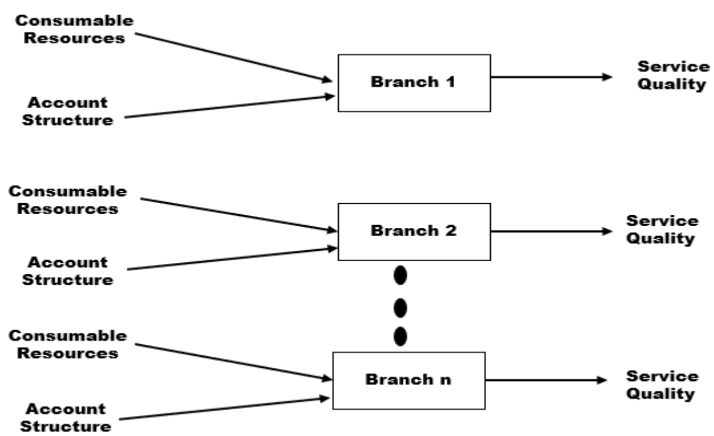
3.2.3.9.2 Limits:

1. It must be universal to all internal contexts.
2. No consideration is given to the model's response to environmental changes.

3.2.3.10 SQM 10: Internal Service Quality DEA Model (Soterio and Stavrinides, 2000)

When evaluating a bank branch's success, it's crucial to take service quality into account. The branch may record a large amount of sales as well as profits, but due to declining service quality, it will lose its competitive advantage over time. The authors offered a service quality model that a bank branch might utilize to guide its resource allocation. The approach offers guidance on how such metrics might be incorporated to improve service quality rather than attempting to build service quality measures. The model identifies underutilized resources. Consumable resources like persons, space, time, etc. and the number of accounts in various categories make up the two sets of inputs for the model. The model's output is the perceived level of service quality among branch employees. According to the clientele, the data envelope analysis (DEA) model (Figure: 29) evaluates branches based on how well they are able to translate these resources (inputs) into their desired degree of service quality (outputs). The DEA model will pinpoint underachievers and offer recommendations for their improvement. While the input minimization DEA model will demonstrate how much fewer consumable resources can be used to maintain the same level of service quality, the output maximization DEA model will demonstrate how much more service quality can be achieved with the same amount of consumable resources. The development of the DEA-based model appears to have resulted from the need among practitioners for a strategy to maximize service quality with limited inputs (Soteriou and Stavrinides, 2000).

Figure: 29 Internal Service Quality DEA Model



Source: Adapted from (Soterio and Stavrinides, 2000)

3.2.3.10.1 Benefits:

1. Identifies the resources that could be more effectively used to create higher levels of service quality.

3.2.3.10.2 Limits:

1. Does not offer a means of evaluating the quality of the services.
2. The model disregards different bank performance metrics.

Eleven service quality models are summarized in Table: 4 in light of the discussion above.

Table: 4 Summary of the Service Quality Models

Name of the Developers	Name of the Models	Dimensions	Critics
Grönroos, 1984	Technical and Functional Quality Model	Technical Quality, Functional Quality and Corporate Image	• How to measure this model is not specified.
Parasuraman et al., 1985	GAP Analysis Model	Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/ Knowing the customers, Tangibles	• Simply an exploratory study. • The concept fails to explain how to measure precisely. • Blurring of the lines amid Service Quality and Customer Satisfaction. • Focuses on process rather than results. • Respondent confusion stems from the SERVQUAL scale's complexity. • The timing of the SERVQUAL scale seems to have bored and bewildered the respondents. • The negative questions on the scale lead to confusion among responders.
Parasuraman et al., 1988	SERVQUAL Model	Tangibles, Reliability, Responsiveness, Assurance and Empathy	
Haywood-Farmer, 1988	Attribute Service Quality Model	Physical Facilities, Process and Procedures, People's Behavior, Conviviality and Professional Judgement	• How to measure this model is not specified. • Inadequate justifications for actual implementation
Brogowicz et al., 1990	Synthesised model of service quality	Company Image, External Influences, Traditional Marketing Activities, Technical and Functional Quality Expectations	• Require empirical confirmations. • Need to be examined for various service configurations.

Name of the Developers	Name of the Models	Dimensions	Critics
Cronin and Taylor, 1992	Performance Only Model SERVPERF	Reliability, Assurance, Responsiveness, Tangibles and Empathy	• Need to be applied universally in all service settings. • Establishing quantitative linkages is necessary.
Spreng and Mackoy 1996	Satisfaction-Service Quality Model	Desires, Perceived Performance, Expectations, Desires Congruency, Expectations Disconfirmation, Overall Service Quality, Overall Satisfaction	• Not draw attention to how service quality is established and applied. • Makes insufficient suggestions for improving the service quality.
Oh, 1999	Service Quality, Customer Value and Customer Satisfaction Model	Actual Price, Perceived Price, Perceived Service Quality, Perceptions, Perceived Customer Value, Customer Satisfactions, Repurchase Intentions, Word of Mouth	• The model has to be made more universal to account for various service contexts. • Less items are used to measure the model variables.
Dabholkar et al., 2000	Antecedents and Mediator Model	Reliability, Personal Attention, Comfort, Features, Service Quality, Customer Satisfactions, Behavioral Intentions	• It is not an all-inclusive approach. • The model has challenges with application. • The model uses a rather sophisticated statistical technique. • There is no evidence to support this.
Frost and Kumar, 2000	Internal Service Quality Model	Expected Service, Perceived Service, Service Delivery, Support Staff Perception of Front-Line Expectations and Translation of perceptions into Service Quality Specifications	• It must be universal to all internal contexts. • No consideration is given to the model's response to environmental changes.
Soterio and Stavrinides, 2000	Internal Service Quality DEA Model	Consumable Resources, Account Structure and Service Quality	• Does not offer a means of evaluating the quality of the services. • The model disregards different bank performance metrics.

Source: Author

The review of these 11 models for measuring service quality brought to light a number of problems, arguments, and model concerns. It is clear that there is a lack of both a conceptual definition and model of service quality as well as an operational definition that is generally accepted for use in measuring service quality. Nonetheless, the overwhelming majority of models and criteria lend credence to the notion that customers ought to assess the real quality of services by contrasting their expectations and perceptions of them. Additionally, it is noted that the outcome and measurement of service quality depend on the environment, circumstance, need, and other elements of the service. The difficulty of the subject is further increased by this. These specifications necessitate a continuous effort to understand, verify, and improve the way that service quality is currently measured.

3.2.3.12 Service Quality and Customer Satisfactions are Two Different Dimensions

Although they are two distinct variables, customer satisfaction and service quality are related., according to researchers like Berry et al. (1988), Dabholkar et al. (2000), Oliver (1993), Parasuraman et al. (1986, 1994), Schneider and White (2004), and Spreng and Mackoy (1996). While satisfaction pertains to a specific transaction, service quality is a general or all-encompassing attitude toward the excellence of the service. This suggests that satisfaction is more situational (Parasuraman et al. 1986). Service quality, according to Schneider and White (2004), is a customer's assessment of the service itself, which is descriptive and factual, whereas Customer satisfaction is more of an evaluation, often based on emotion, of the emotional impact the service has on the consumer.

3.2.3.13 The Relationship Between Service Quality and Customer Satisfactions

Further investigation revealed that it may be more accurate to see service quality as an antecedent of client satisfaction (Oliver 1993, Parasuraman et al. 1994, Spreng and Mackoy 1996, Dabholkar et al. 2000). Since they discovered empirical data demonstrating that service quality is an antecedent of customer satisfaction, Spreng and Mackoy (1996) adapted an Oliver (1993) model. To put it another way, according to the model of Spreng and Mackoy (1996), service quality has an impact on customer satisfaction. This paragraph leads to possible hypotheses:

H_6: There is a positive impact of service quality on customer satisfaction. (In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered.)

3.2.3.14 The Relationship Between Service Quality, Customer Satisfaction and Brand Loyalty/Patronage Intentions/Behavioral Intentions/Repurchase Intentions

Dabholkar et al. (2000) further clarified the relationship between service quality and customer satisfaction by discovering that the latter acts as a mediator between the former and behavioral intentions. Additionally, Dabholkar et al. (2000) discovered even though specific factor assessments about the service are more strongly correlated with service quality, customer satisfaction is a far stronger predictor of behavioral intentions. According to Schneider and White (2004), the customer satisfaction construct is used to diagnose how customers feel and their behavioral intentions, whereas the service quality construct is used to diagnose how the organization executes. In order to maximize sales and the organization's net profit, behavioral intentions in the marketing management literature relate to buying intentions, specifically to customer loyalty and the intention to repurchase.

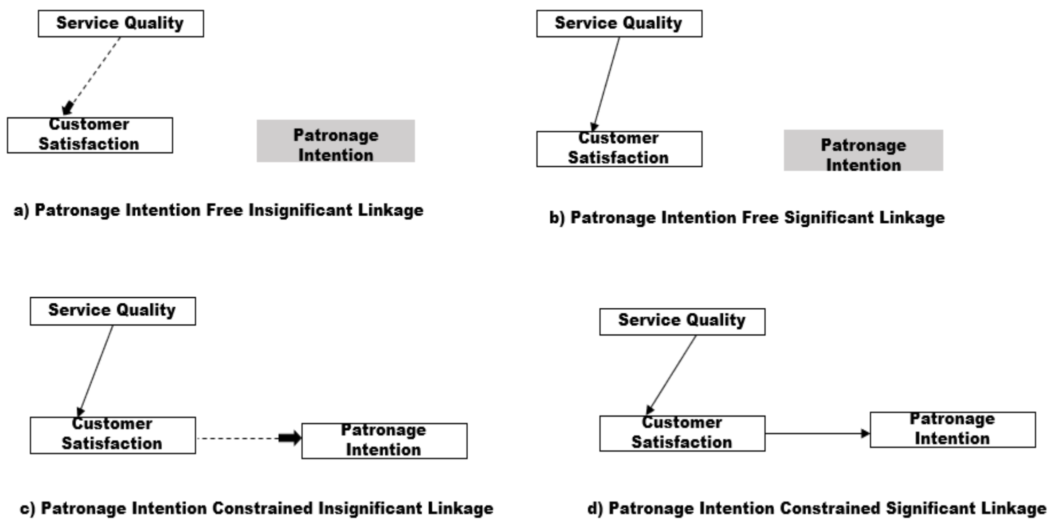
According to Olorunniwo et al. (2006), while it only partially mediates the influence in the accommodation sector, customer satisfaction in retail banking entirely mediates the impact of service quality on purchase intentions. A mediating connection is one in which a third variable influences the path connecting two variables (e.g., service quality leads to customer satisfaction that drives patronage intentions or brand loyalty). Others contend that service quality is either industry- or context-specific, contrary to Levitt's (1981) suggestion that an attempt to conceptualize the concept of service quality as a whole may be fruitless (Cronbach 1986, Babakus and Boller 1992). This paragraph leads to possible hypotheses:
H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

Although customer service and customer relations are not the same things, Mohanty and Behara (1996) asserted that they are a component of service quality. There is no definitively proposed theory for service quality, customer satisfaction, and patronage intentions /brand loyalty; however, when customers are viewed as the organization's future assets (Mohanty and Yadav 1994), the following four types of linkages (Figure: 30) can be seen (Olorunniwo and Hsu 2006, Olorunniwo et al. 2006, Prakash et al. 2011b).

3.2.3.15 Linkage of Service Quality

Figure: 30 Linkage of Service Quality



Source: Adapted from (Olorunniwo et al. 2006)

A. Patronage Intention-free, Insignificant Linkage:

Although there is no aim of patronage involved in the offering, the service provider is protected by customer satisfaction. Nevertheless, there is little correlation between customer satisfaction and service quality because there are many competitors selling similar products.

B. Patronage Intention-free Significant Linkage:

While customer satisfaction safeguards the service provider, the service does not include any intention of patronage. However, because there are few competitors offering different products, there is a significant link between service quality and customer satisfaction.

C. Patronage Intention Constrained Insignificant Linkage:

The service provider is protected by patronage intention and customer contentment, but because there are so many rivals selling comparable goods, the relationship between customer satisfaction and patronage intention is weak.

D. Patronage Intention Confined Significant Linkage:

Customer satisfaction and patronage intentions safeguard the service provider, but because there are few competitors who offer different products, there is a significant link between customer satisfaction and patronage intension.

Here, B and D of (Figure: 30) Linkage of Service Quality, leads to two possible hypotheses:

H_6: There is a positive impact of service quality on customer satisfaction.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

H_8: There is a positive impact of customer satisfaction on brand loyalty.

(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

3.2.3.15.1 Benefits of the Linkage of Service Quality

This description of the relationship between service quality and customer satisfaction makes the assumption that customer retention must be earned. They are essential for a business because they preserve sales, margins, and profits, boost existing customer loyalty and value, encourage cross-product purchases, differentiate brands, prevent the entry of new brands, compete with rival loyalty programs, and other things. Repeat business, attracting profitable clients, collecting additional data on clients, rewarding devoted clients, and other strategies are all part of customer retention for the purpose of increasing revenue (Reinartz and Kumar 2002).

3.2.3.16 Patronage Intentions, Behavioral Intentions, and Repurchase Intentions are Considered to be Smaller Subsets of Brand Loyalty Concepts

In many service research and customer satisfaction models, intentions, which are arbitrary judgments about how a person will behave in the future, are typically used as dependent variables (Boulding et al., 1993; Soderlund and Ohman, 2003). This implies that intention is a complex variable and must be influenced by independent variables. On the other hand, repurchase intent was acknowledged as a valid service outcome by Butcher (2005) and was also viewed as a quantifiable outcome. As opposed to Soderlund and Ohman (2003) who view repurchase intentions as expectations. In general, repurchase intention is the person's decision regarding repurchasing a specific service from the same business, considering their current circumstances and expected future ones (Hellier et al. 2003, p. 1764). Therefore, repurchasing a brand is not the same as being devoted to it. Situational considerations or a lack of brand preference on the part of the customer may cause a repurchase. Repeat business is thus one of the results but by no means the key to establishing loyalty. When a customer actively promotes a brand without receiving compensation, brand loyalty has been formed. Marketers should be interested in the factors influencing loyalty as well as repurchasing itself.

In a business context, according to McIlroy and Barnett (2000), The term "loyalty" now refers to a customer's dedication to doing business with a specific company, constantly using their products and services, and endorsing them to friends and associates. On the other hand, Customer loyalty entails, according to Anderson and Jacobsen (2000), the outcome of a company providing a benefit to a customer in order to keep or increase their purchases from the company. They claimed that genuine customer loyalty is developed when a customer actively promotes a business without receiving remuneration.

Besides, Customer loyalty, is the fervent desire to continuously purchase or use a favored good or service in the future, even in the face of external factors and marketing campaigns that would tempt consumers to behave differently (Oliver,1997). Sirohi et al. (1998) also recommended using consumer loyalty, such as repurchase intentions, intention to buy more items in the future, and intention to recommend products to others, to quantify purchase intents. As seen from the definition above, there is no distinction between brand loyalty and customer loyalty. Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions.

Fundamentally, the following criteria can be used to define brand loyalty: (1) vowed to make deliberate, non-random purchases, (2) behavioral response or purchase intention, (3) repeated purchase over time, (4) by some decision-making unit, (5) with respect to one or more alternative brands out of a set of such brands, (6) which is a function of psychological (decision making, evaluative) processes leading to brand commitment (Jacoby and Chestnut; 1978, pp. 80-81).

Therefore, the brand loyalty concept is used in this research instead of patronage, behavioral, and repurchase intentions.

3.2.3.17 Research Gap and Contributions

Despite its critics, the SERVQUAL (Parasuraman et al., 1988) model or scale is widely accepted and usable across diversified industries. The SERVQUAL model is the inspiration for all other models. For example, concerning the design and assessment of SERVQUAL Parasuraman et al. (1988 and 1985), Cronin &Taylor (1992) developed SERVPERF, a performance-only tool for evaluating service quality. They contrasted computed difference scores with perception and came to the conclusion that only perceptions, rather than expectations, are a superior predictor of service quality. But the SERVPERF model's quantitative link was not clarified.

On the other hand, the GAP model has allegedly led to a blurring of the lines between the two notions of Service Quality and Customer Satisfaction (Ladhari, 2008). Moreover, instead of emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus & Boller, 1992). Both SERVQAUL and SERVPERF scale prerequisites are to be modified based on the service sector. Another criticism of the SERVQUAL scale is that because it uses a performance and expectation scale to measure service quality, it takes a long time to administer that may elicit an erotic response from the respondent at the time of data collection.

Given these facts, a scale is proposed that considers the performance-only components of the SERVQUAL scale. As opposed to measurements of expectations, this scale is going to take customer satisfaction and patronage intent into account like as Antecedents and Mediator Model of (Dabholkar et al., 2000) and the Linkage of Service Quality model of (Olorunniwo et al. 2006). However, the theoretical relationships are demonstrated and described in (Figure: 31). Finally, the suggested new linkage model subdimensions are altered in accordance with the service industry. Customer satisfaction and brand loyalty function as a result generator for the company, and the scale makes it simpler for responders to understand the scale. Furthermore, in this research, the brand loyalty concept is used instead of patronage, behavioral, and repurchase intentions. Because Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions (see previous point: 3.9.3.16). The proposed new linkage model (Figure: 31) leads to two possible hypotheses:

H_6: There is a positive impact of service quality on customer satisfaction.
(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)
H_8: There is a positive impact of customer satisfaction on brand loyalty.
(In the conceptual framework portion- see chapter: 4, part one, further specifics will be covered)

Figure: 31 Proposed Linkage Model for CBSBEM

Source: Author's Own Creation

3.2.3.18 Epilogue

In this section of the literature review part two, the definition of service quality, different models of service quality, and the relationships among various concepts are discussed. Research gaps are identified and research contributions are explained. The forthcoming section, further information regarding the proposed scale and its dimensions—service quality, service satisfactions, and brand loyalty—are going to be comprised. A detailed explanation of the suggested customer-based service brand equity model, its dimensions, and the connections between them are provided in the conceptual framework section (see chapter: 4, part one). The impact of marketing communications and service quality on brand equity are stated clearly in the conceptual framework on service branding. A new linkage model is suggested and connected to a customer-based service brand equity model.

CHAPTER:4

DISCUSSION

4.1 Part One: Developing Conceptual Framework for Service Branding

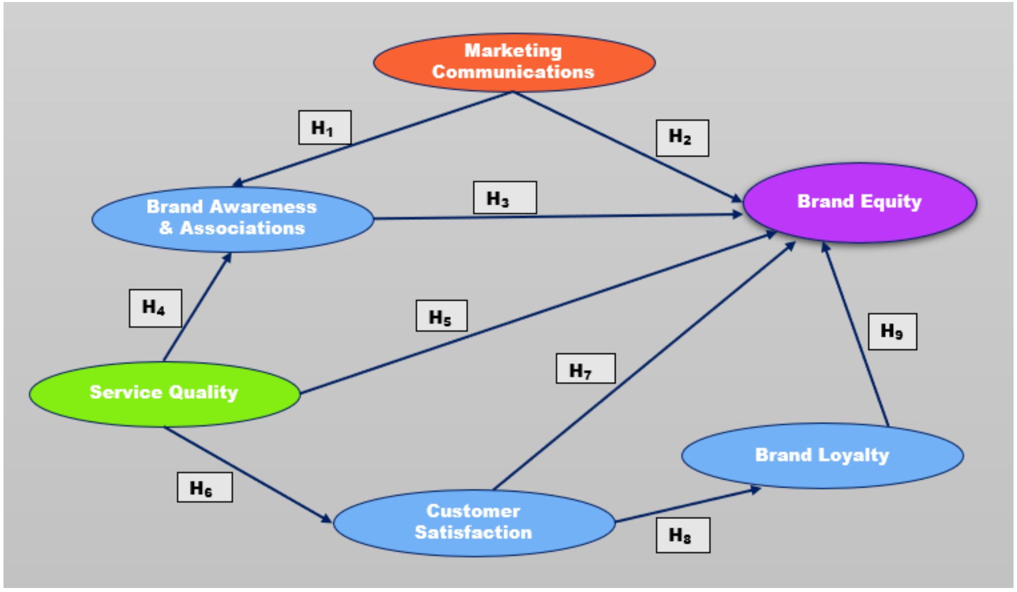
4.1.1 Prologue

In this section, a model for customer-based service brand equity (Figure: 32) is developed by an extensive review of the literature research covered in the preceding sections. Marketing communications options, brand awareness & associations, service quality dimensions, customer satisfaction, brand loyalty, and brand equity- the six key dimensions- are hypothesized to have directional relationships and shape customer-based service brand equity model. The relationship among variables (dimensions) are explained elaborately.

4.1.2 CBSBE Model Development

The fact that the quality of services might vary based on the particular provider or suppliers and that they are less tangible than products, is one of the obstacles in marketing them. As a result, branding can be crucial for service businesses as a means of addressing issues with intangibility and variability. These distinctive qualities of services (e.g., intangibility, inseparability, heterogeneity) necessitate modifications to the goods-based branding frameworks, because when analyzing service-dominant brands, unique brand equity aspects emerge (Blankson & Kalafatis, 1999; O'Cass and Grace, 2004; Kayaman & Arasli, 2007). “In Literature review-based dissertations, your original contribution to knowledge comes from your critical synthesis of the existing literature to generate new insights into your topic. Your dissertation is unique because this is likely the first time anyone has approached the literature posing the questions you have” (Yardley, 2022, pp. 2,3).

Figure: 32 Proposed Customer-Based Service Brand Equity Model



Source: Author's Own Creation

The proposed Customer Based Service Brand Equity Model (Figure: 32) consists of six main dimensions: marketing communications, brand awareness & associations, service quality (customer experiences), customer satisfaction, brand loyalty and brand equity. Each of these dimensions can be subdivided into several dimensions.

A customer of any service brand, first aware of any service brand through marketing communications, these communication sources can be controlled directly by service organization or can be from external/non-controllable sources. For example, think about a complex and expensive service situation of any Bank, Real estate, Insurance or Health care sector. At first, customer will try to find out which service brand will solve his problem and provide the best value for money as well as after sales services (if necessary). Testimonials or recommendations from friends and relatives are taken as the most reliable sources of information rather than the information available in newspapers, TV advertisement, magazine or other social media. Because, for services that value experience, word-of-mouth marketing is especially crucial (where the customer must experience the service to determine its quality) and credence qualities (when it's possible that even after the service is provided, the consumer can't tell how good it is) Hallowell (2002). In fact, word-of-mouth (WOM) is a powerful decision-making tool, and customers will actively seek it out and rely on it, as customers perceive that risk will be higher. Moreover, customers with less expertise of a service rely more on word-of-mouth than do knowledgeable customers.

After getting information about the service organization (either internal or external sources), a customer become aware of or form brand awareness and associations in his mind about that service brand. Then he might go to the service organization in order to experience the service. Customer will judge the service based on the environments of the organizations. This environment includes both human and non-human elements like as the service quality dimensions. If the service provided by the provider meet the needs of that customer, he become satisfied. After that he become loyal and will purchase other services provided by the same organization and will recommend his friends as well as relatives. Finally, that brand equity will raise higher. On the other hand, if a customer gets positive information about a service brand then experiences negative services, he will be dissatisfied and finally will generated negative word of mouth through social media, which in turn affect the service brand equity negatively. For restaurants, entertainment, banking, and personal services, word-of-mouth is likely to be especially significant (Keller et al., 2015; p.52). In order to develop service brand equity, marketing communications and service quality work in harmony. This study aims to investigate the relationship between brand marketing communications, services marketing and brand management.

In brief, Figure:32 depicts that, Customer based service brand equity model consists of several dimensions and each of them directly and positively have an impact on brand equity. Marketing communications have a direct and positive impact on brand awareness & associations and brand equity. Service quality have an impact on brand awareness & associations, customer satisfaction and brand equity. Finally, marketing communications, brand awareness & associations, service quality, customer satisfaction and brand loyalty have a direct and positive impact on brand equity.

4.1.3 Dimensions of Customer Based Service Brand Equity Model

4.1.3.1 Marketing Communications

First dimension of Customer based Service Brand Equity Model (Figure:32) is marketing communications. Organizations use marketing communications to inform, persuade, and remind customers about the brands they sell, either directly or indirectly. Marketing communications serve as the brand's voice and a channel via which it may engage with customers and develop bonds with them. Each kind of communication can be evaluated based on how well it promotes brand awareness and how well it builds, sustains, or strengthens positive and distinctive brand associations (Keller, et al., 2015). On the other hand**,** Kotler et al., (2009, p.460), mentioned that brand equity is influenced through marketing communications activities like advertising, sales promotions, events & experiences, public relations & publicity, interactive marketing, direct marketing, word-of-mouth marketing and personal selling. Therefore, brand equity is affected by marketing communications, which (marketing communications) also influenced by sales promotions, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling activities.

4.1.3.2 Marketing Communication Options for Services and Goods

Table: 5 shows a few of the standard marketing communication options for the consumer market (Keller et.al., 2015). On the other hand, the majority of service marketers have access to a variety of communication channels (Table: 6 Marketing Communications Mix for Services), which are referred to as the marketing communications mix as a whole (Lovelock et. al., 2011, p.171). Different communication elements have unique capacities in terms of the kinds of messages they may send and the market groups most likely to be exposed to them.

Table: 5 Marketing Communication Options

Media Advertising
TV
Radio
Newspaper
Magazines

Direct Response Advertising
Mail
Telephone
Broadcast Media
Print Media
Computer-related
Media-related

Place Advertising
Billboards and Posters
Movies, Airlines, and Lounges
Product placement
Point of Purchase

Trade promotions
Trade deals and buying allowances
Point-of-purchase display allowances
Push Money
Contests and dealer incentives
Training Programs
Trade Shows
Cooperative Advertising

Consumer Promotions
Samples
Coupons
Premiums
Refunds and Rebates
Contests and Sweepstakes
Bonus packs
Price-offs

Consumer Promotions
Samples
Coupons
Premiums
Refunds and Rebates
Contests and Sweepstakes
Bonus packs
Price-offs

Interactive
Websites
E-mails
Banner ads
Rich media ads
Search
Videos
Message boards and forums
Chat rooms
Blogs
Facebook
Twitter
YouTube

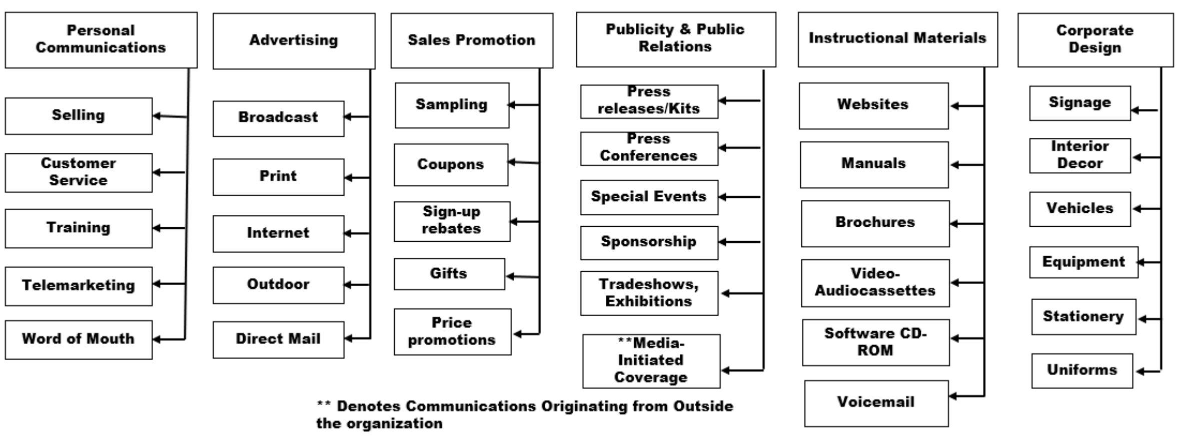
Event marketing and Sponsorship
Sports
Arts
Entertainment
Fairs and Festivals
Cause-related

Mobile
SMS & MMS messages
Ads
Location-based services

Publicity and Public Relations
Word-of-Mouth
Personal Selling

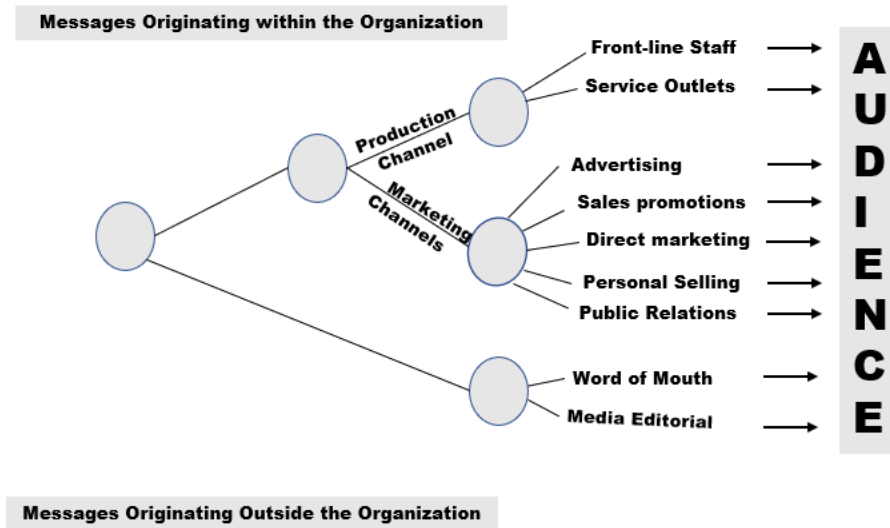
Source: Adapted from Keller et.al., (2015)

Table: 6 Marketing Communications Mix for Services



Source: Adapted from Lovelock et. al., (2011) Page 171 (Seventh Edition)

Figure:33 Sources of Messages Received by a Target Audience



Source: Adapted from a Diagram by Adrian Palmer, principles of Services Marketing, London: McGraw-Hill, 4th ed., 2005, p. 397

Additionally, Lovelock et. al., (2011, p. 170-171), the marketing mix for services can be divided into two categories: channels managed by the company and those originating from outside organizations. The transmission of messages through marketing channels (such as traditional media and the internet) and the transmission of messages through the service provider's own service channels are two more categories of messages coming from internal sources (Figure: 33). Companies have access to a variety of communication tools (Table: 5 & 6). The next passage will briefly review the important concepts:

Advertising

Advertising, the most common means of consumer marketing communication, frequently serves as the first point of contact between service marketers and their clients. It is essential for delivering accurate details about services and informing customers about the features and capabilities of products. It raises awareness, informs, persuades, and reminds consumers.

There are many different types of paid advertising media, such as broadcast (TV and radio), print (magazines and newspapers), movie theaters, and various outdoor media available (posters, billboards, electronic message boards, and the exteriors of buses or bicycles) (Lovelock et. al., 2011, p.171). Direct marketing techniques like mailings, telemarketing, or email are frequently used to support advertising messages conveyed through mainstream media.

Public Relations (PR)

Through the use of press conferences, news releases, special events, and sponsorship of newsworthy activities organized by other parties, public relations aim to generate positive interest in a company and its products. The creation and dissemination of press releases (including images and/or videos) with tales about the business, its goods, and its personnel is a fundamental component of PR strategy. Other often used PR strategies include recognition and incentive schemes, getting quotes from famous people, getting community support, fundraising, and getting favorable press for the company through unique events and pro bono activities. These methods can assist service organizations in developing their reputation and trustworthiness, creating lasting bonds with their team members, clients, and the community, and securing an image that will help them succeed in business (Lovelock et. al., 2011, p.172).

Sponsorship

Companies can gain widespread exposure by supporting high-profile events like the Olympic Games, the World Cup football or cricket, where banners, decals, and other visual displays continuously reinforce the company name and logo. Besides, press releases, the corporation keeps a special page on its website updated with details about the unusual shipment. When two enormous pandas were safely delivered from Chendu, China, to the national zoo in Washington, D.C., Fedex received a lot of positive press. The pandas were transported abroad in specially made containers on a FedEx plane called "fedexpanda one" (Lovelock et. al., 2011).

Direct marketing

Mailings, emails, and text messages all fall under this category (Lovelock et. al., 2011, p.173). These channels assist companies to reach precisely targeted microsegments with customized messaging. Modern on-demand technologies like email spam filters, TiVo, podcasting, and pop-up blockers provide consumers more control over how, when, and by whom they want to be contacted (Lovelock et. al., 2011, p.173). Permission marketing is a result of these developments. It enables customers to self-select into the target categories as opposed to disturbing prospects by interfering with their personal time.

Sales Promotions

Sales promotions typically target a certain time frame, price range, or customer base - occasionally all three. The intention is to motivate customers to choose a good or service more quickly, in greater quantity with each purchase, or more frequently (Fruchter et al., 2004). Samples, coupons, other discounts, gifts, and competitions with prizes are just a few examples of the sales promotions that can be used by service organizations (Lovelock et. al., 2011, p.173).

Personal Selling

Personal selling refers to interpersonal interactions in which efforts are made to inform customers and foster preference for a certain brand or product (Lovelock et. al., 2011, p.174). Many businesses, particularly those that promote business-to-business (B2B) services, either have a specialized sales force or use agents and distributors to conduct personal selling on their behalf.

Trade Shows

Trade exhibitions are a common type of publicity in the business-to-business industry. Service providers present tangible proof to inform and astonish these potential clients in the form of exhibitions, samples, demonstrations, and brochures (Lovelock et. al., 2011, p.174).

Company's website

Marketers use their own websites for a variety of communications tasks, such as fostering consumer awareness and interest, disseminating knowledge, offering advice, facilitating two-way communication with clients via email and chat rooms, simulating product trials, enabling clients to place orders, and gauging the success of particular advertising or promotional campaigns (Lovelock et. al., 2011, p.175).

Online Advertising

Search engine advertising and banner advertising are the two primary choices (Lovelock et. al., 2011, p.175). It offers a very specific and quantifiable return on investment. For example, pay-per-click online advertising makes it possible, to track the relationship between advertising expenses and the number of clients, who were drawn to a business's website or offer.

Banner Advertising

On websites, belonging to other companies as well as portals like Daraz or Yahoo, many companies charge to post advertising banners and buttons. Typically, the aim is to drive traffic to the advertiser's own website. Increasingly, online advertisers only pay when a user clicks through to their website from the host site.

Search Engine Advertising

A reverse broadcast network is a type of search engine. Instead of broadcasting their messages to customers, advertisers may now directly target these consumers with suitable marketing materials thanks to search engines' ability to identify their particular needs through keyword searches (Seda, 2004). Advertisers have three options for placing their ads: they may sponsor a short text message with a click-through link that appears alongside the search results; they can pay for placement; or they can purchase high positions in the presentation of search results (Lovelock et. al., 2011, p.176). Pinstrom is one corporation that has created a lucrative business model based on extremely targeted Internet advertising.

TiVo

Similar to a VCR, TiVo, also known as a digital video recorder (DVR) or personal video, may digitally record numerous hours of television shows on its hard drive. TiVo, on the other hand, is "always on" and continually records about 30 minutes of the channel being watched, unlike a VCR (Lovelock et. al., 2011, p.179). Based on viewer reactions, the efficacy of advertisements can be evaluated instantly.

Podcasting

With the help of podcasting, broadcast radio or television programs now have a new way to be distributed. Independent producers can now make self-published, syndicated "shows" (Lovelock et. al., 2011, p.179). When fresh "episodes" become available, anyone who has subscribed to a particular feed will instantly receive them. When the advertising message is more targeted, this results in a higher investment return.

Mobile Advertising

These advertisements may be sent by text message, multimedia message (MMS), mobile gaming, video, or even music played before a voicemail message. Through mobile advertising and the usage of a global positioning system, customers can enter shopping malls and receive advertisements from those malls offering coupons or discounts if they visited a certain store within the mall (Lovelock et. al., 2011, p.179).

Web 2.0

Marketers have little control over what is said because content in Web 2.0 is created, updated, and improved by many people and shared freely. Marketing professionals must comprehend Web 2.0, properly incorporate it into their overall marketing strategy, and even occasionally engage in dialogue.

You Tube

YouTube is a popular platform for sharing videos, where registered users can upload videos while unregistered people can watch most videos and comment on them. YouTube statistics helped marketers quickly recognize the benefits of using the platform for marketing messages.

Social Networks and Communities

As social networks have grown in popularity, marketers have started to employ tools to examine the networks within communities in order to find people who might be important in spreading word of mouth about particular services. Marketers must keep in mind that they are in a community where people would not appreciate their intrusion if they were to take advantage of these extensive networks. Therefore, marketers need to think of original ways to include users in these networks.

Unlike most product marketers, service companies often have control over the channels for point-of-sale and service delivery, which presents them with exceptionally potent and economical communication opportunities. Particularly, messages may be delivered by service counters, front-line staff, self-service delivery points, or even consumer training.

Service Outlets

Distributing impersonal messages through banners, posters, signage, pamphlets, video displays, and audio is also an option (Lovelock et. al., 2011, p.178). Because, through the service delivery environment, both intended and unintended messages are conveyed to customers. The servicecape can be designed with the assistance of interior architects and corporate design consultants to coordinate the visual elements of the interior and exterior in order to communicate and reinforce the firm's positioning and to alter the nature of the customers' service experiences in desired ways.

Frontline Employees

Customers may be assisted by frontline staff members in person, over the phone, or by email. Front-line employees communicate through their main service as well as a range of additional services, such as informational exchange, reservation management, money collection, and problem-solving (Lovelock et. al., 2011, p.178).

Self-Service Delivery Points

Self-service delivery points include things like websites, ATMs, and vending machines. Clear signage, detailed instructions on how to use the equipment (perhaps presented through diagrams or animated movies), and user-friendly design are all necessary for promoting self-service delivery (Lovelock et. al., 2011, p.178).

Customer Training

Some organizations, particularly those that sell complicated B2B services, provide formal training programs to get consumers acquainted with the service offering and show them how to use it most effectively (Lovelock et. al., 2011, p.180). Moreover, the frontline staff members who handle service delivery may be given this responsibility. For example, electronic devices like as computer, laptop, smartphone users require this type of training.

Word-of-Mouth (WOM)

People's decisions to purchase (or not to purchase) a service can be strongly influenced by recommendations made by other customers, which are typically regarded as more reputable than firm-initiated promotional initiatives. For instance, several well-known service companies, including Starbucks and the Mayo Clinic, developed strong brands in significant part by relying on the word-of-mouth of their satisfied clients. Chat, social media, and online forums help to spread word-of-mouth in addition to traditional email (Lovelock et. al., 2011, p.181). In fact, word-of-mouth (WOM) is a powerful decision-making tool, and customers will actively seek it out and rely on it, as customers perceive that risk will be higher. Besides, customers with less expertise of a service rely more on word-of-mouth than do knowledgeable customers. Also, even during service interactions, WOM occurs. Customers' conversations with one another regarding a particular feature of the service can have an impact on their behavior and level of happiness (Harris et al., 2004). This information is a key predictor of top-line growth (Reichheld et al., 2003).

Blogs or Web Logs

Blogs are frequently updated web pages with a reverse chronological list of entries. The easiest way to characterize them is as open-ended online blogs, diaries, or news lists where anyone can post anything about anything (Lovelock et. al., 2011, p.183). Their authors typically concentrate on certain subjects, and many of them have emerged as genuine watchdogs and self-declared authorities in their respective disciplines.

Brand Name

Brand names are crucial to the marketing of products and services. It is believed that a powerful brand name will increase consumer preference, raise brand awareness, and help the product succeed (Chan and Huang, 1997). As a matter of fact, many people point out the significance of brand names in consumer assessments of brands because they help consumers recall brand benefits, draw conclusions about products, and make purchasing decisions (Janiszewski and van Osselaer, 2000; Zinkhan and Prenshaw, 1994). They also have a significant impact on reputation and choice (Holden and Vanhuele, 1999). So, it is indisputable that brand names serve as a useful source of information for consumers.

Degeratu et al. (2000) point out that the brand name is given even more weight when there is a shortage of information since it serves as a substitute for insufficient attribute information. The brand name may very well prove to be an essential source of information given the nature of services where consumers have little information at their disposal in their pre-purchase evaluations. Turley and Moore (1995) even argue that because evaluating services can be challenging, the brand name of the service becomes an essential part of the brand and a significant source of information for the consumer.

In essence, each component of marketing communications has a direct and positive relationship with marketing communications. Depending on the service companies or brands, there will be a variety of subdimensions of marketing communications. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the marketing communications components or dimensions.

4.1.3.3 Brand Awareness & Associations

Second dimension of the proposed model (Figure: 32) is brand awareness & associations. Raising brand awareness through increased brand recognition through repeated exposure and strong linkages with the right product category or other pertinent purchase or consumption signals is a crucial step in building brand equity (for brand recall) (Keller et al., 2015).

The more times a customer "experiences" a brand, it by seeing, hearing, or thinking about it, the more likely it is to stick in their memory. Therefore, whatever that introduces a brand element to customers—its name, symbol, logo, character, packaging, or slogan—can raise familiarity and awareness of that brand element Keller et al., (2015, p.49). This includes advertising and promotion, sponsorship and event marketing, publicity and public relations, and outdoor advertising. In general, it is best for marketers to emphasize as many aspects as possible. For instance, Brac Bank uses its name, the "Unwavering Trust" slogan, logo- a recognizable emblem, and its well-known jingle in TV advertisements to increase awareness.

The majority of conceptual frameworks of brand equity emphasize the importance of awareness. Due to consumers' propensity to acquire well-known brands, which increases the company's profitability and sales, brand awareness leads to a high degree of purchase (Baldauf et al., 2003). The anchor that allows various associations to be connected to the brand is provided by brand awareness. The most widely acknowledged part of brand equity is probably brand associations or brand image. Strong associations with a brand help create a specific brand image. Brand associations are defined by Aaker (1991) as "anything linked in memory to a brand" and brand image is defined as "a set of [brand] associations, usually in some meaningful way" (p. 109). Product attributes, consumer benefits, uses, lifestyles, product classes, competitors or rivals, and countries of origin are a few examples of brand associations (Aaker 1991; Aaker 1992, 31).

On the other hand, Srivastava, and Ruekert (1994), mentioned that associations might be either concrete, functional, or intangible, depending on the context. A significant portion of Keller's (1998) model illustrates, different sorts of brand connections in the form of both product-related and non-related qualities. The components of the primary product (or primary service) function that consumers seek for are essentially what are referred to as product-related qualities. The process of the primary service is referred to by the service-related qualities in the context of services. For instance, when dining out, the customer pays for the food. To put it another way, they are paying for the act of cooking their food. The cost of the service, the location where the meal is prepared and placed on the customer's table, and the manner in which restaurant staff serve the food are all outside of the process itself. Food preparation, kitchen cleanliness, and staff skill in the kitchen are all internal to the process.

However, non-product-related traits are all other characteristics that are unrelated to how the product or service works or how it is delivered. Keller (1993) divided these non-product-related variables into four groups in his initial model: price, packaging, user imagery, and usage imagery. His revised classification of non-product-related qualities in (1998) research, however, divided them into price, user and usage images, brand personality, feelings, and experiences. This adjustment was made in response to a move in the literature on branding toward elements like brand personality and sentimental influences (Aaker, 1997; Edell and Burke, 1987; Laroche et al., 1996). On the other hand, due to the fact that it is not linked, when it comes to the acquisition or use of a good or service, price is a trait that is unrelated to the product. (Keller, 1993, 1998). Moreover, Price does not necessarily correspond to how well a product or service performs. Essentially, it has been determined that price is a significant association in the evaluation of the brand image and a strong quality indication (Arora and Stoner, 1996; Lassar et al., 1995; Rao and Munroe, 1989).

Similarly, brand personality and user/usage imagery are added as attributes unrelated to the product (Keller, 1998). Brand personality is the collection of human traits connected to a brand (Aaker, 1997). Brands can be identified by personality traits or adjectives like as young, energetic, extroverted, powerful, or sophisticated (Keller, 1998). To put it another way, it is possible to portray and represent the brand personality using both psychographic and demographic traits. (Aaker, 1997), offering a structure that allows for the positioning of the brand in the minds of customers. Brand personalities are especially utilized to reflect the personality traits of the target market, identifying with that market and drawing in those who view that personality as ideal (Malhotra, 1988; Sirgy, 1982). A strong brand personality is said to heighten emotional connections with the brand, boost preference and patronage, and cultivate loyalty and trust (Biel, 1992; Siguaw et al., 1999).

Brand extensions are more likely to be relevant to customers with higher brand association levels. Moreover, in addition to marketing activities, there are other ways that consumers might associate brands.: like as direct experience; online surfing; through information from other commercial or nonpartisan sources such as Consumer Reports or other media vehicles; word of mouth; and by assumptions or inferences consumers make about the brand itself, its name, logo, or identification with a company, country, channel of distribution, or person, place, or event (Keller et al., 2015, pp.51). For example, experiencing the buying of a shirt will be completely different from buying service; medical treatment like gall bladder operation.

In essence, each component of brand awareness & associations have a direct and positive relationship with brand awareness & associations. Depending on the service companies or brands, there will be a variety of subdimensions of brand awareness & associations. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the brand awareness & associations elements or dimensions. Furthermore, Yoo and Donthu's (2000) mentioned that brand association and awareness will be merged as one dimension, rather than studying brand association as a distinct dimension, as the development of brand awareness was necessary for brand association (Aaker and Alvarez del Blanco, 1995). Additionally, practically all earlier research, according to Torres (2014), did not distinguish between brand association and awareness. Therefore, the dimensions of brand awareness and brand association are frequently integrated into one (Gil, et al., 2007; Washburn and Plank, 2002).

In essence, all sub-dimensions of brand awareness & associations have a direct and positive relationship with brand awareness & associations. Depending on the service companies or brands, there will be a variety of subdimensions of brand awareness & associations. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the brand awareness & associations dimensions.

4.1.3.4 Service Quality

The third element of the proposed model (Figure: 32) is service quality. Consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service comparative to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Since perceived quality is a summarizing construct, it is fundamentally impossible to determine perceived quality objectively (Aaker 1991, 85-86). That means it is a mixture of several elements like as service quality. On the other hand, the sub-dimensions of company’s presented brand besides external brand communications of Berry’s (2000) model are matched with the sub-dimensions of tangibles of SERVQUAL (1988) model. Additionally, the sub-dimensions of customer experiences with the company of Berry’s (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

Early research on the subject of service quality (Gronroos, 1982; Lehteinen and Lehtinen, 1982; Lewis and Booms, 1983; Sasser, Olsen; and Wyckoff, 1978) has suggested that service quality is determined by contrasting what customers believe a service provider ought to offer their actual performance with their expectations. On the other hand, how effectively the level of service provided satisfies customer expectations is a measure of service quality and meeting customer demands consistently is a necessary part of providing exceptional service (Lewis and Booms, 1983).

A significant multi-sector study undertaken by Parasuraman, Zeithaml, and Berry (hence referred to as PZB) provided evidence supporting the idea that the expectations-performance gap affects service quality (1985). Twelve consumer focus group interviews were conducted for this study, three for each of the four types of services (retail banking, credit cards, stock brokerage, and appliance repair and maintenance). Based on central ideas from the focus groups, PZB (1985) formalized the definition of service quality as the extent and direction of the gap between consumers' expectations and judgments of the quality of the services they receive. According to PZB's (1985) customer focus group research, outcome and process aspects both affect how customers perceive service quality over time.

Early research on the subject of service quality (Gronroos, 1982; Lehteinen and Lehtinen, 1982; Lewis and Booms, 1983; Sasser, Olsen; and Wyckoff, 1978) has emphasized that the process of evaluating a service provider's quality involves comparing its actual performance with what customers believe the provider should offer (i.e., their expectations).

4.1.3.4.1 Dimensions of Service Quality

A hierarchy-based construct of service quality with a number of sub-dimensions has been extinguish by a number of authors (Dabholkar et al., 1996; Brady and Cronin, 2001; Gounaris, 2005; Caro and Garcia, 2007; Wilkins et al., 2007).

Table: 7 Dimensions of Service Quality

RELIABILITY involves consistency of performance and dependability.
It means that the firm performs the service right the first time.
It also means that the firm honors its promises. Specifically, it involves:
- accuracy in billing;
- Keeping records correctly;
- Performing the service at the designated time.

RESPONSIVENESS concerns the willingness or readiness of employees to provide service. It involves timeliness of service:
- mailing a transaction slip immediately;
- Calling the customer back quickly;
- Giving prompt service (e.g., setting up appointments quickly).

COMPETENCE means possession of the required skills and knowledge to perform the service. It involves:
- knowledge and skill of the contact person;
- Knowledge and skill of operational support personnel;
- research capacity of the organization, e.g., security brokerage firm.

ACCESS involves approachability and ease of contact. It means:
- the service is easily accessible by telephone (lines are not busy and they don't put you on hold);
- waiting time to receive service (e.g., at a bank) is not extensive;
- convenient hours of operation;
- convenient location of service facility.

COURTESY involves politeness, respect, consideration, and friendliness of contact personnel (including receptionists, telephone operators, etc.). It includes:
- consideration for the consumer's property (e.g., no muddy shoes on the carpet);
- the clean and neat appearance of public contact personnel.

COMMUNICATION means keeping customers informed in a language they can understand and listening to them. It may mean that the company has to adjust its language for different consumers-increasing the level of sophistication with a well-education customer and speaking simply and plainly with a novice. It involves:
- explaining the service itself;
- explaining how much the service will cost;
- explaining the trade-offs between service and cost;
- assuring the consumer that a problem will be handled.

CREDIBILITY involves trustworthiness, believability, and honesty. It involves having the customer's best interests at heart. Contributing to credibility are:
- company name;
- company reputation;
- personal characteristics of the contact person;
- the degree of hard sell involved in interactions with the customer.

SECURITY is freedom from danger, risk, or doubt. It involves:
- physical safety (Will I get mugged at the automatic teller machine?);
- financial security (Does the company know where my stock certificate is?);
- confidentiality (Are my dealings with the company private?).

UNDERSTANDING/KNOWING THE CUSTOMER/EMPATHY involves making the effort to understand the customer's needs. It involves:
- learning the customer's specific requirements;
- providing individualized attention;
- recognizing the regular customer.

TANGIBLES includes the physical evidence of the service;
- physical facilities;
- the appearance of personnel;
- tools or equipment used to provide the service;
- physical representations of the service, such as a plastic credit card or a bank statement;
- other customers in the service facility.

Source: Adapted from Parasuraman et al., (1988)

The 10 dimensions' descriptions and examples imply that some of them might be related to one another (Parasuraman et al., 1985). In the final set of five SERVQUAL dimensions, three of the original ten dimensions were still present. These three parameters included the tangibles (four items), the reliability (five items), and the responsiveness (with four items). Two larger dimensions were formed out of the remaining seven original dimensions. PZB assigned these two dimensions the names assurance (with four items) and empathy based on the substance of the items that fell under them (with five items).

Parasuraman et al., (1988) mentioned, five dimensions as:

Tangible

Tangibles comprises appearance of physical facilities, equipment, personnel, and communication personnel (Parasuraman et al., 1988). According to reports, clients prefer the banking industry's tangible measures of service quality (Jabnoun and Al-Tamimi, 2003). Delivering additional tangible and intangible components of the core products would allow the bank to build relationships with its clients (Zineldin, 2005).

Reliability

Reliability comprises the capacity to deliver the promised service dependably and accurately (Parasuraman et al., 1988). Along with outstanding customer service, staff attitude, expertise, and skills, reliability is a crucial component in assessing a product's quality (Walker, 1990). According to research, most customers consider service reliability to be the "core" of their experience. Managers should take advantage of every chance to foster a "do-it-right-first" mentality (Berry et al. 1990).

Responsiveness

Responsiveness comprises eagerness to assist customers and deliver prompt service (Parasuraman et al., 1988). Customers in servicer firms are extremely attentive to the working conditions for staff (Brown and Mitchell, 1993). It was discovered that improved customer service quality was produced when employee skill and client expectations were properly matched (Gollway and Ho,1996). Problem-solving and service recovery (Hart et al., 1990; Dabholkar et al., 1996; Swaanson and Kelly, 2001). Overall consumer satisfaction with Malaysian bank services was a result of precise communication, proper service delivery, and effective dispute management (Nelson, 2006). According to ratings, responsiveness is the most important aspect of service quality (Tahir and Abubakar, 2007).

Assurance

The ability of employees to inspire confidence and trust, along with their competence and courtesy, constitute assurance. Assurance is basically a combination of the original dimensions of competence, courtesy, credibility, and security (Parasuraman et al., 1988). Assurance, along with dependability and responsiveness to customer needs, is a critical component of service quality (Parasuraman et al. 1988). Assurance has a significant impact on client satisfaction, which generates favorable word-of-mouth results (Arasli et al., 2005). By assuring trustworthiness and a real dedication to service offering, banks may increase client satisfaction (Nelson and Chan, 2005). According to research, commitment and trust are essential components of consumer happiness (Nelson, 2006).

Empathy

Empathy comprises caring, individualized attention the firm provides its customers. Empathy represents the remaining dimensions of access, communicating with and comprehending the customer (Parasuraman et al., 1988). It is hypothesized that employees' dedication to providing high-quality services, ability to resolve issues amicably, and effective service provision led to satisfied clients for long-term gains (Nelson and Chan, 2005). According to reports, consumers of commercial banks in Malaysia's least desired component of service excellence is empathy (Tahir and Abubakar, 2007).

So, even though SERVUQL only has five dimensions, they capture the essence of the original 10 dimensions. Service quality dimensions are then, dependent on a variety of unique associations, each of which differs in how well it corresponds to the actual service experience (Berry, 1993).

Academic scholars are very interested in service measurement because to the SERVQUAL instrument. The tool has been created to be usable across a wide range of services. By include statements for each of the five service-quality characteristics, it thereby offers a fundamental framework. The skeleton can be enlarged or changed as needed to accommodate the special needs or features of a given institution for research. The best way to use SERVQUAL is in combination with other techniques for measuring service quality and for routinely tracking service quality fluctuations (Parasuraman et al., 1988) (emphasis added; pp. 30–31). It is evident that the total number of dimensions varied according to the nation and the state of the service.

Therefore, increasing service productivity and raising service quality are frequently two sides of the same coin with enormous potential to raise value for both the organization and its clients. Delivering high-quality, satisfied service to clients in a method that is economical for the business is a major problem for many service industries. Instead of working against one another, approaches to raising productivity and service quality can be combined. Few organizations can afford to spend more money (i.e., permit lower productivity) for greater quality in an environment of constant innovation and competitive marketplaces. Therefore, the objective is to find solutions that simultaneously boost production and service quality.

As, according to a number of scholars, a variety of quality sub-dimensions are combined to form service quality, making it both a multilevel and multidimensional phenomenon (Dabholakar et al., 1996; Brady and Cronin, 2001; Wilkins et al., 2007). Consequently, one may assert that each of the service quality subdimensions, has a direct and positive impact on the service quality dimension. Essentially, there is a clear and positive correlation between service quality and each of its subdimensions. Depending on the service companies or brands, there will be a variety of subdimensions of service quality. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the service quality dimensions.

4.1.3.5 Customer Satisfaction

The fourth element of customer-based service brand equity (Figure: 32) is customer satisfaction. One of the main objectives of marketing activity is to increase customer satisfaction (Holbrook, 1994). It is also known as a significant element influencing consumers' retention rates is their level of satisfaction (Cronin et al., 2000a; Jin, Lee, & Huffman, 2012). Several theories, including Expectation Disconfirmation, Equity Theory, and Comparison-Level Theory, can be utilized to explain customer satisfaction (Skogland & Siguaw, 2004; Yi, 1990). Expectancy-Disconfirmation Theory, according to academics (Ekinci, Dawes, & Massey, 2008; Lovelock, Patterson, & Walker, 2001), is the most important and is universally recognized. Expectation, performance, disconfirmation, and satisfaction are the four components covered by this theory (Lewin, 1938). A customer's pre-consumption view of products and services is known as the expectation construct (Barsky & Labagh, 1992) whereas the foundation of the consumer's view of goods and services is performance (Sinha & DeSarbo, 1998).

Several studies have examined the significance of customer satisfaction. Satisfaction is described by Kotler (2000) as the satisfaction or dissatisfaction a person experiences after evaluating a product's perceived performance (or result) against their expectations. According to Hoyer and MacInnis (2001), satisfaction can be connected to emotions including acceptance, happiness, relief, excitement, and delight. Customer satisfaction is influenced by a variety of things. These elements, according to Hokanson (1995), include courteous and friendly staff, competent and helpful staff, accurate billing, timely billing, competitive price, high-quality service, good value, and clear billing. Organizations must be able to fulfill the demands and wants of their consumers in order to achieve customer satisfaction (La Barbera and Mazursky, 1983). Customers' needs express how deprived they feel (Kotler, 2000). Customers' wants, however, refer to "the form taken by human needs as they are shaped by culture and individual personality," as stated by Kotler (2000).

One of the most common topics of research in marketing is customer satisfaction, which is essential for long-term business performance (e.g., Jones & Suh, 2000; Pappu & Quester, 2006). Given that customer satisfaction has been identified as a critical component of long-term corporate success, a significant portion of study on the subject focuses on how it affects consumers' post-consumption assessments, including behavioral and attitude loyalty (Cooil, Keiningham, Aksoy, & Hsu, 2007). It is well acknowledged that satisfied customers are more loyal to a company over time and less price sensitive than unsatisfied customers (Dimitriades, 2006).

Consumer satisfaction, according to Rodriguez del Bosque and San Martin (2008), is both cognitive and emotional. Although there are many other definitions of satisfaction in the literature, transaction-specific and overall satisfaction are at least two that are frequently used. Transaction-specific satisfaction is an assessment made right after a transaction and, as such, is an emotional response to the most recent interaction with a company (Oliver, 1993). According to the transactional-specific method, pleasure happens after a single interaction with the service provider (such as satisfaction with a specific employee) at the post-consumption stage (Jones & Suh, 2000). However, Tahir and Abu-Bakar (2007) discovered that cumulative satisfaction relates to a customer's overall assessment of their total customer experience from the beginning to the present.

Gustafsson et al. (2005) go on to say that the measure of how customers evaluate a business organization's service is customer satisfaction. According to Hekkert et al. (2009), Wu (2011), Aiello et al. (2003), and Zavare et al. (2010), satisfied customers are a company's current best ambassadors because their satisfaction can influence the word-of-mouth effect for the specific enterprise, which ultimately attracts more customers for the business. In addition to being seen as a consumer's desired outcome after using a service, satisfaction is also seen as a business objective in order to increase customer retention and generate revenue (Cronin, Brady, & Hult, 2000a; McDougall & Levesque, 2000).

The necessity of achieving high client satisfaction as the ultimate goal of service businesses cannot be disputed. Satisfaction, is characterized as an emotional response to service characteristics and service information, is the initial response to the service experience. There is a claim that the customer's overall satisfaction with the service brand is influenced by the service experience. The argument goes that customer satisfaction with the service brand as a whole is influenced by the client's service experience (Chen, 2001). Literature demonstrates that a number of brand aspects are closely related to satisfaction in terms of service brand triggers such brand equity (Grace, D., & O’Cass, A. (2001). There is also evidence to support the claim that a number of brand equity dimensions, including services cape (Berry, 2000), core service, employee service, and feelings evoked during service consumption, directly influence customer happiness and service quality in a variety of service settings (Babin, 1999).

A conceptual model was developed by Zeithaml et al. in 2008 that shows how customer loyalty, satisfaction, and service quality are related in a single frame. The model suggests that reliability, assurance, responsiveness, empathy, and tangibles are the results of service quality. The level of service and product quality, the cost, as well as personal and contextual factors, all have an impact on customer satisfaction.

While service quality and customer satisfaction share some similarities, service quality focuses explicitly on aspects of the service whereas happiness is typically seen as a more general notion. This viewpoint contends that perceptions of service quality are part of customer satisfaction. So, customer satisfaction and service quality are two distinct variables that are related to one another, according to researchers like Berry et al. (1988), Dabholkar et al. (2000), Oliver (1993), Parasuraman et al. (1986, 1994), Schneider and White (2004), and Spreng and Mackoy (1996). While service quality refers to a general or comprehensive attitude toward the excellence of the service, consumer satisfaction is tied to a specific transaction. This suggests that satisfaction is more situational (Parasuraman et al. 1986). Service quality, according to Schneider and White (2004), is a customer's assessment of the service itself, which is descriptive and factual, whereas satisfaction is more of an assessment of how the service affects the customer emotionally, which is more evaluative generally based on emotion. Further investigation revealed that it may be more accurate to see service quality as an antecedent of client satisfaction (Oliver 1993, Parasuraman et al. 1994, Spreng and Mackoy 1996, Dabholkar et al. 2000). Since they discovered empirical data demonstrating that customer satisfaction is a predicate of service quality, Spreng and Mackoy (1996) adapted an Oliver (1993) model. To put it another way, the Spreng and Mackoy (1996) model suggests that customer satisfaction is an effect of service quality.

In essence, each of the sub-dimension of customer satisfaction has a direct and positive relationship with customer satisfaction. Depending on the service companies or brands, there will be a variety of subdimensions of customer satisfaction. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the customer satisfaction dimensions.

4.1.3.6 Brand Loyalty

The fifth element of the customer-based service brand equity model (Figure: 32). In many service research and customer satisfaction models, intentions, which are arbitrary judgments about how a person will behave in the future, are typically used as dependent variables (Boulding et al., 1993; Soderlund and Ohman, 2003). This implies that intention is a complex variable and must be influenced by independent variables. On the other hand, repurchase intent was acknowledged as a valid service outcome by Butcher (2005) and was also viewed as a quantifiable outcome. As opposed to Soderlund and Ohman (2003) who view repurchase intentions as expectations. In general, repurchase intention the person's assessment, considering their current circumstances and expected future ones, of purchasing a specific service from the same company again (Hellier et al. 2003). Therefore, repurchasing a brand is not the same as being devoted to it. Situational considerations or a lack of brand preference on the part of the customer may cause repurchase. Repeat business is thus one of the results but by no means the key to establishing loyalty. When a customer actively promotes a brand without receiving compensation, brand loyalty has been formed. Marketers should be interested in the factors influencing loyalty as well as repurchase itself.

In a business context, according to McIlroy and Barnett (2000), a customer's dedication to doing business with a specific company, regularly using their goods and services, and endorsing them to friends and associates is now referred to as loyalty. On the other hand, Customer loyalty entails, according to Anderson and Jacobsen (2000), the outcome of a company providing a benefit to a customer in order to keep or increase their purchases from the company. They claimed that genuine customer loyalty is developed when a customer actively promotes a business without receiving remuneration.

Besides, customer loyalty is a strong desire to continuously purchase or use a favored good or service in the future, even in the face of external factors and marketing campaigns that might convince one to make a switch (Oliver, 1997). Sirohi et al. (1998) also recommended using consumer loyalty, such as repurchase intentions, intention to buy more items in the future, and intention to recommend products to others, to quantify purchase intents. As seen from the definition above, there is no distinction between brand loyalty and customer loyalty. Customer or brand loyalty is a more sophisticated concept and include a broader meaning than patronage, behavioral, and repurchase intentions.

Fundamentally, the following criteria can be used to define brand loyalty: (1) vowed to make deliberate, non-random purchases, (2) behavioral response or purchase intention, (3) repeated purchase over time, (4) by some decision making unit, (5) with respect to one or more alternative brands out of a set of such brands, (6) which is a function of psychological (decision making, evaluative) processes leading to brand commitment (Jacoby and Chestnut) (1978, pp. 80-81).

For the following reasons, Bloemer et al. (1998) declared that service loyalty was not affected by the results in the field of brand loyalty: In contrast to product loyalty, service loyalty depends on the growth of interpersonal bonds. When it comes to services, perceived risk has a higher impact. The impact of perceived risk is stronger in the case of services. In this study, a customer-based brand equity model (Figure: 32) for service organizations is created in consideration of the distinctive features of services that set them apart from products. Therefore, this model will adequately fit service loyalty dimensions. Therefore, the brand loyalty concept will be used in this research instead of patronage, behavioral, repurchase intentions and service loyalty.

Loyalty grows over time as a result of a consistent track record of meeting and occasionally even exceeding client expectations (Teich, 1997). According to Kotler et al. (1999), keeping a current customer satisfied may cost five times as much as acquiring a new one. Loyalty, according to Zeithaml et al. (1996), is a multi-dimensional construct that encompasses both positive and negative reactions. A devoted consumer is not always a happy customer, though. Colgate et al. (1996) also pointed out that the relationship between customer desertion and loyalty is not always the same. As opposed to Levesque and Mc Dougall's (1993) assertion that about half of customers would still do business with the company even if an issue was not fixed. This could be as a result of switching costs, a lack of perceived differentiation between alternatives, location-based choice restrictions, financial or time restraints, habitual inertia unrelated to loyalty, or time or resource limitations (Bitner, 1990; Ennew & Binks, 1996).

Prior to attracting new consumers, Walsh et al. (2005) suggested that it is more beneficial to take care of the existing client base. Gee et al. (2008) listed the following benefits of client loyalty: a devoted customer pays less for service than a new one, will pay more for a certain set of goods, and finally, a devoted consumer will serve as a marketing ambassador for the business. Approaches that build a good mindset and the behaviors that go along with-it foster loyalty. One aspect of loyalty is the sharing of knowledge, which acts as a vital link between thoughts and actions. Information sharing with the service provider is more likely to occur with loyal clients. The importance of managing loyalty comes from the fact that it entails controlling both behavior and attitude. Levesque and McDougall (1996) noted that a retail bank can lower its service costs (i.e., customers don't open or close their accounts) and better serve its customers' needs by rewarding loyalty while allows for the cross-selling of both new and existing goods and services.

In the service setting, intangible qualities like trustworthiness and reliability are crucial for preserving customer loyalty (Dick and Basu, 1994). The two dimensions of loyalty were defined by Dick and Basu in 1994. (relative attitude and repeat patronage behaviour) and four types of loyalty; loyalty (positive relative attitude, high repeat patronage), latent loyalty (positive relative attitude, but low repeat patronage), spurious loyalty (low relative attitude toward customers, high rates of repeat business), and no loyalty (low on both dimensions). Additionally, according to De Ruyter et al. (1997), service loyalty is a multi-dimensional construct made up of the three dimensions of choice loyalty, price indifference loyalty, and displeasure responsiveness. Many scholars contend that commitment and trust ought to be included as loyalty dimensions (e.g., Baloglu, 2002; Bendapudi & Berry 1997; Morgan and Hunt 1994; Sudhahar et al. 2006; Alhabeeb, 2007).

In essence, each sub-dimensions of brand loyalty have a direct and positive relationship with brand loyalty. Depending on the service companies or brands, there will be a variety of subdimensions of brand loyalty. Before conducting quantitative research to determine service brand equity, it is advisable to conduct an exploratory study of a particular service brand, in order to uncover the brand loyalty dimensions.

4.1.3.7 Brand Equity

The concept by Brady, Cronin, Fox, and Roehm (2008) is noteworthy because it distinguishes between brand equity and brand loyalty. Conceptually, brand equity is larger because it includes brand image (such as customer opinion of service quality) and brand familiarity. The idea of brand loyalty as a behavioral construct connected to intentions for repeat purchases has existed for a long time. Brand equity, in contrast, refers to a positive attitude that may or may not translate into purchase behavior. Therefore, rather than being a component of brand equity, behavioral intentions are one of its effects.

Brand equity is a crucial idea for contemporary businesses, and for more than ten years, academics have been interested in and researching it. Since a brand can create more sales volume and/or higher margins attributable to brand equity, it can give a business a competitive edge (Belch et al., 2015). The capacity of outstanding brands to command premium prices from both consumers and investors makes brand equity as important an asset as factories, patents, and cash to businesses. In order to market their brands, many businesses have historically relied heavily on mass media advertising (Belch and colleagues, 2015).

However, Bharadwaj et al. (1993) assert that brands are especially significant in the services industry because consumers of services face more complex issues than those of other industries. Customers frequently struggle to evaluate the quality and substance of services before, during, and after use (Krishnan and Hartline, 2001). As a result, using and purchasing services entails risk. However, the use of brands can significantly lower this risk (Bharadwaj et al., 1993), because they enhance how consumers can mentally process service features (Onkvist and Shaw, 1989). In other words, branding makes services more tangible.

Keller (1993) defined CBBE as "the differential effect of brand knowledge on consumer response to the marketing of the brand”. Previous studies have revealed that CBBE increases loyalty to brands and their products (K. L. Keller 1993; Moradi & Zarei 2012), it fosters potential for brand extension, protection from competitors, powerful communication, and increased consumer preferences (Aaker 1991; Allaway et al. 2011; Buil et al. 2008). Additionally, CBBE directly influences consumers' psychological evaluation of a brand by increasing their willingness to pay higher costs (Aaker & Biel 1992; Aaker 1991; K. L. Keller 1993; Kim & Kim 2005; Styles & Ambler 1995; Tauber 1988), increases the quality of goods and services (Fombrun 1996), as well as the competitive advantage and sustainability of cash flow (Srivastava & Shocker 1991; Szymanski et al. 1993).

Despite gaining a lot of attention from academics and professionals, there remains disagreement about the most effective metrics for capturing this complex concept (Mackay 2001; Raggio & Leone 2007). For conceiving and quantifying brand equity, there are numerous options. A framework with a managerial perspective on brand equity was proposed by Aaker (1991). With his paradigm, Keller (1993) established a psychological, memory-based view of brand equity. In order to measure and comprehend brand equity, Park and Shrinivasan (1994) created a survey-based method that included the ideas of Aaker and Keller. Krishnan (1996) expanded on Keller's concept by identifying numerous connections that underlie consumer-based brand equity using a memory-based view of brand equity. The paradigm developed by Erdem and Swait (1998) offered an alternative perspective on this subject and was based on economic data and the signaling theory. By defining brand equity's aspects and its antecedents, Yoo and colleagues expanded Aaker's approach in (2000). By creating and confirming metrics of the components of CBBE, Netemeyer (2004) improved Keller's framework view of brand equity. In the past ten years, brand awareness, brand association, perceived quality, and brand loyalty have all been used to evaluate consumer-based brand equity. In a subsequent study, Kim et al. (2008) identified brand awareness, brand loyalty, relationship commitment, and trust as the key determinants of healthcare branding. The research shows that the key elements of service brand equity are quality, loyalty, image, association, and awareness. On the other hand, Berry (2000) created a model for service branding. He claimed that numerous dimensions are necessary in order to develop a service brand-company's presented brand, external brand communications, customer experience with company, brand awareness, brand meaning and brand equity. He also incorporated the idea of brand awareness and brand meaning from Keller (1993) and Aaker's (1991) model.

The forgoing review of the literature discloses that brand equity can be considered as a decision-making perception, as a monetary intangible asset, as an affiliation concept or as a customer-oriented notion from the viewpoint of the individual consumer. Furthermore, no single number of concepts express brand equity. In fact, brand equity should be assumed as a multi-dimensional concept. Therefore, in this research, customer-based service brand equity model (Figure: 32) is proposed. This model consists of several dimensions and each of them directly and positively have an impact on brand equity. Marketing communications have a direct and positive impact on brand awareness & associations and brand equity. Service quality have an impact on brand awareness & associations, customer satisfaction and brand equity. Finally, marketing communications, brand awareness & associations, service quality, customer satisfaction and brand loyalty have a direct and positive impact on brand equity.

4.1.3.8 Hypothesized Relationships of Customer Based Service Brand Equity Model

4.1.3.8.1 H_1: There is a positive impact of marketing communications on brand awareness and associations.

The development of brand awareness and a favorable brand image is made possible by effective marketing communication (Madhavaram et al., 2005). These eventually come together to build the brand knowledge structures, which in turn set off the unique reactions that make up brand equity. Brand communication raises the likelihood that the brand will be included in the customer's evoked set by raising brand awareness and associations with items (Cobb-Walgren et al. 1995). Additionally, marketing communication can influence brand associations, which, when retained in memory, translate into "nonconscious yet trustworthy behavioral predispositions" (Krishnan 1996). Therefore, brand awareness and brand associations are influenced by marketing communications. Moreover, in keeping with Yoo and Donthu's research (2000), brand association and awareness will be merged as one dimension, rather than studying brand association as a distinct dimension, as the development of brand awareness was necessary for brand association (Aaker and Alvarez del Blanco, 1995). This paragraph indicates a possible hypothesis-

H_1: There is a positive impact of marketing communications on brand awareness and associations.

4.1.3.8.2 $H_{2:}$ There is a positive impact of marketing communications on brand equity.

Kotler et al., (2009, p.460), mentioned that brand equity is influenced through marketing communications activities like advertising, sales promotions, events & experiences, public relations & publicity, interactive marketing, direct marketing, word-of-mouth marketing and personal selling. Therefore, brand equity is affected by marketing communications, which (marketing communications) also influenced by sales promotions, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling activities. There is a wealth of evidence in the literature that demonstrates sponsorship, advertising (Cobb-Walgren et al., 1995), and other alternative forms of communication (Joachimsthaler, et al., 1997) all have an impact on brand equity. Therefore, it is necessary to ascertain how marketing efforts relate to the aspects of brand equity in order to generate, manage, and exploit brand equity. However, brand equity increases sales in a variety of ways, including by raising customer awareness of the brand, establishing good connections with the brand image in their memories, evoking favorable brand judgments or feelings, and/or fostering a closer consumer-brand relationship.

Rajh & Dosen (2009) investigate how different marketing mix components impact service brand equity. The most important aspects of this work are the findings on how various factors affect service brand equity in various ways and how crucial it is to approach service brand development strategically.

As noted by Schultz (2004b), brand equity is created by managing brand equity relationships across the marketing communication mix rather than only through standalone types of communication (like advertising or public relations). Furthermore, Naik et al. (2003) came to the conclusion that by adopting a marketing communication mix approach, marketers may use the synergy between various communication vehicles to increase brand equity across a variety of goods and services. These paragraphs indicate a possible hypothesis-

$H_{2:}$ There is a positive impact of marketing communications on brand equity.

4.1.3.8.3 H3: There is a positive impact of brand awareness & associations on brand equity.

The core purpose of presented brand communications is to reinforce the brand. Coordinated and controlled communication messages lead to brand awareness, customer's recall and recognition of the brand. The higher and more positive the brand awareness, the robust the brand image and the more distinctive the brand equity of a service company has (Berry, 2000).

As they can be a symbol of quality and commitment and assistance, consumers in considering the brand at the moment of purchase, brand associations that increase brand awareness are positively correlated with brand equity and encourage good brand behavior (Yoo et al., 2000). Furthermore, in keeping with Yoo and Donthu's research (2000), brand association and awareness will be merged as one dimension, rather than studying brand association as a distinct dimension, as the development of brand awareness was necessary for brand association (Aaker and Alvarez del Blanco, 1995). Additionally, practically all earlier research, according to Torres (2014), did not distinguish between brand association and awareness. Therefore, the dimensions of brand awareness and brand association are frequently integrated into one (Gil, et al., 2007; Washburn & Plank, 2002).

To determine the effect of brand associations on brand equity, Faircloth et al. (2001) experimented with a variety of brand association variables. They have concluded that marketers ought to management viewpoint to persuade the associations, as doing so will result in a shift in brand equity. Furthermore, Rio et al. (2001), underlined the importance of brand associations in building and managing brand equity. Customers' strong favorable connections with the brand are indicated by high brand equity in this regard (Yoo et al., 2000; Atilgan et al., 2005; Rajh & Dosen, 2009; Kumar et al., 2013). These paragraphs indicate a possible hypothesis-

$H_{3:}$ There is a positive impact of brand awareness & associations on brand equity.

4.1.3.8.4 H_4: There is a positive impact of service quality on brand awareness & associations.

Keller et al., (2015) point out that the role of direct experience in creating when customers can precisely comprehend a brand's attribute or benefit association, it has the greatest influence on their decision-making. For example, experiencing buying a shirt will be completely different from buying a service; or medical treatment like a gall bladder operation.

On the other hand, brand meaning is the throng of customers' associations or customer experience with the brand. Brand meaning mainly originates from customer experience (Berry, 2000). Therefore, customer experiences are the total artefact of a service-based organization. As the executive vice president of global advertising at American Express clearly states, "Service brands are not created solely in advertising. In fact, much of a brand's equity stems from the direct consumer experiences with the brand" (Bell and Leavitt, 1998). These experiences become tremendously persuasive. If customers' service experiences differ from the presented brand communications, customers will believe that their experiences are not as the advertising claims.

The notion of the type of user of a product or service is covered by user imagery, though (Keller, 1998). The elements can develop from the consumer's own experience or personal interactions with brand users. The consumer's desire to boost self-image (Fournier, 1998; Hogg, Cox & Keeling, 2000; Sirgy, 1986). Usage imagery, on the other hand, illustrates the context in which a brand is used, such as the time of the day, year, location, or activity. Overall, user and usage imagery portray the typical customer of the good or service in the place in which they are used (Biel, 1992; Sirgy et al., 1997). Brand personality is frequently developed based on the perceptions included in these imageries (Plummer, 2000).

Keller (1998) claimed that sentiments and experiences, which are now significant in customer evaluations of brands, are non-product-related qualities (Batra & Ray, 1986; Edell & Burke, 1987). Padgett & Allen (1997) point out that experience has a substantial impact on how well service brands are evaluated in the context of services. According to Padgett and Allen (1997), the simultaneous production and consumption of services results in the service experience influencing the consumer's perception of a brand by actively creating meaning around the behaviors, thoughts, and emotions that arise during consumption.

As previously mentioned, brand associations are synonymous to brand meaning and brand image. Similar to this, service quality and customer experience are considered to be interchangeable terms. These paragraphs indicate a possible hypothesis-

H_4: There is a positive impact of service quality on brand awareness & associations.

4.1.3.8.5 H_5: There is a positive impact of service quality on brand equity.

Consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker & Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches the definition of service quality. Perceived quality cannot essentially be impartially determined- because perceived quality itself is a summary construct (Aaker 1991, 85-86). That means it is a mixture of several elements like service quality. On the other hand, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard, customer experiences and service quality and perceived service quality as one dimension or construct.

However, it is surprising that during the past ten years, very few researchers have empirically investigated the link between consumer-based brand equity and perceived service quality in service contexts (He & Li, 2011; Jensen and Klastrup, 2008; Roberts and Merrilees, 2007). Given that, it gives consumers a reason to choose one brand over another, service quality is thought to be a significant and direct antecedent of consumer-based brand equity (Pappu et al., 2005). He and Li (2011) were successful in establishing a positive and direct link between overall service quality and a service brand's consumer-based brand equity. Yoo et al. (2000) were the first to empirically investigate a connection between perceived quality and consumer-based brand equity. Chahal et al. (2012) conducted research in the health care sector and discovered a substantial association between perceived service quality and brand equity. These paragraphs indicate a possible hypothesis-

H_5: There is a positive impact of service quality on brand equity.

4.1.3.8.6 H_6: There is a positive impact of service quality on customer satisfaction.

Customer satisfaction and service quality have been regarded as two separates but closely connected notions in marketing literature. These two concepts have a favorable relationship with one another (Beerli et al., 2004). Parasuraman et al., (1988) defined service quality and customer satisfaction, "satisfaction is tied to a specific transaction, but service quality is a global judgement, or attitude, referring to the superiority of the service." The majority of study discovered that customer satisfaction is a predictor to service quality (Bedi, 2010; Kassim & Abdullah, 2010; Kumar et al., 2010; Naeem & Saif 2009; Balaji, 2009; Lee & Hwan, 2005; Athanassopoulos & Iliakopoulos, 2003; Parasuraman et.al, 1988).

Consumer satisfaction is a predicate of service quality, according to Oliver (1993), and the two constructs should be positively correlated. It has been suggested that offering higher-quality services may lead to satisfied customers (Gao et al., 2006). Customer perceptions of service quality determine customer satisfaction (Cengiz & Yayla, 2007; Arokiasamy, 2012). Yee et al. (2010) discovered that customer satisfaction is positively impacted by service quality. Using a single-item purchase-intention scale, Cronin and Taylor (1992) discovered a positive association between customer satisfaction and service quality. It is asserted that consumer satisfaction with a service brand is influenced by their service experience (Chen, 2001). Researchers contend that the quality of a company's services affects customers' satisfaction and fosters loyalty (Chang et al., 2009). These paragraphs indicate a possible hypothesis-

H_6: There is a positive impact of service quality on customer satisfaction.

4.1.3.8.6 H_7: There is a positive impact of customer satisfaction on brand equity.

According to some scholars, brand equity and consumer satisfaction have a positive relationship (Aaker, 1992; Anderson & Sullivan, 1993; Blackston, 2000; Keller, 1993). In their (2011) study, Torres et al. found that the level of customer satisfaction had a significant impact on a company's brand equity. Furthermore, the instrumental stakeholder theory (Donaldson and Preston, 1995; Jones et al., 1995) states that customer satisfaction is a key element of the larger concept of a company's corporate social performance. Companies may continue to receive support from stakeholders and access to valuable resources by acting ethically, which helps to build positive, powerful, and distinctive brand connections (Keller, 1993, 2003) and enhance brand equity by increasing brand knowledge. Additionally, according to Blackston (2000), consumers actively contribute to the development of brand equity. This paragraph indicates a possible hypothesis-

H_7: There is a positive impact of customer satisfaction on brand equity.

4.1.3.8.7 H_8: There is a positive impact of customer satisfaction on brand loyalty.

In a business context, loyalty implies a customer's dedication to doing business with a specific company, consistently using their products and services, and endorsing them to friends and associates (McIlroy and Barnett, 2000). On the other hand, Customer loyalty entails, the outcome of a company providing a benefit to a customer in order to keep or increase their purchases from the company and they claimed that genuine customer loyalty is developed when a customer actively promotes a business without receiving remuneration (Anderson and Jacobsen, 2000).

Besides, Customer loyalty, according to Oliver (1997), is the fervent desire to continuously purchase or use a favored good or service in the future, even in the face of external factors and marketing campaigns that would tempt consumers to act differently. Sirohi et al. (1998) also recommended using consumer loyalty, such as repurchase intentions, intention to buy more items in the future, and intention to recommend products to others, to quantify purchase intents. As seen from the definition above, there is no distinction between brand loyalty and customer loyalty. Customer or brand loyalty is a more sophisticated concept and include a broader meaning than patronage, behavioral, and repurchase intentions.

In the service sector, prior research studies have found a link between customer satisfaction and brand loyalty (e.g., Back & Parks, 2003). For example, in the retail banking and hotel industries, Rust and Zahorik (1993) present evidence of a relationship between customer satisfaction and brand loyalty. Furthermore, customer satisfaction has a favorable impact on brand loyalty in a variety of service industries, including dentists, auto repair services, restaurants, and hair salons, as demonstrated by McDougall & Levesque (1994). The authors Faullant, Matzler, & Fuller (2008) confirm that customer satisfaction can predict a company's loyalty. Anderson, Fornell, and Lehmann (1994), Fornell (1992), Hallowell (1996), Kandampully & Suhartanto (2000), are more empirical research that support the association between consumer loyalty and satisfaction. Customer satisfaction is frequently cited as the key element influencing loyalty (Lam & Burton, 2006). Ehigie (2006) found a significant correlation between client loyalty or retention and customer satisfaction.

This study examines the association between brand loyalty and consumer satisfaction. Customer satisfaction is typically cited as the primary factor in determining loyalty (Lam & Burton, 2006). Customer satisfaction has received a lot of attention in the previous two decades as a potential indicator of customer loyalty (Fornell, 1992; Oliver, 1999), consequently, with the exception of a select few instances, ensuring the complete satisfaction of the customer is essential to retaining their business and building successful long-term relationships (Jones & Sasser, 1995, p. 89). These paragraphs indicate a possible hypothesis-

H_8: There is a positive impact of customer satisfaction on brand loyalty.

4.1.3.8.8 H_9: There is a positive impact of brand loyalty on brand equity.

Increased brand loyalty secures future revenues (Bolton 1998; Fornell 1992, Rust, Zahorik, and Keiningham 1994, 1995), lowers the cost of future transactions (Reichheld and Sasser 1990), reduces price elasticities (Anderson 1996), and lessens the chance that customers will defect if quantity falters (Andeson and Sullivan 1993). Positive word-of-mouth increases a company's reputation and lowers the cost of acquiring new clients, whereas negative word-of-mouth obviously has the reverse impact (Anderson 1998; Fornell 1992). It is hardly unexpected that economic returns are low for all these reasons (Aaker and Jacobson 1994; Anderson, Fornell, and Lehmann 1994; Anderson, Fornell, and rust 1997; Bolton 1998; Capon, Farley, and Hoeing 1990).

Long-term brand success depends on loyal customers, who in actuality help to build brand equity (Amine, 1998). Considered to be the most effective route to brand equity is brand loyalty (Atilgan et al., 2005). Bloemer et al. (1999) believe that purchase intentions, word-of-mouth recommendations, price sensitivity, and complaint behavior all contribute to customer loyalty in services. Chahal and Bala (2010) link repeat purchasing behavior (behavioral loyalty) with a favorable attitude (attitudinal loyalty) of consumers toward the hospital. In other words, patient loyalty is a reflection of the healthcare organizations' commitment to their service brands. In contrast to dissatisfied patients who may stop receiving treatment at the same hospital, satisfied patients prefer the same hospital for the same or various treatments and may suggest it to their friends and relatives (Corbin et al., 2000).

Improved profitability and other positive financial results follow after the behavioral impact (Rust et al.1995; Zahorik and Rust 1992). As a result, when customers interact with companies directly, the impact of brand equity on brand loyalty is investigated (Brakus, Schmitt, & Zarantonello, 2009). These paragraphs indicate a possible hypothesis-
H_9: There is a positive impact of brand loyalty on brand equity.

4.1.3.9 Epilogue

In brief, these theoretical interconnections between the brand equity model for customer-based services (Figure: 32) can be measurable. However, the goals of this study are to develop a conceptual model of customer-based service brand equity and critically scrutinize the effects of marketing communications and service quality on brand equity with regard to this proposed model's (Figure:32) practical implications. The hypotheses of this proposed model are not statistically tested in this study. The theoretical, managerial and strategic contributions of the proposed model (Figure:32) are going to be discussed, in the next two sections.

4.2 Part Two: Theoretical Contributions

4.2.1 Prologue

Over time, brand equity should be managed by ensuring brand consistency, securing brand equity sources, choosing wisely between reinforcing and leveraging the brand, and optimizing the supporting marketing program (Keller, 1998). Hence, the management of brand equity can be thought of as an ongoing, deliberate, and long-term approach with the goal of improving consumer trust in the brand. In order to improve the interaction with the consumer, the current study is offering managers a holistic approach to developing effective brand strategies. Due to this, in this research, a conceptual framework (Figure: 32) of customer-based service brand equity is proposed. In order to adequately capture the various potential origins and results of brand equity, this customer-based service brand equity framework promotes the use of a variety of research indicators and strategies. Next, the theoretical contributions of this proposed model are explored.

4.2.2 Contributions

The critical analysis of the literature reveals that the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is proposed. The proposed Customer Based Service Brand Equity Model (Figure: 32) consists of six main dimensions, which are Marketing communications options, brand awareness & associations, service quality dimensions, customer satisfaction, brand loyalty, and brand equity. Each of these dimensions can be subdivided into several dimensions.

The development of brand awareness is necessary for brand association (Aaker & Alvarez del Blanco, 1995). In keeping with Yoo & Donthu's research (2000), brand association and awareness are merged as one dimension rather than applying brand association as a distinct dimension. On the other hand, consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Furthermore, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

A new linkage model is proposed (Figure:31) in this research, that considers the performance-only components of the SERVQUAL model. As opposed to measurements of expectations, this linkage model is going to take customer satisfaction and patronage intent into account like as Antecedents and Mediator Model of Dabholkar et al., (2000) and the Linkage of Service Quality model of Olorunniwo et al. (2006). Finally, Customer satisfaction and brand loyalty function as a result generator for the company, and this new model makes it simpler for responders to understand the relationships. Furthermore, in this research, the brand loyalty concept is used instead of patronage, behavioral, and repurchase intentions. Because Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions.

4.2.3 Epilogue

In this section theoretical contributions of the proposed CBSBE model (Figure:32) is explained. The managerial and strategic contributions are going to be discussed in the upcoming section.

4.3 Part Three: Managerial and Strategic Contributions

4.3.1 Prologue

The proposed CBSBE model (Figure: 32) can be achieved several theoretical, managerial and strategic contributions. The current section is offering managers a holistic approach to developing effective brand strategies.

4.3.2 Selecting Marketing Communication Options and Allocating Budget onto It

Generally, according to the customer-based brand equity concept, there are several ways in which marketing communications can increase brand equity, such as by increasing consumer brand awareness, creating associations between the brand's points of similarity and differences in their memories, evoking positive brand perceptions or emotions, and fostering a stronger consumer-brand connection and brand resonance. It is vital to consider how each communication option could affect brand equity when making a decision. A variety of communication techniques can be used to accomplish a range of objectives, and each has its own benefits. Therefore, it's essential to employ a range of communication channels, as each one contributes in a unique way to creating or maintaining brand equity (Keller, et al., 2015).

On the other hand, according to marginal income and cost, economic theory advises allocating funds to a marketing communication budget and among various communication channels. For example, the ideal distribution of the communication mix would occur when the final dollar spent on each communication option yielded the same return. Other models of budget allocation, however, place more of an emphasis on factors that can be observed, such as the stage of a brand's life cycle, the firm's goals and budget, the characteristics of the product, the amount of the budget, and the media strategy of rival companies, as these (marketing communication budget and its impact/effectiveness) details may be more difficult to obtain. These elements are frequently compared to the various media traits. For instance, marketing communication budgets are typically higher when there is little channel support, a lot of program change over time, a lot of difficult-to-reach customers, more complicated customer decision-making, differentiated products, and nonhomogeneous customer needs, as well as frequent small-quantity product purchases (Kenneth et al., 1995).

In this study, it is identifiable theoretically and will be quantifiable empirically from the proposed customer-based service brand equity model (Figure: 32), how marketing communications affect brand awareness & associations and brand equity directly. And how brand awareness & associations play a mediating role between marketing communications and brand equity. In addition, this model will be helpful in figuring out how managers should allocate their communication budget among various marketing communications options, based on how those options would affect brand awareness & associations, and brand equity, besides how to implement effective strategies without raising costs.

4.3.3 Selecting Crucial Factors in Creating Brand Awareness & Association

Whether marketing communications and service quality independently have an impact on brand awareness & association as well as whose impact (marketing communications or service quality) on brand awareness & association is greater are both empirically measurable and quantifiable. Managers might follow this direction when deciding, where to make significant initiatives to maintain strong brand equity.

4.3.4 Identify Service Failures and Recover those by Providing Superior Service

The components that make up service quality are diverse. Different dimensions have an impact on service quality, distinctively. The proposed model (Figure: 32) will be able to determine and quantify the effects that various service quality dimensions have on service quality and how service quality mediates the relationship between customer satisfaction and other service quality dimensions. It will also be possible to identify service failure and customer dissatisfaction. Then, service recovery will be recommended to avoid service failure. Finally, the dissatisfied customer will be delighted, when service recovery succeeded in resolving the service failure.

Commonly, service recovery is increasingly acknowledged as a key factor in a quality management strategy and a significant generator of customer satisfaction and loyalty (Fornell &

Wernerfelt 1987; Rust, Zahorik, & Keiningham 1996; Smith, Bolton 1998, Smith, Bolton & Wagner 1999; Tax & Brown 1998). Therefore, discovering and eliminating service breakdown and problem sources is typically necessary to convert unsatisfied customers into satisfied ones. Research revealed that customer satisfaction levels are correlated with word-of-mouth volume and content. The negative effects of service delivery errors could significantly outweigh the price of fixing the initial error if a company does not adequately recover from them. This is seen by the three new rules of thumb that are emerging in the service sector: 1) it costs five times as much to acquire a new client as it does to keep an existing one; 2) it takes 12 instances of positive service to outweigh one instance of negative service; and 3) 25 to 50 percent of a company's operating costs can be attributed to poor service quality, or the cost of not doing it correctly the first time (Liswood, 1989). Instead, strongly opinionated clients are more likely to promote positive word-of-mouth than customers with softer opinions, and severely disgruntled customers who were initially unhappy with a service may change their minds after being pleased with the company's service recovery efforts. Others have discovered that customers who have negative experiences often tell about it to eleven individuals, while those who had positive ones only tell six (Hart, Heskett & Sasser 1990). This is not meant to imply that management should raise the level of service over what the client would reasonably anticipate or even consider acceptable. It's possible that the consumer will feel that the additional reward is excessive.

There are four service recovery options are available to deal with customers like as, respond quickly, provide appropriate communication, treat customers fairly, and cultivate relationships with them (Zeithaml, et al., 2013). Instead, there are four service recovery strategies offered for handling customer problems including encouraging and tracking complaints, learning from recovery experiences, learning from lost customers, and making the service fail-safe (Zeithaml, et al., 2013). Hence, the potential to increase value for both consumers and the company is strong when service productivity and quality improvement are combined. Delivering high-quality services that satisfy clients while remaining cost-effective for the business, is the key to success in many service organizations.

4.3.5 Diagnosing and Classifying Loyal Customer Base to Offer Customized Service

The proposed model (Figure: 32) can provide an indefinable and quantifiable view of how satisfaction affects brand loyalty. Fundamentally, True loyalty is based on satisfied customers, and a significant part of that satisfaction is derived from providing outstanding service. Customers are more likely to become committed advocates, for a company, who are really satisfied or even delighted (Timothy et al., 2003). Therefore, to segment the market to meet consumer needs and the firm's capabilities, the manager requires a strong loyal customer base. Customers who value what the company has to offer- should see the service as being better as a consequence of thorough customer targeting, which involves matching the organization's skills and strengths with consumer needs.

The idea that businesses should focus on the "appropriate" customers—those who are likely to do successful business with them in the long run—rather than just those that are easiest to acquire or most profitable in the near term, has recently gained power (Barnes & Cumby 1993; Reichheld 1993; Slywotzky & Shapiro 1993). The growth of a devoted customer base boosts a company's profitability. According to observations: there are three effects of customer loyalty: 1) Revenue increases as a result of existing clients and referrals, 2) Costs reduction as a result of lower acquisition costs brought on by the efficiencies of serving returning customers, and 3) Employee retention rises due to increased job pride and satisfaction, reinforcing customer loyalty and resulting in further cost reductions as hiring and training expenses decrease and productivity increases (Reichhheld 1993). Thus, relationship development should be future-focused rather than anchored in past monetary income patterns in order to optimize profitability. Loyal customers are also less inclined to argue over costs, which helps to enhance sales through word-of-mouth promotion to friends. Over time, a company may receive a lot of value from these extra advantages. Instead, a business that is experiencing high customer churn should design steps to keep control of those customers who are already contributing to the company's long-term success or who have the potential to do so.

For a service company, different segments offer different values. Similar to investments, some customer segments might be more lucrative than others in the short term, but others might have a higher potential for long-term growth. "The outcome should be a win-win situation," stated Frederick Reichheld, "where profits are gained through the success and satisfied customers, and not at their expense." Likewise, the well-known 20-80 rule states that up to 80% of profits may come from the top 20% of customers (Kotler, 2007). Sherden (1994) proposed changing the rule's verbiage to 20-80-30, 80% of earnings are gained by the top 20% of consumers, and half of those profits are lost on maintaining the bottom 30% of unprofitable customers. The suggestion is that a business could increase its revenues by "trying to fire" its worst customers (Sherden, 1994).

It's crucial for service businesses to comprehend the needs of customers within diverse profitability tiers and adapt their service levels in accordance (Zeithaml et al., 2001). A four-level pyramid or customer profitability tiers are suggested by (Zeithaml et al., 2001), which includes- platinum, gold, iron, and lead segments of customers. Typically, customer tiers are determined by profitability and servicing requirements. Each customer segment receives a service level that is personalized depending on its needs and value to the company, as opposed to all customers receiving the same degree of support. Moreover, customer tiers' specific characteristics differ depending on the type of business and even within the same company.

4.3.6 Epilogue

In a nutshell, the impact of each of the customer-based service brand equity (Figure: 32) aspects on brand equity is discernible and quantifiable. One benefit is that brand equity gives marketers a crucial strategic link between their present and future (Keller et, al., 2015). Choosing where and how to distribute organizational resources across the organization, as well as allocating marketing budgets, are critical responsibilities of senior management. In order for decision-makers to understand the short- and long-term effects of their choice on brand equity, brand equity measurement is necessary which will educate and provide insight to managers. In order to improve the long-term profitability of the company, brand management, and service marketing must work together to deliver high-quality experiences more effectively. The proposed CBSBE model will be able to determine and quantify the effects that various service quality dimensions have on service quality and how service quality mediates the relationship between customer satisfaction and other service quality dimensions. It will also be possible to identify service failure and customer dissatisfaction. Therefore, the holistic model (Figure: 32) is proposed, in this study. In this model, the direct effect, mediating effect, and simultaneous effect of all dimensions on brand equity can be measurable. In light of their (brand equity dimensions) individual and simultaneous impact on brand equity, customers should be clustered into different classes, then service must be designed and tailored to each class. This technique will simplify the tactical and managerial decision-making processes without increasing costs.

CHAPTER: 5

SUMMARY

5.1 Prologue

Understanding the brand equity concept is essential to determine the brand's significance in marketing strategies. Presumably, the knowledge of the brand that has been cultivated in consumers' thoughts as a result of the company's prior marketing program investments is one of the company's most significant assets for increasing marketing productivity. Managers must be aware of how their marketing programs impact consumer learning and, in turn, recall for brand-related information, as the content and memory structure of the brand will determine how successful future brand tactics are (Keller 1993, 2). These arguments indicate the role of marketing communications in building brand awareness & associations and eventually brand equity. However, financial valuation concerns are not very important if there is no underlying value created for the brand or if managers are unable to build lucrative brand strategies to capitalize on that value (Keller 1993, 1-2). In a nutshell, conceptualizing brand equity from the consumer's viewpoint is beneficial as it recommends precise courses of action for both marketing strategies and tactics in areas wherever research will be suitable in supporting managerial decision-making. In this section, an overview of the literature review and discussion chapters are simplified.

5.2 Brand Equity

There are several ways to define brand equity, and both a firm and a customer can benefit from it. For example, "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller 1993). Likewise, the variations in cash flow between a situation where a corporate product is branded and another where the identical product is not branded (Simon & Sullivan, 1993). Whereas, "favorable impressions, attitudinal dispositions, and behavioral predilections" (Rangaswamy et al., 1993). There isn't a single, accepted perspective on how to define and quantify brand equity. At this point, the following, some well-known brand equity models (BEM) are discussed-

5.2.1 Brand Equity Models

According to Aaker's (1991) brand equity model, the foundation of brand equity is created by the tangible and intangible assets of brands. Brand equity is a collection of five types of brand assets and liabilities that are connected to a brand, its name, and a symbol and that either increase or decrease the value that a product or service offers to a company, its customers, or both (Aaker, 1991). These categories of brand assets are 1) brand loyalty, 2) brand awareness, 3) perceived quality, 4) brand associations, and 5) other proprietary assets (e.g., patents, trademarks, and channel relationships). These assets provide the firm and its consumer base with a range of privileges and value. The end customer value is commensurate with the start of value provision to the company. This model contains the basic dimensions of brand equity without those dimensions' brand equity cannot be formed. In contrast, the impact of marketing communications on creating brand awareness and associations as well as brand equity are not shown explicitly by this model.

Brand Equity Ten (Aaker, 1996) comprises ten sets of measures that are grouped into five categories. The first four groups are the major dimensions of brand equity- loyalty, perceived quality, associations, and awareness; which embody customer perceptions of the brand. The fifth group includes two sets of market behavior measures which are obtained from market-based information. Market behavior or brand performance measures include market share, market price, and distribution coverage information that can be obtained from the market. Brand Equity Ten measures are applicable across diversified products and markets. They are designed and inspired by the four dimensions (brand loyalty, perceived quality, brand associations, and brand awareness) of the Brand Equity Model developed by Aaker (1991). The impact of marketing communications on the brand equity dimension are not shown explicitly in this model. But, Aaker (1996) mentioned that the elements of the brand targeted by the communication program should be part of the measurement system. Further, market share, price level statistics, and distribution coverage information are difficult to gather and hard to interpret because of the disorganized market with diverse channels, different variant brand/product offerings, and complex sets of competitors.

Customer-based brand equity, or CBBE, is the unique impact that brand knowledge has on how consumers react to a brand's marketing (Keller, 2008, p. 70). In a broader view, brand knowledge is formed by brand recognition and recall and these two are created through marketing communications. In light of this, it can be said that marketing communications are the sources of creating brand awareness and brand associations. Raising brand awareness through increasing familiarity with the brand through repeated exposure (for brand recognition) and forging strong associations with the relevant product category or other relevant purchase or consumption cues (for brand recall) is a crucial first step in building brand equity. These statements reflect the role of marketing communications in building brand awareness & associations and eventually brand equity. Keller et al., (2015) point out that When consumers are able to fully comprehend a brand's attributes and benefits, direct experience plays a crucial part in forging the strongest brand connections and influences their purchasing decisions. For example, experiencing buying a shirt will be completely different from buying a service or medical treatment like a gall bladder operation. Marketers should assess the influence of various information sources by managing them as much as possible and taking them into proper consideration when creating marketing communication strategies.

Brand Resonance Pyramid is developed by Keller in 2001. According to Keller (2001), a brand is built up by sequentially establishing four steps and six 'brand building blocks' with customers. That means each of the four ascending steps having six blocks is hinge on successfully achieving the objectives of the previous one. These six building blocks have both rational and emotional routes. Because most successful brands are built up by mounting both sides of the pyramid. Six building blocks are brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance; each of which has several key drivers. Furthermore, in the pyramid upper left side consists of rational blocks like- performance and judgments- upper right side consists of emotional blocks like feeling and imagery. Therefore, brand building blocks be able to take ladders in their specific light.

Brand Resonance Pyramid concept tries to build brand equity from the perspective of the consumer both an individual and organization or an existing or prospective customer (Keller, 2008). This pyramid provides a unique perspective on describing brand equity and the procedure of building, measuring, and managing a strong brand. In contrast, the impact of marketing communications on creating brand awareness, associations, and brand equity are not shown explicitly. However, Keller et al., (2015) mentioned that the "front end" of marketing programs and the potential intangible value they may create are typically given more weight in brand equity.

Brand Value Chain Model (2003) was developed by Keller and Lehman. Brand value chain is a methodical approach to evaluating the causes, effects, and methods of brand equity as well as the process by which marketing initiatives generate brand value (Keller and Lehmann, 2003). The brand value chain has some elementary properties. The foremost route indicates the four stages of the brand value chain. The next route shows multipliers in the middle of these stages. To influence the effect of one stage on the succeeding stage are the functions of these multipliers. Overall, these four stages and three multipliers will allow managers to assess the value of their brand and can recommend where improvements are crucial.

The methodical framework known as the "brand value chain" is used to assess the origins and consequences of brand equity based on how marketing activities generate value for the brand. It is the unique benefit of this model because in other models the sources of brand equity by marketing activities are not shown explicitly. Customer mindset is the second stage of the brand value chain which includes awareness, associations, attitudes, attachment, and activity factors. In this model marketing program investment, market performance, shareholders value, program quality multiplier, marketplace conditions multiplier, and investor sentiment multiplier- are shown explicitly which remains ignored by other models.

Although this brand value chain helps to measure the financial return of developing the brand, Brand Equity Factor is absent in this model. In this model, the interrelationships among brand equity dimensions are not shown. Each of the four stages and three multipliers have some measures which may have interconnections or correlations; Because the value creation emerges in sequence. However, those cannot be assessed by the brand value chain model. The impact of marketing communications on the brand equity dimension are not shown. In some cases, the value creation may not transpire in sequence. For example, the stock analysis may react to an ad campaign and these react directly to their investment assessments.

The literature analysis conducted previously demonstrates that in brand equity models, four dimensions are common brand awareness, brand associations, perceived quality, and brand loyalty. Although different models explain each of the dimensions with different terms, the functions of these dimensions are alike. Another thing is shared in all of these models, the developers of these models expressed implicitly the impact of marketing communications in building brand equity, more especially in creating brand awareness and associations. However, in most situations, these models are applicable for measuring brand equity for both product and service brands.

5.3 Service Brand Equity

Alternatively, the service is different from the product. Because services are intangible in nature that not permit packaging, labeling, and displaying like in, the case of products. Brand development is crucial in services, known as the intrinsic difficulty in differentiating products the absence of physical variances (Zeithaml, 1981) and strong rivalry within service markets, many of which have been liberalized. The indistinctness of services creates the need of buying services from a trustworthy place which could be an alluring offer for customers. Because a strong brand is fundamentally an assurance of future satisfaction. From the customer's point of view, a service brand is a blend of what the company says about a brand, what outsider says about a brand, and in what way the company ultimately delivers the service. A service brand is then observed.

5.3.1 Service Brand Equity Models

Berry (2000) has developed a Service Branding Model. The model depicts the relationships among the dimensions of a service brand such as the company's presented brand, external brand communications, brand meaning, customer experience with the company, and brand equity. Berry (2000) mentioned that the company's presented brand is part of the brand image that the company controls and circulates through all personal and impersonal channels. The core purpose of presented brand communications is to reinforce the brand. Coordinated and controlled communication messages lead to brand awareness, customer's recall, and recognition of the brand. The higher and more positive the brand awareness, the robust the brand image and the more distinctive the brand equity of a service company has. Conversely, non-controllable external brand communications involve information that is powerful because they are apparent to be trustworthy and fair to customers. It can have also positive or negative effects on the service brand. These presented brand and external communications have the most inspiration for new customers who have little or no direct experience with the company's service and shape what the company stands for. External brand communications show a dotted-line relationship to brand awareness and brand meaning as opposed to the presenting brand's bold-line influence on brand awareness. The dotted lines may become bold in severe circumstances where publicity is widely disseminated and attention-grabbing or word-of-mouth becomes prevalent (Berry, 2000). Brand meaning is the throng of customers' associations or customer experience with the brand. Although brand meaning mainly originates from customer experience, it is also formed by the company's presented brand and external communications. Brand awareness and brand meaning (brand associations) together contribute to brand equity to the experienced customers, however, their level differs.

In Berry's (2000) model, the sources of creating brand awareness and brand meaning are displayed clearly. Customer experience or the service performance of the company the role of human labor in building a service brand- is a unique dimension unequivocally shown in this model which is not common to other brand equity models. The company's controllable communications and non-controllable communications are shown separately which is easily measurable and uncommon to other brand equity models. Finally, the relationships among service brand equity dimensions are shown explicitly. In contrast, the impact of marketing communications on the brand equity dimension is not shown directly. Brand loyalty is not taken into account in this model.

5.4 Similarities between Berry's (2000) Service Branding Model and the Communications and Service Marketing Triangle (Zeithaml et al., 2013)

There are some similarities between Berry's (2000) Service Branding Model and the Communications and Service Marketing Triangle (Zeithaml et al., 2013). Both models are stressing the significance of Integrated Service Marketing Communications (ISMC). For example, the sub-dimensions of the company's presented brand and customer experiences with the company of Service Branding model are harmonized with the sub-dimensions of external marketing communications, internal marketing communications as well as interactive marketing of Communications and Service Marketing Triangle. In addition, these two models express that customer experience or the core service performances are the key products of a service-based organization and have a more prevailing impact over marketing communications. Both activities like delivering communication messages and service performance should be accompanied in a unified way.

5.5 Similarities between Berry's (2000) Service Branding Model and SERVQUAL's (1988) Model

There are some similarities between Berry's (2000) Service Branding Model and SERVQUAL's (1988) Model. The sub-dimensions of the company's presented brand of Berry's (2000) model are matched with the sub-dimensions of tangibles of SERVQUAL's (1988) model. Besides, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL's (1988) model. Therefore, it can be argued that the concept of service quality and customer experience are identical. It is appropriate to regard, customer experiences and service quality as one dimension or construct.

5.6 Similarities between Service Branding Model (2000) and Brand Value Chain (2003) Model

There are some similarities between Service Branding Model (2000) and Brand Value Chain (2003) Model. Both these models explained the impacts of marketing communications in building brand awareness and associations. The role of employees and trade people in the Brand Value Chain (2003) is harmonized with the sub-dimensions of customers' experience in the Service Branding Model (2000).

In a nutshell, there are two distinct factors that have a greater influence on the service brand equity model. The first is marketing communications, and the second is customer experiences, or more generally, service quality. This study explores different angles of brand equity and service marketing concepts the current brand equity measuring method needs to be modified, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the globe.

5.7 Vital Dimension for Building and Measuring A Service Brand

Service quality or customer experience should be considered as a vital dimension for building and measuring a service brand. Service quality means meeting the requirements of customer expectations (Lewis & Booms, 1983) besides, from a customer viewpoint, the discrepancy between customer expectations and perceptions of actual service performance (Parasuraman et al., 1985). The conception and assessment of service quality views have historically been regarded as the most contentious and divisive issues in the literature on service marketing (Brady, Cronin, 2001). In short, the conceptualization and measurement of service quality are very challenging tasks because service quality evaluations are extremely complicated processes that may operate at multiple levels of abstraction. Thus, the present study makes a substantial addition to the assessment of diverse service quality models in light of the transformed business situation and the credentials of the necessity for prevailing model adjustment in the contemporary environment. The crucial explanations about each model are considered after a brief discussion. Following is a brief summary of the models:

5.8 Service Quality Models

Service quality (in a Gap Analysis Model), according to Parasuraman et al. (1985), is determined by the differences between performance and expectations along the quality parameters. Based on a gap analysis, they created a model for service quality. The model's numerous gaps are shown as:

Gap 1: A discrepancy between what consumers expect and how management perceives them.
Gap 2: The difference between management's beliefs of consumer expectations and service quality specifications.
Gap 3: The discrepancy between service quality requirements and the actual service provided.
Gap 4: How do service delivery and customer communications differ?
Gap 5: Disparity between consumer expectations and how services are actually received.

The model is a resource for analysis. It makes it possible for management to systematically identify discrepancies in service quality between many aspects that impact the quality of the offering. From the perspective of the customer, it can help management identify the important service quality components. However, this concept fails to explain how to precisely measure the measurement gaps at various levels.

Gap Analysis Model (1985), was developed by conducting exploratory research. This exploratory study further improved with the ensuing SERVQUAL scale for gauging consumers' opinions of service quality (Parasuraman et al., 1988). The initial 10 service quality elements were reduced to five at this point: dependability, responsiveness, tangibles, assurance (communication, competence, credibility, courtesy, and security), and empathy, which focuses on access and knowing/understanding the customers. In 1991, the term "should" be replaced with "would," and in 1994, the total number of elements was reduced to 21, but the five-dimensional structure remained the same. Later, SERVQUAL was improved. The four gaps revealed in the authors' research from 1985 were further described and characterized by them, in addition to this empirical research. The majority of components, according to this enlarged model, concern the control and communication procedures used by corporations to manage their workforces.

The SERVQUAL model provides a fundamental framework that can be tailored to fit the distinct features of a given company to be utilized in a range of service environments and industries. This scale can be used periodically to monitor consumer opinions about a certain company's level of customer service in comparison to the competition. After analysis, data can be visually presented to make it simple to see strengths and weaknesses in relation to the competitors.

Furthermore, implementing SERVQUAL and monitoring customer expectations and perceptions of service may boost cross-selling opportunities, employee benefits, profit margins, and financial performance in addition to enhancing customer retention, loyalty, and positive word-of-mouth. But if customers are measured too frequently, they may lose interest in providing accurate answers (Shahin, 2006). In contrast, the GAP model (1988) has allegedly led to a blurring of the lines between the two notions of Service Quality and Customer Satisfaction (Ladhari, 2008). Instead of emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus & Boller, 1992). Also, respondents appear bored and occasionally perplexed by the administration of the E and P versions of SERVQUAL, which includes two administrations such as expectation measurement and perception measurement (Bouman & van der Wiele, 1992). Data quality is endangered by boredom and confusion.

Service quality is an precursor to consumer satisfaction, which significantly affects purchase intentions, according to Cronin and Taylor (1992, p. 65). The authors of the performance-only (1992) model, contrasted computed difference scores with perception to come to the conclusion that only perceptions are a better predictor of service quality. By proving that customer attitudes influence service quality and that the performance-only (1992) a measure of service quality known as SERVPERF was created by them as a better method of assessing service quality. In brief, the concept of and metrics for measuring service quality should be an attitude. Customer satisfaction is a prerequisite for service quality, which may influence purchase intentions more effectively. In comparison to SERVQUAL, the performance-based SERVPERF is more effective because it directly reduces the number of items by 50% while producing superior results. However, as people from different cultures would have different expectations and scripts for the service encounters, the model does not have a decent ranking on the goodness of fit index when considering diverse cultures. The model has to be tested in sectors with substantial involvement.

A comprehensive model that combines the elements of customer satisfaction, customer value, and service quality was put forward by Oh, (1999). The post-purchase decision-making process is the main emphasis of the suggested paradigm. Towards the paradigm, arrows point in the causative directions. This model takes into account important factors like perceptions, service quality, customer satisfaction, customer value, and repurchase intentions. The intention to spread positive word of mouth is finally characterized as a direct, integrated function of perceptions, value, satisfaction, and repurchase intentions. The model offers proof that a customer's perceived value plays a big part in their decision-making process after they make a purchase. It is a direct precursor to customer satisfaction and plans for repeat purchases. The findings also show that perceived pricing has no relationship to perceived service quality and a negative impact on perceived customer value.

This model can be utilized as a conceptual foundation for consumer decision-making and firm evaluation performance. This model offers guidelines and objectives for customer-focused business initiatives also. In contrast, this model has to be made more universal to account for various service contexts. Fewer items are used to measure the model variables.

The Antecedents and Mediator Model (Dabholkar et al., 2000) illustrates a thorough model of service quality that examines its antecedents, outcomes, and mediators in order to give readers a clearer grasp of the idea at hand. The relevant aspects associated with service quality are better conceived as components or antecedents in this model, which also looks at the connection between customer satisfaction and behavioral intentions. The antecedent's model can give a thorough grasp of service quality and the methodology used to create these evaluations. Customer satisfaction is a more accurate indicator of behavioral intentions. In addition to rating various aspects of the service, customers also formulate a distinct evaluation of the overall quality of the service (which is not just the sum of the parts). Further, when attempting to determine customer ratings of service, a significant mediating function was discovered, supporting the notion that it is crucial to quantify customer satisfaction separately from service quality. However, this model has practical issues because it is not employed to ascertain the relationship between service quality and other variables very successfully (Martinez and Martinez, 2010). Due to the existence of dimensions and subdimensions, the RSQS model entails a fairly complex statistical method (Martinez & Martinez, 2010). There is no empirical support for the hierarchical structure (Ladhari, 2008). Regarding the number of things to be used in various retail service situations, there is much dispute.

The review of these models for measuring service quality brought to light a number of problems, arguments, and model concerns. The vast models and definitions concur with the concept that consumers should compare their expectations for service quality with their perceptions of actual service quality. Additionally, it is noted that the outcome and measurement of service quality depend on the environment, circumstance, need, and other elements of the service. These requirements demand a constant effort to learn, validate, and modify the current measurement of service quality.

5.9 Service Quality and Customer Satisfaction are Two Dissimilar Dimensions

Although service quality and customer satisfaction are linked, they are two different dimensions, according to researchers like Berry et al. (1988), Dabholkar et al. (2000), Oliver (1993), Parasuraman et al. (1986, 1994), Schneider and White (2004), and Spreng and Mackoy (1996). While satisfaction relates to a particular transaction, service quality is a general or all-encompassing attitude toward the excellence of the service. This suggests that satisfaction is more situational (Parasuraman et al. 1986). Service quality, according to Schneider and White (2004), is a customer's descriptive and factual evaluation of the service, while satisfaction is more of an emotional evaluation of the customer's experience with the service and is often based on emotion. Further investigation revealed that it may be more accurate to see service quality as a precursor of client satisfaction (Oliver 1993, Parasuraman et al. 1994, Spreng and Mackoy 1996, Dabholkar et al. 2000). Since they discovered empirical data demonstrating that service quality is an antecedent of customer satisfaction, Spreng and Mackoy (1996) adapted an Oliver (1993) model. To put it another way, the Spreng and Mackoy (1996) model suggests that customer satisfaction is an effect of service quality.

5.10 Relationship between Service Quality, Service Satisfaction and Brand Loyalty

Dabholkar et al. (2000) further clarified the relationship between service quality and customer satisfaction by discovering that the latter acts as a mediator between the former and behavioral intentions. Additionally, Dabholkar et al. (2000) discovered that customer satisfaction is a far stronger indicator of behavioral intentions than service quality, even when specific factor assessments about the service are more directly tied to service quality. According to Schneider and White (2004), the customer satisfaction construct is used to diagnose how customers feel and their behavioral intentions, whereas the service quality construct is used to diagnose how the organization executes. In order to maximize sales and the organization's net profit, behavioral intentions in the marketing management literature relate to buying intentions, specifically to customer loyalty and the intention to repurchase.

According to Olorunniwo et al. (2006), in retail banking, customer satisfaction completely mediates the effect of service quality on purchase intentions; in the accommodation industry, it only partially mediates the effect. A mediating connection is one in which a third variable influences the path connecting two variables (e.g., service quality leads to customer satisfaction that drives patronage intentions or brand loyalty). Others contend that service quality is either industry- or context-specific, contrary to Levitt's (1981) suggestion that an attempt to conceptualize the concept of service quality as a whole may be fruitless (Cronbach 1986, Babakus and Boller 1992).

This description of the relationship between service quality and customer satisfaction makes the assumption that customer retention must be earned. They are essential for a business because they preserve sales, margins, and profits, boost existing customer loyalty and value, encourage cross-product purchases, differentiate brands, prevent the entry of new brands, compete with rival loyalty programs, and other things. Repeat business, attracting profitable clients, collecting additional data on clients, rewarding devoted clients, and other strategies are all part of customer retention for the purpose of increasing revenue (Reinartz and Kumar 2002).

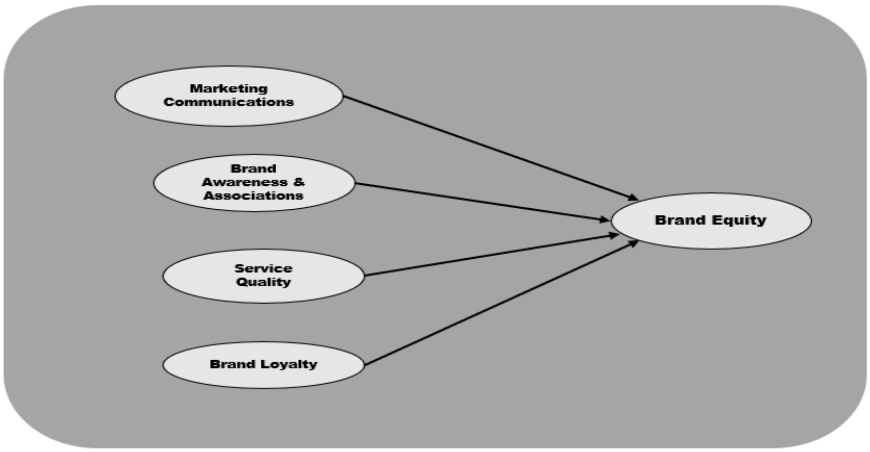
In many service research and customer satisfaction models, intentions, which are arbitrary judgments about how a person will behave in the future, are typically used as dependent variables (Boulding et al., 1993; Soderlund and Ohman, 2003). This implies that intention is a complex variable and must be influenced by independent variables. On the other hand, repurchase intent was acknowledged as a valid service outcome by Butcher (2005) and was also viewed as a quantifiable outcome. As opposed to Soderlund and Ohman (2003) who view repurchase intentions as expectations. In general, repurchase intention is the person's decision on repurchasing a specific service from the same company, considering their current circumstances and potential future ones (Hellier et al. 2003, p. 1764). Therefore, repurchasing a brand is not the same as being devoted to it. Situational considerations or a lack of brand preference on the part of the customer may cause a repurchase. Repeat business is thus one of the results but by no means the key to establishing loyalty. When a customer actively promotes a brand without receiving compensation, brand loyalty has been formed. Marketers should be interested in the factors influencing loyalty as well as repurchasing itself.

In a business context, McIlroy and Barnett (2000) claim that the term "loyalty" has evolved to refer to a customer's dedication to doing business with a certain company, making recurring purchases of their goods and services, and endorsing those offerings to friends and acquaintances.On the other hand, Customer loyalty entails, according to Anderson and Jacobsen (2000), the outcome of a company providing a benefit to a customer in order to keep or increase their purchases from the company. They claimed that genuine customer loyalty is developed when a customer actively promotes a business without receiving remuneration. Besides, Oliver (1997) provided a definition of customer loyalty as a strongly held resolve to continuously purchase or use a chosen product or service in the future, even in the face of external factors and marketing initiatives that may tempt consumers to switch. Sirohi et al. (1998) also recommended using consumer loyalty, such as repurchase intentions, intention to buy more items in the future, and intention to recommend products to others, to quantify purchase intents. As seen from the definition above, there is no distinction between brand loyalty and customer loyalty. Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions. Therefore, the brand loyalty concept is used in this research instead of patronage, behavioral, and repurchase intentions.

5.11 Research Gaps and Contributions

Primarily, the critical analysis of the literature review reveals that all other brand equity models are built on the foundation of the models developed by Aaker (1991, 1996) and Keller (1993). However, they implied, the role that marketing communications play in establishing brand equity, particularly in raising consumer awareness and fostering associations with the product or brand. Furthermore, their model doesn't adequately depict how the various brand equity components are interrelated with one another. Berry's (2000) model, on the other hand, clearly outlined the role that marketing communications play in raising brand equity through the creation of brand awareness, brand meaning, and customer experience or service quality. However, Berry’s (2000) model was incapable to demonstrate how brand equity is influenced by brand loyalty. For that reason, the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is suggested which comprised marketing communications, brand awareness & associations, perceived quality/customer experience/service quality, and brand loyalty dimensions.

Figure: 18 Proposed Dimensions of a Customer-Based Service Brand Equity Model



Source: Author's Own Creation

Secondly, the development of brand awareness is necessary for brand association (Aaker & Alvarez del Blanco, 1995). In keeping with Yoo & Donthu's research (2000), brand association and awareness are merged as one dimension rather than applying brand association as a distinct dimension. On the other hand, consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Perceived quality cannot essentially be impartially determined- because perceived quality itself is a summary concept (Aaker 1991). That means it is a mixture of several elements like service quality. Furthermore, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

Thirdly, despite its critics, the SERVQUAL model is the inspiration for all other service quality models. In regards to SERVQUAL's conception and assessment Parasuraman et al. (1985), Cronin and Taylor (1992) developed Performance-Only Model called SERVPERF. They contrasted computed difference scores with perception and came to the conclusion that only perceptions, rather than expectations, are a superior predictor of service quality. They also mentioned that service quality and satisfaction are required to be measured independently, as they are two distinct constructs. But in the SERVPERF model quantitative relationship was not clarified. On the other hand, the GAP model has apparently directed a blurring of the lines between the two notions of Service Quality and Customer Satisfaction (Ladhari, 2008). Moreover, instead of emphasizing the results of the service, the SERVQUAL model focuses on the service process (Babakus and Boller, 1992). Another criticism of the SERVQUAL model is that because it uses a performance and expectation scale to measure service quality, it takes a long time to administer that may elicit an improper response from the respondent at the time of data collection. Given these facts, a new linkage model is proposed that considers the performance-only components of the SERVQUAL model. As opposed to measurements of expectations, this linkage model is going to take customer satisfaction and patronage intent into account like as Antecedents and Mediator Model of Dabholkar et al., (2000) and the Linkage of Service Quality model of Olorunniwo et al. (2006). Finally, Customer satisfaction and brand loyalty function as a result generator for the company, and this new model makes it simpler for responders to understand the relationships. Furthermore, in this research, the brand loyalty concept is used instead of patronage, behavioral, and repurchase intentions. Because Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions.

Figure: 31 proposed New Linkage Model for CBSBEM

Source: Author's Own Creation

5.11.1 Theoretical Contributions

The critical analysis of the literature review reveals that the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts. Thus, the customer-based service brand equity model is proposed. The proposed Customer Based Service Brand Equity Model (Figure: 32) consists of six main dimensions, which are Marketing communications options, brand awareness & associations, service quality dimensions, customer satisfaction, brand loyalty, and brand equity. Each of these dimensions can be subdivided into several dimensions.

The development of brand awareness is necessary for brand association (Aaker & Alvarez del Blanco, 1995). In keeping with Yoo & Donthu's research (2000), brand association and awareness are merged as one dimension rather than applying brand association as a distinct dimension. On the other hand, consumer perceptions of overall excellence or superiority are referred to as perceived quality (Zeithaml, 1988; Aaker and Jacobson, 1994) of a product or service compared to substitutes. This definition of perceived quality perfectly matches with the definition of service quality. Furthermore, the sub-dimensions of customer experiences with the company of Berry's (2000) model are harmonized with the sub-dimensions of tangibles, reliability, responsiveness, assurance, and empathy of SERVQUAL (1988) model. Therefore, it can be claimed that the concept of service quality and customer experience are identical. It is appropriate to regard customer experiences and service quality as one dimension or construct.

A new linkage model is proposed (Figure: 31) in this research, that considers the performance-only components of the SERVQUAL model. As opposed to measurements of expectations, this linkage model is going to take customer satisfaction and patronage intent into account like as Antecedents and Mediator Model of Dabholkar et al., (2000) and the Linkage of Service Quality model of Olorunniwo et al. (2006). Finally, Customer satisfaction and brand loyalty function as a result generator for the company, and this new model makes it simpler for responders to understand the relationships. Furthermore, in this research, the brand loyalty concept is used instead of patronage, behavioral, and repurchase intentions. Because Customer or brand loyalty is a more sophisticated concept and includes a broader meaning than patronage, behavioral, and repurchase intentions.

5.11.2 Managerial and Strategic Contributions

The current study is offering managers a holistic approach to developing effective brand strategies.

5.11.2.1 Selecting Marketing Communication Options and Allocating Budget Onto It

In this study, it is identifiable theoretically and will be quantifiable empirically from the proposed customer-based service brand equity model (Figure: 32), how marketing communications affect brand awareness & associations and brand equity directly. A variety of communication techniques can be used to accomplish a range of objectives, and each has its own benefits. So, it's essential to employ a range of communication channels, as each one contributes in a unique way to creating or maintaining brand equity (Keller, et al., 2015). On the other hand, Budget allocation models, however, place more of an emphasis on factors such as the stage of a brand's life cycle, the firm's goals and budget, the characteristics of the product, the amount of the budget, and the media strategy of rival companies, as marketing communication budget and its impact/effectiveness details may be more difficult to obtain (Kenneth et al., 1995). In this research, the CBSBE model is directorial, in figuring out how managers should allocate their communication budget among various marketing communications options, based on how those options would affect brand awareness & associations, and brand equity, besides how to implement effective strategies without raising the cost.

5.11.2.2 Identify Service Failures and Recover those by Providing Superior Service

The model is also beneficial to determine the effects that various service quality dimensions have on service quality and how service quality affects customer satisfaction. This model is capable of identifying service failure and customer dissatisfaction. Then, recommend service recovery to avoid service failure and reduce customer dissatisfaction. Therefore, discovering and eliminating service breakdown and problem sources is typically necessary to convert unsatisfied customers into satisfied ones. There are four service recovery options are available to deal with customers like as, respond quickly, provide appropriate communication, treat customers fairly, and cultivate relationships with them (Zeithaml, et al., 2013). Instead, there are four service recovery strategies offered for handling customer problems including encouraging and tracking complaints, learning from recovery experiences, learning from lost customers, and making the service fail-safe (Zeithaml, et al., 2013). Hence, delivering high-quality services that satisfy clients while remaining cost-effective for the business, is the key to success in many service organizations.

5.11.2.3 Diagnosing and Classifying Loyal Customer Base to Offer Customized Service

The CBSBE model is obliged to provide an indefinable and quantifiable view of how satisfaction affects brand loyalty. According to observations: there are three effects of customer loyalty: 1) Revenue increases as a result of existing clients and referrals, 2) Costs reduction as a result of lower acquisition costs brought on by the efficiencies of serving returning customers, and 3) Employee retention rises due to increased job pride and satisfaction, reinforcing customer loyalty and resulting in further cost reductions as hiring and training expenses decrease and productivity increases (Reichhheld 1993). Likewise, the well-known 20-80 rule states that up to 80% of profits may come from the top 20% of customers (Kotler, 2007). A four-level pyramid or customer profitability tiers are suggested by (Zeithaml et al., 2001), which includes- platinum, gold, iron, and lead segments of customers. Typically, customer tiers are determined by profitability and servicing requirements. Each customer segment receives a service level that is personalized depending on its needs and value to the company, as opposed to all customers receiving the same degree of support.

5.12 Epilogue

In this section a snapshot of the literature review and discussion chapters are explained. The limitations of the research, conclusion and future directions for research are simplified in the upcoming chapter: 7.

CHAPTER: 6

LIMITATIONS, CONCLUSION, AND FUTURE DIRECTIONS

6.1 Limitations of the Research

- This research consists solely of a critical literature evaluation. It is necessary to conduct an empirical analysis of the proposed customer-based service brand equity model.
- The variables or constructs will change depending on the service industry. Therefore, the questionnaire should be evaluated and updated on a limited number of samples prior to the collection of the final results for pre-testing.
- For less experienced researchers, the measurement technique may be complex and time-consuming.

6.2 Conclusion

In light of the research aims, research questions, overall significance, and contributions, this section offers a brief summary of the main findings. Furthermore, the paper addresses its shortcomings and suggests avenues for future research.

This study aims to determine the degree to which, the brand equity dimensions like as marketing communications, brand awareness & associations, service quality, customer satisfaction, and brand loyalty have an impact on brand equity simultaneously and distinctly in the context of service branding. Furthermore, in this study research questions are fully answered- a theoretical Customer-Based Service Brand Equity Model is developed- in order to find the relationships among brand equity dimensions and to pinpoint the strategies derived from this model.

The critical analysis of the literature review reveals that the current brand equity measuring methods need to be modified as brand equity models are used for measuring brand equity, and research needs to be expanded in order to create a single, standardized measurement tool that will keep up with the changing nature of the world, as this study explores different angles of brand equity and service marketing concepts.

The current study is offering managers a holistic approach to developing effective brand strategies. In this research, the CBSBE model is directorial, in figuring out how managers should allocate their communication budget among various marketing communications options, based on how those options would affect brand awareness & associations, and brand equity, besides how to implement effective strategies without raising the cost. This model is also beneficial to determine the effects that various service quality dimensions have on service quality and how service quality affects customer satisfaction. This model is capable of identifying service failure and customer dissatisfaction. Then, recommend service recovery to avoid service failure and reduce customer dissatisfaction. The CBSBE model is obliged to provide an indefinable and quantifiable view of how satisfaction affects brand loyalty. Typically, customer tiers are determined by profitability and servicing requirements. Each customer segment receives a service level that is personalized depending on its needs and value to the company, as opposed to all customers receiving the same degree of support**.**

One of the limitations of this study is that this research is based on a literature review, and the research hypotheses are not tested empirically. So as to conduct, empirical research the measurement technique may be complex and time-consuming for less experienced researchers. Therefore, there is a direction for future research, if the researcher does not want to measure simultaneous effect since this CBSBE model comprises direct, indirect, and interrelated relationships; regression analysis, factor analysis, correlation, and covariance analysis can be applied separately which might also be helpful alternatives to the SEM technique.

Brand equity gives marketers a crucial strategic link between their present and future (Keller et, al., 2015). In order for decision-makers to understand the short- and long-term effects of their choice on brand equity, brand equity measurement is necessary which will educate and provide insight to managers. Thus, to improve the long-term profitability of the company, brand management, and service marketing must work together to deliver high-quality experiences more effectively.

6.3 Future Directions

"What is not measured is not managed," is a well-known proverb. While the proposed CBSBE model (Figure: 32) for this research is based on a critical analysis, it is empirically testable. Managers cannot determine whether there are strategic gaps without measuring, even without mentioning the types of gaps or their locations, or if any corrective actions need to be taken. Inevitably, measurement is necessary after changes have been implemented to determine whether improvement goals have been attained. There are some future directions for more advanced research or empirical research.

For the purpose of this study, only nine hypotheses are mentioned or formulated but the mediating and moderating relationships among variables can also be measurable for the future research study.

The customer-based service brand equity model (Figure:32) is a complex, higher-order model with interdependent relationships between many dependent variables. It is advisable to apply structural equation modeling (SEM) in order to measure this holistic model and simultaneous effect.

“Structural equation modeling is a procedure for estimating a series of dependence relationships among a set of concepts or constructs represented by multiple measured variables and incorporated into an integrated model” (Malhotra and Das, 2011). SEM combines three different statistical techniques: regression, factor analysis, correlation, and covariance analysis, to test any theoretical model. If the researcher does not want to measure simultaneous effect since this proposed model (Figure: 32) comprises direct, indirect, and interrelated relationships; regression analysis, factor analysis, correlation, and covariance analysis can be applied separately which might also be helpful alternatives to the SEM technique.

Bibliography

Aaker, D.A. (1991): "Managing Brand Equity: Capitalizing on the Value of a Brand Name". *New York: Free Press*. pp. 85, 86.

Aaker, David (1992): "The Value of Brand Equity". *Journal of Business Strategy.* Vol. 13, No. 4, pp.27, 28, 29, 30, 31, 32.

Aaker, D. A. and Biel, A L (Eds.) (1993): "Brand Equity and Advertising: Advertising's Role in Building Strong Brands". *Hillsdale, NJ: Lawrence Erlbaum Associates.*

Aaker, D. A. and Jacobson, R. (1994): "The Financial Information Content of Perceived Quality". *Journal of Marketing Research.* Vol. 31, May, pp.191-201.

Aaker, D.A. and Alvarez Del Blanco, R.M. (1995): "Estatura Dela Marca: Medirel Valor Por Productos Y Mercados (Stature of the Brand: Measuring the value by Products and Markets)". *Harvard-Deusto Business Review*, 69 (November-December), pp.74-87.

Aaker, D.A. (1996, Spring): "Managing Brand Equity Across products and Markets". *California management Review*, 38, pp.102-120.

Aaker, David (1996): "Building Strong Brands". *Free Press: New York.*

Aaker, J. L. (1997): "Dimensions of Brand Personality". *Journal of Marketing Research,* 34(3), pp.347-356.

Anderson, Eugene. W (1996):" Customer Satisfaction and Price Tolerance". *Marketing Letters* 7, No. 3, pp. 256-74.

Anderson, E.W. (1998): "Customer Satisfaction and Word of Mouth". *Journal of Service Research,* 1, pp.17-5.

Anderson, E.W., Fornell, C., and Lehmann, D. R. (1994): "Customer Satisfaction, Market Share, and Profitability: Findings from Sweden". *Journal of Marketing,* 58(3), pp.53-66.

Anderson, E.W. and Sullivan, M.W. (1993): "The Antecedents and Consequences of Customer Satisfaction for Firms". *Marketing Science,* 12, pp.125-143.

Anderson, E. W., Fornell, C., and Rust, R. T. (1997): "Customer Satisfaction, productivity, and Profitability: Differences Between Goods and Services". *Marketing Science,* 16(20), pp.129-145.

Anderson, H and Jacobsen P. ϕ. (2000): "Creating loyalty: Its Strategic importance in Your Customer Strategy". in S. A. Brown, ed., *Customer Relationship Management, Ontario, John Wiley*, 2000, pp.55-67.

Athanassopolos, A. D. and Illiakopolos, A. (2003): "Modeling Customer Satisfaction in Telecommunications: Assessing the Effects of Multiple Transaction Points on the Perceived Overall Performance of the Provider". *Production and Operations Management*, 12, pp.224-245.

Arokiasamy, A. R. A (2012): "Literature review: Service Quality in Higher Educational Institutions in Malaysia". *International Journal of Contemporary Business Studies,* 3(4), pp.51-66.

Ailawadi, KusumL., Donald R. Lehmann, and Scott A. Neslin (2003): "Revenue Premium as an Outcome Measure of Brand Equity". *Journal of Marketing,* 67(4), pp.1-17.

Anand Prakash, R.P. Mohanty, and S.P. Kallurkar (2011): "Service Quality Modelling for Life Insurance Business Using Neural Networks". *International Journal of Productivity and Quality Management*, 7:3, pp.263-286.

Arora, R., and Stoner, C.R. (1996): "The Effect of Perceived Service Quality and Name Familiarity on the Service Selection Decision". *Journal of Services Marketing*, 10, pp.22-34.

Arasli H, Katircioglu S T, Smadi SM (2005): "A Comparison of Service Quality in the Banking Industry: Some Evidence from Turkish-and Greek-Speaking Areas in Cyprus", Inter. J. Bank Mark, 23(7), pp.508-526.

Atilgan, E., Aksoy, S., and Akinci, S. (2005): "Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey". *Marketing Intelligence and Planning*. pp.237-248.

Aiello, A., Garman, A., and Morris, B.S. (2003): "Patient Satisfaction with Nursing Care: A Multilevel Analysis". *Journal of Quality Management in Health Care,* 12(3), pp.187-191.

Alhabeeb, M. J. (2007): "On Consumer Trust and Product Loyalty". *International Journal of Consumer Studies*, Vol.31, Iss.6, pp.609-612.

Allaway, A.W., Huddleston, P., Whipple, J. and Ellinger, A. E. (2011): "Customer-Based Brand Equity, Equity Drivers, and Customer Loyalty in the Supermarket Industry". *Journal of Product and Brand Management*. Vol.20, No.3, pp.190-204.

Anderson EW, Sullivan M. (2003): "The Antecedents and Consequences of Customer Satisfaction for Firms". *Marketing Science* 1993, 12, pp.125-43.

Amine, Abdelmajid (1998): "Consumers' True brand Loyalty: The Central Role of Commitment". *Journal of Strategic Marketing,* 6(May), pp.305-319.

Ambler, T. (2003): "Marketing and The Bottom Line: Creating the Measures of Success, Financial Times". Prentice Hall, London.

Atilgan, E., Aksoy, S., and Akinci, S. (2005): "Determinants of the Brand Equity: A Verification Approach in the Beverage Industry in Turkey". *Marketing Intelligence and Planning,* 23, pp.237-248.

Adom, D., Hussein, E. K., Agyem, J. A. (2018): "Theoretical and Conceptual Framework: mandatory Ingredients of Quality Research". *International Journal of Scientific Research,* 7(1), pp.93-98.

Akintoye, A. (2015): "Developing Theoretical and Conceptual Frameworks". Jedm.oauife.edu.ng>uploads>2017/03/07(accessed 2017 February 22).

Brown, Gordon, and Andy Farr. (1994): "Persuasion or Enhancement? An Experiment". *Market Research Society Conference Papers,* pp.69-77.

Branthwaite, Alan and Swindells, Alan (1995): "Qualitative Advertising Research. Where Do We Get It Right and Where Do We Get It Wrong?". *Proceedings of the Market Research Society Conference. London: MRS.* In Mike Owen, John Chanler (2002): "Developing Brands with Qualitative Market Research". *Volume 5 of Qualitative Market Research. SAGE*, 2002, ISBN: 1847876978, 9781847876973, pp.156.

Blomer, J., and De Ruyter, K. (1999): "Customer Loyalty in High and Low Involvement Service Settings: The Moderating Impact of Positive Emotions". *Journal of Marketing Management,* 15(4), pp.315-330.

Brakus, J. J., Schmitt, B. H., and Zarantonello, L. (2009): "Brand Experience: What is it? How is it Measured? Does it Affect Loyalty? *Journal of Marketing,* 73(3), pp.52-68.

Blackston, M. (2000): "Observations: Building Brand Equity by Managing the Brand's Relationships". *Journal of Advertising Research*. Vol.40, No.6, pp.101-105.

Buil, I., de Chernatony, L. and Martinez, E. (2008): "A Crossnational Validation of the Consumer-Based Brand Equity Scale". *Journal of Product and Brand Management*. Vol.17, No.6, pp.384-392.

Bean, C. J. (2007): Book Review: Maxwell, J. A. (Ed.). (2005): "Qualitative Research Design: An Interactive Approach" (2nd ed.). Thousand Oaks, CA: Sage. *Organizational Research Methods,* 10(2), pp.393-394.

Belch, G. E. and Belch, M. A. (2015): "Advertising and Promotion: An Integrated Marketing Communication perspective", McGraw-Hill International Edition, 10th Edition, pp.13,60. ISBN 978-981-4575-11-9.

Bharadwaj, S. G., Varadarajan, P. R., and Fahy, J. (1993): "Sustainable Competitive Advantage in Service Industries: A Conceptual Model and Research Propositions". *Journal of Marketing,* 57(4), pp.83-99.

Baloglu, S. (2002): "Dimensions of Customer Loyalty: Separating Friends from Well Wishers". *Cornell Hotel and Restaurant Administration Quarterly*, 43(1), pp.47-59.

Bendapudi, Neeli and Leonard Berry (1997): "Customers' Motivations for Maintaining Relationships with Service providers". *Journal of Retailing,* 73(1), pp.15-37.

Baldauf, A., Cravens, K. S. and Binder, G. (2003): "Performance Consequences of Brand Equity Management Evidence from organizations in the Value Chain". *Journal of Product and Brand Management*. Vol.12, No.4, pp.220-236.

Barwise, Patrick (1993): "Brand Equity: Snark or Boojum"? *International Journal of Research in Marketing,* 1993:1, pp.93-104.

Berry, L. L. (2000): “Cultivating Service Brand Equity”. *Journal of Academy of Marketing Science,* 28(1), pp.128-137.

Bell D. E. and Leavitt D. M. (1998): “Bronner Slosberg Humphrey”. *Harvard Business School Case*, 9-598-136, pp.5.

Berry, L. L, V. A. Zeithaml and Parasuraman (1990): “Five Imperatives for Improving Service Quality”. *Sloan Management Review*. Vol. 31, No. 4 Summer, pp.29-38.

Brady, M. K., and Cronin, J. J. (2001): “Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach”. *Journal of Marketing,* 65(3), pp.34-49.

Butcher, K. (2005): “Differential Impact of Social Influence in the Hospitality Encounter”. *International Journal of Contemporary Hospitality Management*, 17(2), pp.125-135.

B.T Cronin, A Hurst, H. Celik, I Türkmen (2000): “Superb Exposure of a Channel, Levee and Overbank Complex in an Ancient Deep-Water Slope Environment, Sedimentary Geology”. Vol.132, Iss.3-4, pp.205-216, ISSN 0037-0738.

Babakus, E. and Boller, G. W. (1992): “An Empirical Assessment of the SERVQUAL Scale”. *Journal of Business Research*. Vol.24, pp.253-268.

Babakus, E. and Mangold, W. G. (1992): “Adapting the SERVQUAL Scale to Hospital Services: An Empirical Investigation”. *Health Service Research*. Vol.26, No.6, pp.767-786.

Brogowicz, A.A., Delene, L.M. and Lyth, D. M. (1990): “A Synthesised Service Quality Model with Managerial Implications”. *International Journal of Service Industry Management.* Vol.1, No.1, pp.27-44.

Bitner, M.J., and Hubbert, A.R. (1994): “Encounter Satisfaction Versus Overall Satisfaction Versus Quality: The Customer’s Voice”. Sage Publications, Thousands Oaks, CA, 1994.

Brensinger, R. P., and Lambert, D. M. (1990): “Can the SERVQUAL Scale Be Generalized to Business-to-Business Service”? In A. Parasuraman, and W. Bearden (Eds.), Enhancing Knowledge Development in Marketing (p.289). Chicago IL: AMA’s Summer Educators’ Conference Proceedings.

Boulding, W., Kalra, A., Staelin, R., and Zeithaml, V.A. (1993): “A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions”. *Journal of Marketing Research,* 30(1), pp.7-27.

Brown, S.W. and Swartz, T.A.(1989): “A Gap Analysis of Professional Service Quality”. *Journal of Marketing,* 53, pp.92-98.

Babakus, E. and Inhofe, M. (1991): “The Role Of Expectations and Attribute Importance in The Measurement Of Service Quality”. In Gilly, M. C. et al., (Eds), *Proceedings of the Summer Educators’ Conference*, *American Marketing Associations*, Chicago, IL, pp.142-144.

Batra, R., and Ray, M. L. (1986): “Affective Response Mediating Acceptance of Advertising”. *Journal of Consumer Research*, 13(2), pp.234-249.

Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A. (1993): "A Dynamic Process Model of Service Quality: From Expectations To Behavioral Intentions". *Journal of Marketing Research*. Vol.30, February, pp.7-27.

Bouman, M. and van der Wiele, T. (1992): "Measuring Service Quality in the Car Service Industry: Building and Testing an Instrument". International Journal of Service Industry Management. Vol.3, No.4, pp.4-16.

Butcher, K. (2005): "Differential Impact of Social Influence in the Hospitality Encounter". *International Journal of Contemporary Hospitality Management*, 17(2), pp.125-135.

Blankson, C, and Kalafatis, S. (1999): "Issues and Challenges in the Positioning of Service Brands: A Review. *Journal of Product and Brand Management*, 8(2), pp.106-116.

Bowen, D. E., and Hallowell, R. (2002): "Suppose We Took Service Seriously? An Introduction to the Special Issue. *Academy of Management Perspectives*, 16(4), November, pp.69-72.

Biel, A. L. (1992): "How Brand Image Drives Brand Equity". *Journal of Advertising Research,* November/December, pp.6-12.

Berry, L. L., Parasuraman, A. and Zeithaml, V. (1990): "Five Imperatives for Improving SQ". *Sloan Management Review*. Vol.29, Summer, pp.29-38.

Berry, L. L., Zeithaml, V. A., and Parasuraman, A. C. S. Q. (1990): "Five Imperatives for Improving Service Quality". *MIT Sloan Management Review*, 31(4), pp.29.

Berry, L. L., Parasuraman, A. and Zeithaml, V. (1990): "Five Imperatives for Improving Service Quality". *Sloan Management Review*. Vol. 29, Summer, pp.29-38.

Brown, K.A., and Mitchell, T. R. (1993): "Organizational Obstacles: Links with Financial Performance, Customer Satisfaction, And Job Satisfaction in a Service Environment". *Human Relations*, 46(6), pp.725-757.

Barsky, J.D. and Labagh, R. (1992): "A Strategy for Customer Satisfaction". *Cornell Hotel and Restaurant Administration Quarterly*, 33, pp.32-40.

Bitner, M. J. (1990): "Evaluating Service Encounters the Effects of Physical Surrounding and Employee Responses". *Journal of Marketing*, 52(2), pp.69-82.

Babin, B. J. A. B., L. (1999): "Seeking Something Different? A Model of Schema Typically, Consumer Effect and Purchase Intentions and Perceived Shopping Value". *Journal of Business Research*, 54, pp.89-96.

Berry, Leonard L. Parasuraman, A. Zeithaml, Valarie A. (1988): "The Service-Quality Puzzle". *Business Horizons*. Vol.31, Iss.5, pp.35-43.

Bloemer, J., and De Ruyter, K. (1998): "On the Relationship Between Store Image, Store Satisfaction and Store Loyalty". *European Journal of Marketing*, 32(5/6), pp.499-513.

Bloemer, J., De Ruyter, K., and Peeters, P. (1998): "Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality and Satisfaction". *International Journal of Bank Marketing*, 16, pp.276-286.

Beerli, A., Martin, J. D. and Quintana, A. (2004): "A Model of Customer Loyalty in the Retail Banking Market". *European Journal of Marketing*. Vol.38, No.1/2, pp.253-275.

Bedi, M. (2010): "An Integrated Framework for Service Quality, Customer Satisfaction and Behavioral Responses in Indian Banking Industry—A Comparison of Public and Private Sector Banks". Journal of Services Research, 10(1), pp.157-172.

Balaji, M. S. (2009): "Customer Satisfaction with Indian Mobile Services". IUP Journal of Management Research, 8(10), pp.52-62.

Back, K. J., and Parks, S. C. (2003): "A Brand Loyalty Model Involving Cognitive, Affective, and Conative Brand Loyalty and Customer Satisfaction". *Journal of Hospitality and Tourism Research*, 27(4), pp.419-435.

Bolton, R. N. (1998): "A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction. *Marketing Science,* 17(1), pp.45-65.

Barnes J. G. and J. A. Cumby (1993): "The Cost of Quality in Service-Oriented Companies: Making Better Customer Service Decisions Through Improved Cost Information". Proceedings of the Atlantic Schools of Business Conference, pp.241-25.

Berry, Leonard L. and Parasuraman, A. (1991): "Marketing Services: Competing Through Quality". *New York: The Free Press*. pp.203.

Berry, L. L. (1991): "Marketing Services: Competing Through Quality". *Simon And Schuster*.

Bhattacharya, P., and Mehta, K. K. (2000): "Socialization in Network Marketing Organizations: Is It Cult Behavior?". *The Journal of Socio-Economics*, 29(4), pp.361-374.

Bhattacharya, U., Daouk, H., Jorgenson, B., and Kehr, C. H. (2000): "When an Event is Not an Event: The Curious Case of an Emerging Market. *Journal of Financial Economics*, 55(1), pp.69-101.

Carman, J. M. (1990): "Consumer Perceptions of Service Quality". *Journal of Retailing*. Vol.66, pp.33-55.

Chang, T. Z. and Chen, S.J. (1998): "Market Orientation, Service Quality and Business Profitability: A Conceptual Model and Empirical Evidence". *Journal of Service Marketing*. Vol.12, No.4, pp.246-264.

Cronin, J. Joseph, Brady, Micheal K, Hult, G. Tomas M. (2000): "Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments". *Journal of Retailing*. Vol.76, Iss.2, pp.193-218.

Clow, Kenneth E. and Donald Baack (2005): "Brand and Brand Equity". *Concise Encyclopedia of Advertising, Haworth Press, Inc.*

Cronin, J. J., and Taylor, S. A. (1992): "Measuring Service Quality: A Reexamination and Extension". *Journal of Marketing*, 56(3), pp.55-68.

Cronin, J. J., Brady, M. K. and Hult, G. T. (2000): "Assessing the Effects of Quality, Value and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments". *Journal of Retailing*, 76, pp.193-218.

Cronin, J. J. and Taylor, S. A. (1994): "SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perception-Minus-Expectations Measurement of Service Quality". Journal of Marketing. Vol.58, No.1, pp.125-131.

Crompton, J. L., and Mackay, K. J. (1989): "Users' Perceptions of the Relative Importance of Service Quality Dimensions in Selected Public Recreation Programs". *Leisure Sciences*, 11(4), pp.367-375.

Cronbach, L. J. (1986): "Social Inquiry by and for Earthlings. Metatheory in Social Science: Pluralisms and Subjectivities", 83. D. W. Fiske and R. A. Schewder, Eds., University of Chicago Press, Chicago. In Salvendy, G. (Ed.). (2001). *Handbook of Industrial Engineering: Technology and Operations Management.* John Wiley & Sons.

Chan, A. K. K. and Huang, Y. Y. (1997): "Brand Naming in China: A Linguistic Approach". *Marketing Intelligence and Planning.* Vol.15, No.5, pp.227-234.

Caro, L. M. and Garcia, J. A. M. (2007): "Measuring Perceived Service Quality in Urgent Transport Service". *Journal of Retailing and Consumer Services*. Vol.14, No.1, pp.60-72.

Chahal, H., and Bala, M. (2012): "Significant Components of Service Brand Equity in Healthcare Sector". *International Journal of Health Care Quality Assurance*, 25(4), pp.343-362.

Cooil, B., Keiningham, T. L., Aksoy, L., and Hsu, M. (2007): "A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics". *Journal of Marketing*, 71(1), pp.67-83.

Chen, J. T. B. and S. -L. (2001): "The Relationship Between Customer Loyalty and Customer Satisfaction". International Journal of Contemporary Hospitality Management, 13(5), pp.213-217.

Chen, J. T. B. and S. -L. (2001): "The Relationship Between Customer Loyalty and Customer Satisfaction". *Emerald Insight*, 13(5), pp.213-217.

Colgate, m., Stewart, K., and Kinsella, R. (1996): "Customer Defection: A Study of the Student Market in Ireland. *International Journal of Bank Marketing*, 14(3), pp.23-29.

Cobb-Walgren, C. J., Ruble, C. A., and Donthu, N. (1995): "Brand Equity, Brand Preference, and Purchase Intent". *Journal of Advertising*, 24(3), pp.25-40.

Camp, W. G. (2001): "Formulating and Evaluating Theoretical Frameworks for Career and Technical Education Research". *Journal of Vocational Educational Research*, 26(1), pp.27-39.

Cengiz E, Yayla HE. (2007): "The Effect of Marketing Mix on Positive Word of Mouth Communication: Evidence from Accounting Offices in Turkey". *Innovative Marketing*, 3(4), pp.74-86.

Chang, H. H., Wang, Y., and Yang, W (2009): "The Impact of E-Service Quality, Customer Satisfaction and Loyalty on E-Marketing: Moderating Effects of Perceived Value". *Total Quality Management and Business Excellence*, 20(4), pp.423-443.

Chahal, H., and Bala, M.(2001): "Confirmatory Study on Brand Equity and Brand Loyalty: A Special Look at The Impact of Attitudinal and Behavioral Loyalty". *Vision*, 14(1-2), pp.1-12.

Corbin, C.L., Kelley, S.W. and Schwartz, R.W. (2000): "Concepts in Service Marketing for Healthcare Professionals". *The American Journal of Surgery*. Vol.181, pp.1-7.

Dabholkar, P., Thorpe, D. I. and Rentz, J. O. (1996): "A Measure of Service Quality for Retail Stores: Scale Development and Validation". *Journal of the Academy of Marketing Science*. Vol.24, No.1, pp.3-16.

Dabholkar, P. A., Shepherd, C. D. and Thorpe, D. I. (2000): "A Comprehensive Framework for Service Quality: An Investigation of Critical Conceptual and Measurement Issues Through a Longitudinal Study". *Journal of Retailing*. Vol.76, No.2, pp.131-9.

Dimitriades, Z. S. (2006): "Customer Satisfaction, Loyalty and Commitment in Service Organizations: Some Evidence from Greece". *Management Research News*. Vol.29, No.12, pp.782-800.

del Bosque, I. R. and Martin, H. S. (2008): "Tourist Satisfaction a Cognitive-Affective Model". *Annals of Tourism Research*, 35, pp.551-573.

Del Rio, A. B., Vazquez, R., and Iglesias, V. (2001): "The Effects of Brand Associations on Consumer Response". *Journal of Consumer Marketing*. Vol.18, No.5, pp.410-425.

Degeratu, A. m., Rangaswamy, A., and Wu, J. (2000): "Consumer Choice Behavior in Online and Traditional Supermarkets: The Effects of Brand Name, Price, and Other Search Attributes". *International Journal of Research in Marketing*, 17(1), pp.55-78.

Duncan, Tom-Moritarty, Sandra (1998): "IT's Role in Managing Relationships and Building Brands". In's Proceedings of the 6th International Colloquium in Relationship Marketing, ed. By Rod Brodie, pp.164-172. Publications of the University of Auckland.

Dick, A. S., and Basu, K. (1994): "Customer Loyalty: Toward an Integrated Conceptual Framework". Journal of the Academy of Marketing Science, 22(2), pp.99-113.

De Ruyter, J. C., Bloemer, J.M. A. and Peters, P. (1997): "Merging Service Quality and Service Satisfaction: An Empirical Test of an Integrative Framework". *Journal of Economic Psychology*. Vol.18, pp.387- 406.

Donaldson, T., and Preston, L. E. (1995): "The Stakeholder Theory of the Corporation: Concepts, Evidence, and Implications". *The Academy of Management Review*, 20(1), pp.65-91.

Dyson, Paul, U., Farr, A., and Hollis, N. (1996): "Understanding, Measuring, and Using Brand Equity". *Journal of Advertising Research*, 36, pp.9-22.

Dix, A. (2008): "Theoretical Analysis and Theory Creation". *Research Methods in Human-Computer Interaction*, pp.175-195.

Dixon, J., Gulliver, A., Gibbon, D. and Hall, M. (2001): "Farming Systems and Poverty: Improving Farmers' Livelihoods in a Changing World". Washington, DC: World Bank.

Edell, J. A., and Burke, M. C. (1987): "The Power of Feelings in Understanding Advertising Effects". *Journal of Consumer Research*, 14(3), pp.421-433.

Ekinci, Y., Dawes, P. l., and Massey, G. R. (2008): "An Extended Model of the Antecedents and Consequences of Consumer Satisfaction for Hospitality Services". *European Journal of Marketing.* Vol.42, No.1/2, pp.35-68.

Ennew, C. T., and Binks, M. R. (1996): "The Impact of Service Quality and Service Characteristics on Customer Retention: Small Businesses and Banks in the UK". *British Journal of Management,* 7, pp.219-230.

Evans, M. (2007): "Recent Research (2000-2006): "Into Applied Linguistics and Language Teaching with Specific Reference to L2 French". *Language Teaching*, 40, pp.211-230.

Erdem, T. and Swait, J. (1998): "Brand Equity as a Signaling Phenomenon". *Journal of Consumer Psychology,* 7(2), pp.131-157.

Ehigie, B. O. (2006): "Correlates of Customer Loyalty to their Bank: A Case Study in Nigeria". *International Journal of Bank Marketing*. Vol.24, No.7, pp.494-508.

Fornell, C. (1992): "A National Customer Satisfaction Barometer: The Swedish Experience". *Journal of Marketing*, 56(1), pp.6-21.

Fornell, Claes and Wernerfelt, Birger (1987): "Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis". *Journal of Marketing Research*, 24, pp.337-46.

Fisher, C. (2007): "Researching And Writing A Dissertation: A Guidebook for Business Students". *Financial Times Prentice Hall: Intervarsity Press*.

Faircloth, J. B., Capella, L. M., and Alford, B. L. (2001): "The Effect of Brand Attitude and Brand Image on Brand Equity". *Journal of Marketing Theory and Practice*, 9(3), pp.61-75.

Fournier, S., (1998): "Consumers and Their Brands: Developing Relationship Theory in Consumer Research". *Journal of Consumer Research*, 24, pp.343-373.

Ford, J, W., Joseph, M. and Joseph, B. (1993): "Service Quality in Higher Education: A Comparison of Universities in the United States and New Zealand Using SERVQUAL". Unpublished Manuscript, Old Dominion University, Norfolk, VA.

Finn, D. W., and Lamb, C. W. (1991): "An Evaluation of the SERVQUAL Scales in a Retailing Setting". *ACR North American Advances,* Volume 18, eds.

Farquhar, P. H. (1989): "Managing Brand Equity". *Marketing Research*. Vol.1, September, pp.24-33.

Frost, F. A. and Kumar, M. (2000): "INTSERVQUAL- An Internal Adaptation of the GAP Model in a Large Service Organization". *Journal of Services Marketing*. Vol.14, No.5, pp.358-377.

Fruchter, G. E., and Sigué, S. P. (2004): "Managing Relational Exchanges". *Journal of Service Research*, 7(2), pp.142-154.

Faullant, R., Matzler, K., and Fűller, J. (2008): "The Impact of Satisfaction and Image on Loyalty: The Case of Alpine Ski Resorts. *Managing Service Quality*, 18, pp.163-178.

GrÖnroos, C. (1982): "An Applied Service Marketing Theory". *European Journal of Marketing*, 16, pp.30-41.

GrÖnroos, C. (1983): "Innovative Marketing Strategies and Organization Structures for Service Firms". In Berry, L.L., Shostack, G. L. and Upah, G. D. (Eds.). "Emerging Perspectives on Services Marketing". Chicago, ILL.: American Marketing Association.

GrÖnroos, C.(1984): "A Service Quality Model and its Marketing Implications". European Journal of Marketing. Vol.18, No.4, pp.36-44.

GrÖnroos, C. (1990): "Service Management and Marketing: Managing the Moments of Truth in Service Competition". Lexington Books, Lexington.

GrÖnroos, C.(2000):"Service Management and Marketing: A Customer Relationship Management Approach". 2nd ed. West Sussex: John Wiley and Sons, Ltd.

George M. Zinkhan and Penelope J. Prenshaw (1994): " Good Life Images and Brand Name Associations: Evidence from Asia, America And Europe", In NA- Advances in Consumer Research Volume 21, eds. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research, pp.496-500.

Grant M., Booth A. (2009): "A Typology of Reviews: An Analysis of 14 Review Types and Associated Methodologies". Health Info Libraries Journal, 26, pp.91-108.

Galloway, L., and Ho, S. K.(1996): "A Model of Service Quality for Training". *Training for Quality*, 4, pp.20-26.

Gustafsson, A., Johnson, M. D., and Roos, I. (2005): "The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention". *Journal of Marketing,* 69(4), pp.210-218.

Grace, D., and O'Cass, A. (2001): "Attributions of Service Switching: A Study of Consumers' and Providers' Perceptions of Child-Care Service Delivery". *Journal of Service Marketing*, 15(4), pp.300-321.

Gee, R., Coates, G., and Nicholson, M. (2008): "Understanding and Profitable Managing Customer Loyalty". *Marketing Intelligence and Planning*, 26(4), pp.359-374.

Gil, R. B., E.F. Andres and E. M. Salinas, (2007): "Family as a Source of Consumer Based Brand Equity. Journal of Product and Brand Management, 16, pp.188-199.

Gao, C. Y., Jia, J. M., and Zhao, P. (2006): "Service Quality and Attribute-Based Performance of Chinese Retail Banks. In 2006 International Conference on Service Systems and Service Management. Vol.2, pp.1305-1309. IEEE.

Grant, C. and Osanloo, A. (2014): "Understanding, Selecting, and Integrating a Theoretical Framework". In Dissertation Research: Creating the Blueprint for 'House'. *Administrative Issues Journal: Connecting Education, Practice and Research.* pp.12-22.

Huberman, A. M., and Miles, M. B. (1994): "Data Management and Analysis Methods". In N.K. Denzin and Y. S. Lincoln (Eds.), Handbook of Qualitative Research, pp.428-444. *Sage Publications, Inc.*

Haywood-Farmer, J. (1988): "A Conceptual Model of Service Quality". *International Journal of Operations and Production Management*. Vol..8, No.6, pp.19-29.

Hellier, P. K., Geursen, G. M., Carr, R. A., and Rickard, J. A. (2003): "Customer Repurchase Intention: A General Structural Equation Model". *European Journal of Marketing*, 37(11/12), pp.1762-1800.

Holden, S. J. S., and Vanhuele, M. (1999): "Know the Name, Forget the Exposure: Brand Familiarity Versus Memory of Exposure Context". *Psychology and Marketing,* 16(6), pp.479-496.

Hart, C. W. L., Heskett, J. L., and Sasser, W. E. (1990): "The Profitable Art of Service Recovery". *Harvard Business Review,* 68, pp.148-156.

Holbrook, Morris B. (1994): "The Nature of Customer Value: An Axiology of Services in the Consumption Experience". In Service Quality: New Directions in Theory and Practice, Roland T. Rust and Richard L. Oliver, (Eds.), Thousand Oaks, CA: *Sage Publication*, pp.21-71.

Hoyer, Wayne D. and Deborah J. Macinnis (2001): "Consumer Behavior". 2nd Edition, Boston: Houghton Mifflin.

Hokanson, S. (1995): "The Deeper You Analyze, The More You Satisfy Customers". *Marketing News*, 29 (1), pp.16-16.

Hekkert, K. D., Cihangir, S., Kleefstra, S. M., van den Berg, B., and Kool, R. B. (2009): "Patient Satisfaction Revisited: A Multilevel Approach". *Social Science and Medicine*, 69(1), pp.68-75.

Hogg, M. K., Cox, A. J., Keeling, K., (2000): "The Impact of Self-Monitoring on Image Congruence and Product/Brand Evaluation". *European Journal of Marketing*, 5(6), pp.641-666.

He, H. and Li, Y. (2011): "Key Service for High-Tech Service Brand Equity: The Mediating Role of Overall Service Quality and Perceived Value. *Journal of Marketing Management*. Vol.27, No.1, pp.77-99.

Hallowell, R. (1996): "The Relationships of Customer Satisfaction, Customer Loyalty and Profitability: An Empirical Study". *International Journal of Service Industry Management*. Vol.7, No.4, pp.27-42.

Hallowell, R. (2002): "Word-of-Mouth Referral". Harvard Business School Module Note.

Hart CWL, Heskett JL, Sasser WE, Jr. (1990): "The Profitability Art of Service Recovery". Harvard Business Review, 68(4), pp.148-156.

Imenda, S. (2014): "Is There a Conceptual Difference Between Theoretical and Conceptual Frameworks?" *Journal of Social Sciences*, 38(2), pp.185-195.

Jensen, M. B., Klastrup, K. (2008): "Towards a B2B Customer-Based Brand Equity Model". *Journal of Targeting, Measurement and Analysis for Marketing*, 16(20), pp.122-128.

Johnson, Linda L., Michael J. Dotson and B. J. Dunlop (1988): "Service Quality Determinants and Effectiveness in the Real Estate Brokerage Industry". *The Journal of Real Estate Research*, 3(2), pp.1-6.

Jacoby, Jacob, and Robert W. Chestnut (1978): "Brand Loyalty: Measurement and Management". New York: John Wiley and Sons.

Jacoby, Jacob, Chestnut, Robert W., and Fisher, William, (1978): "Simulating Non-Durable Purchase: Individual Differences and Information Acquisition Behavior". *Journal of Marketing Research*, 15, pp.532-544.

Janiszewski, C., and Van Osselaer, S. M. (2000): "A Connectionist Model of Brand-Quality Associations". *Journal of Marketing Research*, 37(3), pp.331-350.

Jabnoun and Al-Tamimi (2003): "Measuring Perceived Service Quality at UAE Commercial Banks". *International Journal of Quality and Reliability Management*, pp.47-55.

Jin, Naehyun (Paul). Lee, Sangmook and Huffman, Lynn (2012): "Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of Dining Motivation". *Journal of Travel and Tourism Marketing*, 29(6), pp.532-551.

Jin, Naehyun (Paul). Lee, Sangmook and Huffman, Lynn (2012): "Impact of Restaurant Experience on Brand Image and Customer Loyalty: Moderating Role of Dining Motivation". *Journal of Travel and Tourism Marketing*, 29(6), pp.532-551.

Jones, M. A., and Suh, J. (2000): "Transaction-Specific Satisfaction and Overall Satisfaction: An Empirical Analysis". *Journal of Services Marketing*. Vol.14, No.2, pp.147-159.

Joachimsthaler, E., Aaker D. A. (1997): "Building Brands Without Mass Media" in *"Harvard Business Review*". 75(January/February), pp.39-50.

Jones, T., Sasser, W. and Earl, W. Jr. (1995): "Why Satisfied Customers Defect?" Harvard Business Review. 73(6), pp.88-99.

Jabareen, Y. (2009): "Building a Conceptual Framework: Philosophy, Definitions and Procedure". *International Journal of Qualitative Methods,* 8, pp.49-62.

Kim, H., and Kim, W. (2005): "The Relationship Between Brand Equity and Firms' Performance in Luxury Hotels and Chain Restaurants". *Tourism Management*. Vol.26, pp.549-560.

Kotler, Philip (1994): "Marketing Management: Analysis, Planning, Implementation and Control." Prentice Hall: Englewood Cliffs.

Kotler, P. and Keller, K. L. (2006): Marketing Management, 12th Edition, Pearson Education, Upper Saddle River, NJ.

Kotler, P. H (2007): "Framework for Marketing Management" 3rd Edition, Pearson Education India. pp.90-91.

Kotler, P. Keller, K.L.Khoshy, A. Jha, M. (2009): Marketing Management, 13th Edition, Pearson Inc. Education, Pp.460. Indian Subcontinent Adaptation. Copyright@ 2009 Dorling Kindersley (India) Pvt. Ltd.

Kotler, P. (2000): Marketing Management: The Millennium Edition. Pearson Prentice Hall, Upper Saddle River.

Kotler, P. (1999): Marketing Management: Analysis, Planning, Implementation and Control." 9th Edition, Prentice Hall College Inc.

Keegan, Warren-Moriarty, Sandra-Duncan, Thomas (1995): Marketing. Prentice Hall: Englewood Cliffs.

Kerin, Roger-Sethuraman, Raj (1998): "Exploring the Brand Value-Shareholder Value Nexus for Consumer Goods Companies. Journal of the Academy of Marketing Science, 4, pp.260-273.

Keller, K. L. (1998): Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Prentice Hall, Upper Saddle River. ISBN 9780131201156. pp.53-68.

Keller, K. L. (1993): "Conceptualizing, Measuring and Managing Customer-Based Brand Equity". Journal of Marketing. Vol. 57, No.1, pp.1-22.

Keller, Kevin Lane. (2003): "Brand Synthesis: The Multidimensionality of Brand Knowledge". Journal of Consumer Research, 29(4), pp.595-600.

Kevin L. Keller (2008): Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 3rd Edition, Pearson Education, Inc., in South Asia.

Kevin Lane Keller, Ambi M. G. Parameswaran and Isaac Jacob (2015): " Strategic Brand Management: Building, Measuring, and Managing Brand Equity". Fourth Edition, pp. (xvii) (Prologue), Copyright © 2015 Person India Education Services Pvt. Ltd. pp.43, 49, 51, 52, 84, 198, 235.

Keller, K. L. (2003): Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 2rd Edition Prentice-Hall, Englewood Cliffs, NJ.

Keller, Kevin, L. and Donald R. Lehmann (2003): "How Do Brand Create Value", Marketing Management. May, pp.26-31.

Krishnan, H. S. (1996): "Characteristics of Memory Associations: A Consumer-Based Brand Equity Perspective". *International Journal of Research in Marketing*, 13(4), pp.389-405.

Keller, K. L. (2001): "Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands". *Marketing Management*, July/August, pp.15-19.

Kayaman, R., and Arasli, H. (2007): "Customer-Based Brand Equity: Evidence from the Hotel Industry". *Managing Service Quality*, 17(1), pp.92-109.

Krishnan, B. C., and Hartline, M. D. (2001): "Brand Equity: Is it More Important in Services?" *Journal of Services Marketing*, 15(5), pp. 328-342.

Kim, Kyung Hoon. Kim, Kang Sik. Kim, Dong Yul. Kim, Jong Ho. Kang, Suk Hou. (2008): "Brand Equity in Hospital Marketing". *Journal of Business Research*. Vol.61, Iss. 1, pp.75-82.

Kumar, R. S., Dash, S., and Purwar, P. C. (2013): "The Nature and Antecedents of Brand Equity and its Dimensions". *Marketing Intelligence and Planning*. Vol.31(2), pp.141-159.

Kassim, N., and Abdullah, N. A. (2010): "The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in E-Commerce Settings: A Cross-Cultural Analysis". *Asia Pacific Journal of Marketing and Logistics*. Vol.22, No.3, pp.351-371.

Kandampully, J. and Suhartanto, D. (2000): "Customer Loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image". *International Journal of Contemporary Hospitality Management*, 12, pp.346-351.

Kapferer, JN. (1996): "Building Strong Brands". *Journal of Brand Management*, 3, pp.278-280.

Keller, K. L. And Lehmann, D. R. (2003): "How Do Brands Create Value?" *Marketing Management*, 12, pp.26-31.

Kapferer, J. N. (2008): “The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term”. *Kogan Page Publishers*.

Keller, K. L. (2001): “Building Customer-Based Brand Equity”. *Marketing Management*, 10, pp.14-21.

Lam, R., and Burton, S. (2006): “SME Banking Loyalty (And Disloyalty): A Qualitative Study in Hong Kong”. *International Journal of Bank Marketing*, 24(1), pp.37-52.

Lehmann, D. R., Keller, K. L. and Farley, J. U. (2008): “The Structure of Survey-Based Brand Metrics”. *International Marketing Review*. Vol. 16, No.4, pp.29-56.

Leonard L. Berry, and A. Parasuraman (1993): “The Nature and Determinants of Customer Expectations of Service”. *Journal of the Academy of Marketing Science*, 21, pp.1-12.

Leonard L. Berry, A. Parasuraman, and Valarie A. Zeithaml (1993): “Ten Lessons for Improving Service Quality”, MSI Report, pp.93-104 (Cambridge, MA: *Marketing Science Institute*, 1993).

Lewis, R. and Booms, B. (1983): “The Marketing Aspects of Service Perspectives on Services Marketing”. *American Marketing Association*, Chicago, Il, pp.99-107.

Ladhari, R. (2008): “Alternative Measures of Service Quality: A Review”. *Managing Service Quality*, 18, pp.65-86.

Lassar, Walfried, Banwari Mittal, and Sharma Arun (1995): “Measuring Customer-Based Brand Equity”. *Journal of Consumer Marketing*, 12(40, pp.11-19.

Lovelock, C. Wirtz, J. Chatterjee, J. (2011): “Services Marketing-People, Technology, Strategy, Seventh Edition, Published By Dorling Kindersley; By(India) Pvt. Ltd., Licensees of Pearson Education in South Asia, pp.170-171, ISBN: 978-8131759394.

Lloyd C. Harris, Mark M. H Goode (2004): “The Four Levels of Loyalty and The Pivotal Role of Trust: A Study of Online Service Dynamics”. *Journal of Retailing*. Vol.80, Iss.2, pp.139-158. ISSN 0022-4359.

Levitt, T. (1981): “Marketing Intangible Products and Product Intangibles”. *Harvard Business Review*. pp.93-101.

Laroche, M., Kim, C., and Zhou, L. (1996): “Brand Familiarity and Confidence as Determinants of Purchase Intention: An Empirical Test in a Multiple Brand Context”. *Journal of Business Research*, 37(2), pp.115-120.

Lassar, W., Mittal, and Sharma, A. (1995): “Measuring Customer-Based Brand Equity”. *Journal of Consumer Marketing*, 12, pp.11-19.

Lasser, Walfried, Mittal, Banwari, and Sharma, Arun. (2005): “Measuring Customer-Based Barnd Equity”. *Journal of Consumer Marketing*, 12(4), pp.11-19.

Lassar, W. M., Manolis, C., and Winsor, R. D. (2000): "Service Quality Perspectives and Satisfaction in Private Banking". *The Journal of Services Marketing*, 14(3), pp.244-271.

Lewis, R. C. and Booms, B. H. (1983): "The Marketing Aspects of Service Quality". In Berry, L.L., Shostack, G. L. and Upah, G. D. (Eds.). "Emerging Perspectives on Services Marketing". Chicago: American Marketing Association, pp.99-107.

Lehtinen, U. and Lehtinen, J. R. (1982): "Service Quality: A Study of Quality Dimensions". Working Paper. Service Management Institute, Helsinki.

Lewin, K. (1938): "The Conceptual Representation and the Measurement of Psychological Forces". *Contributions to Psychological Theory,* 1(4), pp.247.

LaBarbera, P. A. and Mazursky, D. (1983): "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of The Cognitive Process". *Journal of Marketing Research,* 20, pp.393-404.

Luse, A., Mennecke, B., and Townsend, A. (2012): "Selecting A Research Topic: A Framework for Doctoral Students". *International Journal of Doctoral Studies*, 7, pp.143-152.

Latham, J.(2017): "Conceptual Framework". http://jojnlatham.me/frameworks/researchmethods-framework/conceptual-framework/ (accessed 2017 March 15).

Levesque, T. J., and McDougall, G. H. (2000): "Service Problems and Recovery Strategies: An Experiment". *Canadian Journal of Administrative Science/Revue Canadienne Des Sceinces De I'administration,* 17(1), pp.20-37.

Levesque, T. J., and McDougall, G.H.G. (1993): "Managing Customer Satisfaction: The Nature of Service Problems and Customer Exit, Voice and Loyalty". *Asia Pacific Journal of Quality Management*, 2(2), pp.40-58.

Levesque, T. J., and McDougall, G.H.G. (1996): "Determinants of Customer Satisfaction in Retail Banking". *International Journal of Bank Marketing,* 14(7), pp.12-20.

Lee, Y. K., Park, K. H., Park, D. H., Lee, K. A., and Kwon, Y. J. (2005): "The Relative Impact of Service Quality on Service Value, Customer Satisfaction, and Customer Loyalty in Korean Family Restaurant Context". *International Journal of Hospitality and Tourism Administration,* 6(1), pp.27-51.

Liswood, Laura (1989): "A New System for Rating Service Quality". *Journal of Business Strategy*, pp.42-45.

Liehr, Patricia PhD, RN; Smith, Mary Jane PhD, RN, FAAN (2017): "Middle Range Theory: A Perspective on Development and Use". *Advances in Nursing Science,* 40(1), pp.51-63.

Liehr, P., and Smith, M. J. (1999): "Middle Range Theory: Spinning Research and Practice to Create Knowledge for the New Millennium". *Advances in Nursing Science*, 21(4), pp.81-91.

Mackay, M. M. (2001): "Evaluation of Brand Equity Measures: Further Empirical Results". *Journal of Product and Brand Management*, 10(1), pp.38-51.

Moore, JERI (1993): "Building Brands Across Markets: Cultural Differences in Brand Relationships within the European Community". In "Brand Equity and Advertising: Advertising's Role in Building Strong Brands", Ed. By David Aaker-Alexander Biel, Pp.31-49. *Lawrence Erlbaum Associates: Hillsdale.*

Michael, K., Brady, Joseph Cronin Jr., J., Fox, G. L. and Roehm, M. L. (2008): "Strategies to Offset Performance Failures: The Role of Brand Equity". *Journal of Retailing*, 84, pp.151-164.

Martínez, J. A., and Martínez, L. (2010): "Some Insights on Conceptualizing and Measuring Service Quality". *Journal of Retailing and Consumer Services*, 17, pp.29-42.

Mohanty R. P., Behara A.K., (1996): "TQM in Service Sector". Work Study. Vol.45(3), pp.13-17.

McDougall, G. H., and Levesque, T. (2000): "Customer Satisfaction with Services: Putting Perceived Value into the Equation. *Journal of Services Marketing*, 14, pp.392-410.

Malhotra, N. K. (1988): "Self-Concept and Product Choice: An Integrated Perspective". *Journal of Economic Psychology*, 9(1), pp.1-28.

Mcllroy, A. and Barnett, S. (2000): "Building Customer Relationships: Do Discount Cards Work?" Managing Service Quality: *An International Journal(e-journal)*, Vol.10, No.6, pp.347-355.

Morgan, R. M., and Hunt, S.D. (1994): "The Commitment Trust Theory of Relationship Marketing". *Journal of Marketing*, 58(2), pp.20-38.

Moradi, H., and Zarei, A. (2012): "Creating Consumer-Based Brand Equity for Young Iranian Consumer via Sub-Components Country of Origin Effects". *Asia Pacific Journal of Marketing and Logistics*, 24(3), pp.394-413.

Madhavaram, S., Badrinarayanan, V., and McDonald, R. E. (2005): "Integrated Marketing Communication (IMC) and Brand Identity as Critical Components for Brand Equity Strategy: A Conceptual Framework and Research Propositions. Journal of Advertising, 34(4), 69-80.

Malhotra, N. K. and Dash, S. (2011): "Marketing Research: An Applied Orientation. 6th Edition, Pearson-Dorling Kindersley, Delhi, pp.691.

McDougall, G., and Levesque, T. (1994): "A Revised View of Service Quality Dimensions: An Empirical Investigation. Journal of Professional Service Marketing, 11 (1), pp.189-210.

Since 1995, Millward Brown has interviewed 5.5+ million people in 80+ countries about their perceptions of brands in 240 categories and has built a database with 170,000+ brand evaluations from 15,000+ studies using BrandDynamics. It is also the research engine behind WPP's BrandZ study and its financial ranking published by Millward Brown

Optimor. In Alagon, J. and Samuel, J (n.d.): "The Meaningfully Different Framework-A Breakthrough in Holistic Brand Equity Measurement". Published by MillwardBrown http://www.ashokcharan.com/MarketingAnalytics?Documents?MeaningfullyDifferentFramework.pdf

In Mulders, M. (2019): "Brand Asset Valuator". In 101 management models (pp.51-54). Routledge.

Mohd Yasin, N., Nasser Noor, M. and Mohamad, O. (2007): "Does Image of Country-of-Origin Matter to Brand Equity"? *Journal of Product and Brand Management*. Vol.16, No.1, pp.38-48.

Miles, M. B., and Huberman, A. M. (1994): "Qualitative Data Analysis: An Expanded Sourcebook (2nd Ed.). Sage Publications, Inc.

Miles, M. B., and Huberman, A. M. (1994): "Qualitative Data Analysis: An Expanded Sourcebook (2nd Ed.). Newbury Park, CA: Sage.

Maxwell JA (2005): "Qualitative Research Design: An Interactive Approach. 2nd Edition. Thousand Oaks, CA: SAGE Publications. Maxwell JA (2006): "Literature Reviews of, and for, Educational Research: A Contemporary on Boote and Beile's Scholars Before Researchers. Educational Researcher, 35(9), pp.28-31.

Naik, P. A., Raman K. (2003): "Understanding the Impact of Synergy in Multimedia Communications" in *Journal of Marketing Research*, 40, pp.375-388.

Nelson NO (2006): "A Structural Equation Modeling of The Antecedents of Relationship Quality in the Malaysia Banking Sector". *Journal of Financial Service Marketing*, 11(2), pp.131-141.

Nelson NO, Chan KW (2005): "Factorial and Discriminant Analysis of the Underpinnings of Relationship Marketing and Customer Satisfaction". *International Journal Bank Marketing*, 23(7), pp.542-557.

Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., Ferdinand Wirth (2004): "Developing and Validating Measures of Facets of Customer-Based Brand Equity". *Journal of Business Research*, 57(2), pp.209-224.

Naeem, H., and Saif, I. (2009): "Service Quality and its Impact on Customer Satisfaction: An Empirical Evidence from the Pakistani Banking Sector. *The International Business and Economic Research Journal*, 8(12), pp.85-99.

Noel Capon, John U. Farley, Scott Hoening (1990): "Determinants of Financial Performance: A Meta-Analysis". *Management Science*, 36(10), pp.1143-1159.

O'Cass, A., and Grace, D. (2004): "Exploring Consumer Experiences with a Service Brand". *Journal of Product and Brand Management*, 13(4), pp.257-268.

Oh, H. (1999): "Service Quality, Customer Satisfaction and Customer Value: A holistic Perspective". *International Journal of Hospitality Management*. Vol.18, pp.67-82.

Olorunniwo, F. and Hsu, M. K. (2006): "A Typology Analysis of Service Quality, Customer Satisfaction and Customer Behavioral Intentions in Mass Services". *Managing Service Quality*, 16(2), pp.106-123.

Olorunniwo, F. and Hsu, M. K. and Udo, G. F. (2006): "Service Quality, Customer Satisfaction, and Behavioral Intentions in The Service Factory". *Journal of Services Marketing*, 20 (1), pp.59-72.

Onkvisit, S., and Shaw, J. J. (1989): "Service Marketing: Image, Branding, and Competition". *Business Horizons*, 32(1), pp.13-19.

Oliver, R. L. (1993): "A Conceptual Model of Service Quality and Service Satisfaction: Compatible Goals, Different Concepts". *Advances in Service Marketing and Management.* Vol.2, pp.65-85.

Oliver, R. L. (1997): "Satisfaction: A Behavioral Perspective on the Consumer". New York, McGraw Hill.

Oliver, R. l. (1999): "Whence Consumer Loyalty?" *Journal of Marketing*, 63(4), pp.33-44.

Parasuraman, A., Zeithaml, V. A. and Berry, L.L. (1985): "A Conceptual Model of Service Quality and its Implications for Future Research". *Journal of Marketing*. Vol.49, No.3, pp.41-50.

Parasuraman, A., Zeithaml, V. A. and Berry, L.L. (1988): "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perception of Service Quality". *Journal of Retailing*. Vol.64, No.1, pp.12-37.

Parasuraman, A., Berry, L.L., Zeithaml, V. A. (1991a): "Perceived Service Quality as a Customer Based Performance Measure: An Empirical Examination of Organizational Barriers Using an Extended Service Quality Model". *Human Resource Management*, Vol.30, No.3, pp.335-64.

Parasuraman, A., Zeithaml, V. A. and Berry, L.L. (1991b): "Refinement and Reassessment of the SERVQUAL Scale". *Journal of Retailing*. Vol.67, No.4, pp.420-450.

Parasuraman, A., Berry, L.L. and Zeithaml, V. A. (1991): "Understanding Customer Expectations of Service". *Sloan Management Review*, 32(3), pp.39-48.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1994): "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research", *Journal of Marketing*. Vol.58, No.1, pp.111-24.

Parasuraman, Berry and Zeithaml (1990): "An Empirical Examination of Relationships in an Extended Service Quality Model". *Marketing Science Institute Research Program Series*, 12, pp.90-122.

Park, C. and Srinivasan, V. (1994): "A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility". *Journal of Marketing Research*, XXXI, pp.271-288.

Plummer, Joseph T. (2000): 'How Personality Makes a Difference?" *Journal of Advertising Research*, 40(6), pp.78-83.

Padgett, D., and Allen, D. (1997): "Communicating Experiences: A Narrative Approach to Creating Service Brand Image". *Journal of Advertising*, 26(4), pp.49-62.

Pappu, R., Quester, G., P. and Cooksay, W., R. (2005): "Consumer-Based Brand Equity in Banking Industry: A Comparison of Local and Global Banks in Turkey". *Journal of Product and Brand Management*, 14(3), pp.143-154.

Parahoo K (2006): "Nursing Research: Principles, Process and Issues, Second Edition. Palgrave Macmillan, Basingstoke.

Polit DF, Tatano Beck C (2004): Nursing Research: Principles and Methods. Seventh Edition. Lippincott Williams and Wilkins, Philadelphia PA.

Richard A. Spreng, Robert D. Mackoy (1996): "An Empirical Examination of a Model Perceived Service Quality and Satisfaction". *Journal of Retailing*. Vol.72, Iss.2, pp.201-214.

Rangaswamy A, Burke R, Oliva TA (1993): "Brand Equity and the Extendibility of Brand Names". *International Journal of Research in Marketing*, 10, pp.61-75.

Reichheld, F., and Detrick, C. (2003): "Loyalty: A Prescription for Cutting Costs". *Marketing Management*, 12(5), pp.24-24.

Rao, A. and Monroe, K. (1989) "The Effect of Price, Brand, Name and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review". *Journal of Marketing Research*, 26, pp.351-358.

Ravi Pappu, Pascale Quester (2006): "A Consumer-Based Method for Retailer Equity Measurement: Result of an Empirical Study". *Journal of Retailing and Consumer Services*. Vol.13, Iss.5, pp.317-329.

Ravichandran, K., Mani, B. T., Kumar, S. A., and Prabhakaran, S. (2010): "Influence of Service Quality on Customer Satisfaction Application of SERVQUAL Model". *International Journal of Business and Management*, 5(4), pp.117.

Raggio, R. D. and Leone, R. P. (2007): "The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning". *Journal of Brand Management*, 14(5), pp.380-395.

Rajh, E., and Ozretić Došen, Đ. (2009): "The Effects of Marketing Mix Elements on Service Brand Equity". *Economic Research-Ekonimska Istraživanja*, 22(4), pp.69-83.

Roberts, J. and Merrilees, B. (2007): "Multiple Roles of Brands in Business-to-Business Services". *Journal of Business and Industrial Marketing*. Vol. 22, No.6, pp.410-17.

Rust, R. T., and Zahorik, A. J. (1993): "Customer Satisfaction, Customer Retention, and Market Share". *Journal of Retailing*, 69(2), pp.193-215.

Rust, R. T., Zahorik, A. J., and Keiningham, T. L. (1995): "Return on Quality (ROQ): Making Service Quality Financially Accountable". *Journal of Marketing*, 59(2), pp.58-70.

Ravitch, S. M. and Carl, N. M. (2016): "Qualitative Research: Bridging the Conceptual, Theoretical and Methodological". Los Angeles, USA: SAGE Publications, Inc.

Rust, R. T., Zahorik, A. J., and Keiningham, T. L. (1994): "Return on Quality: Measuring the Financial Impact of Your Firm's Quest for Quality". Chicago: Richard D. Irwin.

Reichheld, F. F. and Sasser E. W. Jr (1990): "Zero Defections: Quality Comes to Services". *Harvard Business Review*. Vol. 69, pp.105-111.

Reynolds, T. J. and Phillips, C. B. (2005): "In Search of True Brand Equity Metrics: All Market Share Ain't Created Equally". Journal of Advertising Research. 45(2), pp. 171-186.

Reichheld, Fredrick (1993): "Loyalty-Based Management". *Harvard Business Review*, 71, pp.64-74.

. (1996a): "Learning from Customer Defections" *Harvard Business Review*, 74, pp.56-69.

. (1996b): "The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value". Boston: Harvard Business School Press.

and W. Earl Sasser, Jr. (1990): "Zero Defections: Quality Comes to Services". Harvard Business Review, 68, pp.105-111.

Richards, I., Foster, D., and Morgan, R. (1998): "Brand Knowledge Management: Growing Brand Equity". *Journal of Knowledge Management*, 2.1, pp.47-54.

Shahin, A. (2006): "SERVQUAL And Model of Service Quality Gaps: A Framework for Determining and Prioritizing Critical Factors in Delivering Quality Services: in Partha Sarathy, V. (Ed), Service Quality- An Introduction, Andhra Pradesh: ICFAI University Press, pp.117-131.

Soteriou, A. C. and Stravrinides, Y. (2000): "An Internal Customer Service Quality Data Envelope Analysis Model for Bank Branches". *International Journal of Bank Marketing*. Vol.18, No. 5, pp.246-52.

Schneider, B. White, S. S (2004): "Service Quality: Research Perspectives, Foundations for Organizational Science". SAGE Publications, pp.185.

Simon, C. J., and Sullivan, M. W. (1993): "The Measurement and Determinants of Brand Equity: A Financial Approach". *Marketing Science*, 12(1), pp.28-52.

Seda, C. (2004): "Search Engine Advertising: Buying Your Way to the Top to Increase Sales" New Riders.

Seda, C. (2004): "Slam Dunk or Scam Junk? The Truth About Browser-Based Keywords". Entrepreneur, 32(2), pp.76-78.

Sirohi, N., McLaughlin, E. W., and Wittink, D. R. (1998): "A Model of Consumer Perceptions and Store Loyalty Intentions for A Supermarket Retailer". *Journal of Retailing*, 74(2), pp.223-245.

Shocker, A. D., Srivastava, R. K., and Ruekert, R. W. (1994): "Challenges and Opportunities Facing Brand Management: An Introduction to The Special Issue". *Journal of Marketing Research*, 31(2), pp. 149-158.

Swanson, SR, Kelley SW (2001a): "Attributions and Outcomes of the Service Recovery Process". *Journal of Marketing Theory and Practice*, 9(4), pp.50-65.

Swanson, SR, Kelley SW (2001b): "Service Recovery Attributions and Word-of-Mouth Intentions". *European Journal of Marketing*, 35(1/2), pp.194-211.

Sirgy, M. J. (1982): "Self-Concept in Consumer Behavior: A Critical Review". *Journal of Consumer Research*, 9(3), pp.287-300.

Siguaw, j. A., Mattila, A., and Austin, J. R. (1999): "The Brand-Personality Scale: An Application for Restaurants". *Cornell Hotel and Restaurant Administration Quarterly*, 40(3), pp.48-55.

Spiros P. Gounaris (2005): "Trust and Commitment Influences on Customer Retention: Insight from Business-to-Business Services". *Journal of Business Research*. Vol.58, Iss.2, pp.126-140.

Sinha, I., and DeSarbo, W. S. (1998): "An Integrated Approach Toward the Spatial Modeling of Perceived Customer Value". *Journal of Marketing Research*, 35(2), pp.236-249.

Skogland, I., and Siguaw, J. A. (2004): "Are Your Satisfied Customer Loyal?" *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), pp.221-234.

Skogland, I., and Siguaw, J. A. (2004): "Understanding Switchers and Stayers in the Lodging Industry".

Sinclair M. (2007) Editorial: "A Guide to Understanding Theoretical and Conceptual Frameworks". *Evidence-Based Midwifery*, 5(2), pp.39.

Smith, M. J. and Liehr, P. (1999): "Attentively Embracing Story: A Middle-Range Theory with Practice and Research Implications". *Scholarly Inquiry for Nursing Practice*, 13, Pp.187-204, Discussion 5-10.

Simon, M. K. and Goes, J. (2011): "Developing a Theoretical Framework". Seattle, WA: Dissertation Success, LLC.

Srivasta, T., N. and Rego, S. (2011/1958): "Business Research Methodology". Tata McGraw-Hill.

Spreng, R. A. and Mackoy, R. D. (1996): "An Empirical Examination of a Model of Perceived Service Quality and Satisfaction". *Journal of Retailing*. Vol.722, pp.201-14.

Soderlund, M., Ohman, N. (2003): "Behavioral Intentions in Satisfaction Research Revisited". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, pp.53-66.

Sirohi, N., McLaughlin, E. W., and Wittink, D. R. (1998): "A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer". *Journal of Retailing*, 74(2), pp.223-245.

Sirgy, M. J., (1986): “Self-Congruity: Toward a Theory of Personality and Cybernetics”. Praeger, New York.

Sirgy, M. J., Grewal, D., Mangleburg, T. f., Park, J., Chon, K., Claiborne, C. B., Johar, J.S., Berjman, H., (1997): “Assessing the Predictive Validity two Methods of Measuring Self-Image Congruence”. *Journal of the Academy of Marketing Science,* 25(3), pp.229-241.

Sundhahar J. C., Israel D., Britto A.P., Selvam M. (2006): “Service Loyalty Measurement Scale: A Reliability Assessment”. *American Journal of Applied Sciences*, 3, pp1814-1818.

Styles, C. and Ambler, T. (1995): “Brand Management”, in Crainer, S. (Ed.), Financial Times Handbook of Management, Pitman, London, pp.581-93.

Schultz, D. E. (2004b): “A Clean Brand Slate in ‘Marketing Management’,” 13 (September/October), pp.10-11.

Smith, Amy and Ruth Bolton (1998): “An Experimental Investigation of Ongoing Customer Reactions to Service Failure and Recovery Encounter: Paradox or Peril?” *Journal of Service Research,* 1(August), pp.65-81.

Smith, Amy K., Ruth N. Bolton and Janet Wagner (1999): “A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery.” *Journal of Marketing Research,* 36, pp.356-72.

Sherden, William A. (1994): “Market Ownership: The Art and Science of Becoming #1” (New York: Amacom), pp.77.

Slywotzky, A. J., and B. P. Shapiro (1993): “Leveraging to Beat the Odds: The New Marketing Mindset”. *Harvard Business Review,* 71(5), pp. 97-107.

Tax, Stephen S., Stephen W. Brown and Murali Chandrashekaran (1998): “Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing”. *Journal of Marketing,* 62, pp.60-77.

Tauber, e. M. (1988): “Brand Leverage: Strategy for Growth in a Cost Controlled World”. *Journal of Advertising Research,* 28, pp.26-30.

Teigh, I. (1997): “Holding on to Customers: The Bottom-Line Benefits of Relationship Building”. *Bank Marketing,* 29(2), pp.12-13.

Torres, E. N. (2014): “Deconstructing Service Quality and Customer Satisfaction: Challenges and Directions for Future Research”. *Journal of Hospitality Marketing and Management*, 23(6), pp. 652-677.

Turley, L. W. and Moore, P. A. (1995): “Brand Name Strategies in the Service Sector”. *Journal of Consumer Marketing,* 12, pp.42-50.

Teas, K. R. (1993b): “Consumer Expectations and the Measurement of Perceived Service Quality”. *Journal of Professional Services Marketing*. Vol.8, No.2, Pp.33-53.

Teas, K. R. (1993): “Expectations, Performance Evaluation and Consumers’ Perceptions of Quality”. *Journal of Marketing*. Vol. 57, pp.18-34.

Teas, R. K. (1994): "Expectations: A Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment". *Journal of Marketing*. Vol. 58, No.1, pp.132-9.

Tahir IM, Abubakar NM (2007): "Business Students' Beliefs in Learning Mathematics". *Journal Kemanusiaan, Universiti Teknologi Malaysia.* Vol.10, pp.90-103.

Torres, P.M., Augusto, M. G., and Lisboa, J. V. (2015): "Determining the Causal Relationships that Affect Consumer-Based Brand Equity: The Mediating Effect of Brand Loyalty". *Marketing Intelligence and Planning*, 33(6), pp.944-956.

Torres, A., and Tribó, J. A. (2011): "Customer Satisfaction and Brand Equity". *Journal of Business Research*, 64(10), pp.1089-1096.

Timothy L. Keiningham, Tiffany Perkins-Munn, and Heather Evans (2003): "The Impact of Customer Satisfaction on Share of Wallet in a Business-to-Business Environment". *Journal of Service Research*. Vol.6, No.1, pp.37-50.

Vazques, R., Del Rio, Belen A., and Iglesias, V. (2002): "Consumer-Based Brand Equity: Development and Validation of a Measurement Instrument". *Journal of Marketing Management*, 18, pp.27-48.

Valarie A. Zeithaml, Ronald T. Rust, and Katharine N. Lemon (2001): "The Customer Pyramid: Creating and Serving Profitable Customers". *California Management Review*. Vol. 43, No.4, pp. 118-142.

Wotruba, T. R. and Tyagi, P. K. (1991): "Met Expectations and Turnover in Direct Selling". *Journal of Marketing*. Vol.55, pp.24-25.

W. Reinartz and V. Kumar (2002): "The Mismanagement of Customer Loyalty". *Harvard Business Review*. Vol. 72, No. 2, pp.164-174.

Washburn, J. H. and Plank, R. E. (2002): "Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale". *Journal of Marketing Theory and Practice*, 10, pp.46-61.

W. Earl Sasser, Richard Paul Olsen, D. Daryl Wyckoff (1978): "Management of Service Operations: Text, Cases, and Readings, Based on Case Studies Developed at the Harvard Business School, Harvard University. Graduate School of Business Administration, Published by: Allyn and Bacon, 1987, the University of Michigan, Digitized: 27 Aug 2010, 734 pages.

Wilkins, H., Merrilees, B. and Herington, C. (2007): "Toward an Understanding of Total Service Quality in Hotels". *International Journal of Hospitality Management*. Vol. 26, No. 4, pp.840-53.

Walker, D. (1990): "Customer First: A Strategy for Quality Service, Gower, Aldershot.

Wu, C. C. (2011): "The Impact of Hospital Brand Image on Service Quality, Patient Satisfaction and Loyalty". *African Journal of Business Management*, 5(12), pp.4873-4882.

Walsh, G., Groth, M., and Wiedmann, K. P. (2005): "An Examination of Consumers' Motives to Switch Energy Suppliers". *Journal of Marketing Management*, 21(special issue), pp.421-440.

Washburn, Judith H. and Plank, Richard E. (2002): "Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale. *Journal of Marketing Theory and Practice*, 10:1, pp.46-62.

Wang, Q., Woo, H. L., Quek, C. L., Yang, Y. and Liu, M. (2012): "Using the Facebook Group as a Learning Management System: An Exploratory Study". British Journal of Educational Technology, 43, pp.428-438.

Yardley, E. (2022): "Literature Based Dissertation" in Dissertation Survival Guide. Published by Degree Doctor, pp.2,3. https://www.thedegreedoctor.com/

Young and Rubicum Inc. (n.d.): http://ruby.fgcu.edu/courses/tdugas/ids3332/acrobat/bav.pdf

Young and Rubicum (n.d.): "Young and Rubicum's Brand Asset Valuator". This Case Study Benefited from Contributions by Ed Lebar, Phil Buehler, Monika Sawicka, and Ryan Barker. In Kevin L. Keller (2008): Strategic Brand Management: Building, Measuring, and Managing Brand Equity. pp.415. 3rd Edition, Person Education, Inc., in South Asia.

Yi, Y. (1990): "A Critical Review of Customer Satisfaction". in V.A. Zeithaml (Ed.), *Review of Marketing* 1990(Pp.68-123). Chicago, Il: American Marketing Association.

Yee, R. W., Yeung, A. C., and Cheng, T. E. (2010): "An Empirical Study of Employee Loyalty, Service Quality and Firm Performance in the Service Industry". *International Journal of Production Economics,* 124(1), pp.109-120.

Yoo, B., Donthu, N. and Lee, S. (2000): "An Examination of Selected Marketing Mix Elements and Brand Equity". *Journal of the Academy of Marketing Science,* 28(2), pp.195-211.

Zikmund, W. G., Babin, B. J. C., and Griffin, M. (2010): "Business Research Methods". Southwestern. Cengage Learning. Adapted from Burkhardt, J.M and Macdonald, M. C. (2010). Teaching Information Literacy: 50 Standards-Based Exercises for College Students. Chicago: American Library Association.

Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1993): "The Nature and Determinants of Customer Expectation of Service". *Journal of The Academy of Marketing Science,* 21, pp.1-12.

Zeithaml, V. A., Wilson, A., and Bitner, M. J. (2008): "Services Marketing". 4th Edition, New Delhi: The McGraw-Hill Companies.

Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996): "The Behavioral Consequences of Service Quality". *Journal of Marketing,* 60(2), pp.31-46.

Zineldin, M. (2005): "Quality and Customer Relationship Management (CRM) as Competitive Strategy in the Swedish Banking Industry". The TQM Magazine, 17, pp.329-344.

Zavare. M. A, Abdullah. M. Y, Hassan. S.T.S, Said. S. B, and Kamali. M. (2010): "Patient Satisfaction: Evaluating Nursing Care for Patients Hospitalized with Cancer in Tehran Teaching Hospitals, Iran. *Global Journal of Health Science*, 2(1).

Zahorik, A. J., and Rust, R. T. (1992): "Modeling the Impact of Service Quality on Profitability: A Review". *Advances in Services Marketing and Management,* 1(10, pp.247-76.

Zeithaml, V. A. (1988): "Consumer Perception of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence". *Journal of Marketing*, 52(3), pp.2-22.

Zeithaml A. Valarie, Bitner Jo. Mary, Gremler D. Dwayne, Pandit. Ajay (2013): "Services Marketing". Chapter:7, pp.200-298, McGraw Hill India; 6th Edition (January 1, 2013).

Zeithaml, V. A. (1981): "How Consumer Evaluation Processes Differ Between Goods and Services". *Marketing of Services*, 9(1), pp.25-32.

Appendix

Results of Plagiarism Test

19% similarity index (see next pages)

পিএইচ.ডি./ডি.বি.এ./এম.ফিল.

(থিসিসে Plagiarism নেই মর্মে প্রত্যয়নপত্র)

গবেষকের নাম (ক) বাংলায়........আরিফা হোসেন........

(খ) ইংরেজীতে........ARIFA HUSAIN........

বিভাগ/ইনস্টিটিউট........মার্কেটিং........

থিসিসের শিরোনাম........CUSTOMER BASED BRAND EQUITY IN SERVICES INDUSTRY : A CRITICAL ANALYSIS........

তত্ত্বাবধায়কের নাম ঃ........প্রফেসর ডক্টর হরিপদ ভট্টাচার্য........

যুগ্ম-তত্ত্বাবধায়কের নাম ঃ (১)........

(২)........

থিসিসে Plagiarism (অন্যের লেখা নিজের বলে চালানো) নেই মর্মে সংশ্লিষ্ট অনুষদের ডিন মহোদয়ের/ ঢাকা বিশ্ববিদ্যালয়ের গ্রন্থাগারিক মহোদয়ের প্রত্যয়নপত্র ঃ

The originality report suggests a similarity index of 19%. This is within the prescribed limit. May be accepted for submission

17.02.2024

তারিখ........

ডিন/গ্রন্থাগারিক
(স্বাক্ষর ও সীলমোহর)

Dean
Faculty of Business Studies
University of Dhaka

বি. দ্র. থিসিসে Plagiarism (অন্যের লেখা নিজের বলে চালানো) নেই মর্মে বিভাগ সমূহের গবেষকদেরকে সংশ্লিষ্ট অনুষদের ডিন মহোদয়ের নিকট থেকে এবং ইনস্টিটিউট সমূহের গবেষকদেরকে ঢাকা বিশ্ববিদ্যালয়ের গ্রন্থাগারিক মহোদয়ের নিকট থেকে প্রত্যয়নপত্র সংগ্রহ করে থিসিসের সাথে জমা দিতে হবে।

Customer Based Brand Equity in Services Industry: A Critical Analysis

By Arifa Husain

checked by
15/02/2024

WORD COUNT	63221	TIME SUBMITTED	15-FEB-2024 03:46PM
		PAPER ID	106916158

Customer Based Brand Equity in Services Industry: A Critical Analysis

ORIGINALITY REPORT

19%
SIMILARITY INDEX

PRIMARY SOURCES

1	qdoc.tips Internet	1816 words —	3%
2	www.researchgate.net Internet	1232 words —	2%
3	epubs.surrey.ac.uk Internet	552 words —	1%
4	Sarker, Md Moniruzzaman. "Developing Consumer-based Service Brand Equity (CBSBE): An Airline Industry Perspective", University of Malaya (Malaysia), 2023 ProQuest	469 words —	1%
5	A. Prakash, R.P. Mohanty. "Understanding service quality", Production Planning & Control, 2012 Crossref	426 words —	1%
6	libweb.kpfu.ru Internet	303 words —	1%
7	library.neu.edu.tr Internet	246 words —	< 1%
8	Aron O'Cass, Debra Grace. "An exploratory perspective of service brand associations", Journal of Services Marketing, 2003	242 words —	< 1%

Crossref

9	Vivek, Shringarpure Ruta. "An Empirical Study of Measurement of Brand Equities for Selected Consumer Durable Vis-à-Vis Non-Durable Products in Western Indian Rural Market", Maharaja Sayajirao University of Baroda (India), 2023 ProQuest	226 words — < 1%
10	hdl.handle.net Internet	225 words — < 1%
11	Ding, Li. "Brand Extension in Customer-Based Brand Equity Model: A Case of U.S. Lodging Industry.", Oklahoma State University, 2019 ProQuest	188 words — < 1%
12	5f3dd235-ee1f-4524-88d1-e40311209840.filesusr.com Internet	181 words — < 1%
13	Faikoğlu, Zeynep Kiremitçi. "Factors that Drive Mobile Commerce Advocacy of Generation Z", Marmara Universitesi (Turkey), 2023 ProQuest	167 words — < 1%
14	openresearch.surrey.ac.uk Internet	161 words — < 1%
15	Huang, Rong. "Exploration of brand equity measures: Linking customer mind-set measure to product-market performance measure", Proquest, 20111003 ProQuest	150 words — < 1%
16	Yi, Liu. "The Building of a Service Brand: The Case of Fusen Noble House, China", ISCTE - Instituto Universitario de Lisboa (Portugal), 2022 ProQuest	137 words — < 1%

17	Rageh Ismail, Ahmed(Melewar, TC). "Investigating British customers' experience to maximize brand loyalty within the context of tourism in Egypt: Netnography & structural modelling approach", Brunel University Brunel Business School PhD Theses, 2010. Publications	131 words — < 1%
18	shodhganga.inflibnet.ac.in Internet	129 words — < 1%
19	etheses.whiterose.ac.uk Internet	126 words — < 1%
20	Janghyeon Nam, Yuksel Ekinci, Georgina Whyatt. "Brand equity, brand loyalty and consumer satisfaction", Annals of Tourism Research, 2011 Crossref	124 words — < 1%
21	perpus.univpancasila.ac.id Internet	124 words — < 1%
22	radar.brookes.ac.uk Internet	124 words — < 1%
23	Siddiqi, Kazi Omar. "Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh", International Journal of Business and Management, 2011. Crossref	111 words — < 1%
24	phd.lib.uni-corvinus.hu Internet	105 words — < 1%
25	Tirpanci, Mehmet. "Service Quality Measurement and Improvement a Comparative Approach", Marmara Universitesi (Turkey), 2021	103 words — < 1%

ProQuest

26	docshare.tips Internet	100 words — < 1%
27	orca.cardiff.ac.uk Internet	100 words — < 1%
28	Belli, Sevinc. "The Effects of Brand Associations on Consumers' Brand Attitude, Brand Loyalty, Brand Preference and Brand Satisfaction in Turkish Cola Market for Teenagers Aged Between 12 and 19", Marmara Universitesi (Turkey), 2021 ProQuest	99 words — < 1%
29	Appiah-Nimo, Kenneth. "Determining Consumer: Based Brand Equity of South African Luxury Fashion Brands", University of Johannesburg (South Africa), 2023 ProQuest	93 words — < 1%
30	Swart, Magdalena Petronella (Nellie). "A Business Tourist Service Quality Scorecard for Predicting Tourist Retention.", University of Johannesburg (South Africa), 2021 ProQuest	93 words — < 1%
31	Charitha Harshani Perera, Rajkishore Nayak, Long Van Thang Nguyen. "Chapter 2 Literature Review", Springer Science and Business Media LLC, 2022 Crossref	86 words — < 1%
32	Al Khattab, Suleiman A.. "The Impact of Information Technology on Customer Service in the Jordanian Banking Sector.", University of Salford (United Kingdom), 2021 ProQuest	84 words — < 1%

33	International Journal of Quality & Reliability Management, Volume 31, Issue 1 (2013-12-14) Publications	72 words — < 1%
34	International Journal of Bank Marketing, Volume 31, Issue 2 (2013-05-27) Publications	70 words — < 1%
35	Williams, Leeanna. "Encouraging Socially Responsible Fashion Consumption: An Investigation of the Effects of a Sustainability Index Garment Label on Consumers' Brand Attitudes and Evaluations", The University of North Carolina at Greensboro, 2023 ProQuest	70 words — < 1%
36	Rüçhan Kayaman, Huseyin Arasli. "Customer based brand equity: evidence from the hotel industry", Managing Service Quality: An International Journal, 2007 Crossref	65 words — < 1%
37	Ton Duc Thang University Publications	65 words — < 1%
38	"Intelligent Systems, Business, and Innovation Research", Springer Science and Business Media LLC, 2024 Crossref	59 words — < 1%
39	Hlefana, Mpho Sophia. "Factors Influencing Business-to-Business Loyalty at a Mobile Services Provider", University of Johannesburg (South Africa), 2021 ProQuest	58 words — < 1%
40	Julian Michael Hodson. "Connecting Brand Identity and Consumer-Based Brand Equity for	58 words — < 1%

Tourism Destinations", Springer Science and Business Media LLC, 2021
Crossref

41 Mishra, Vishnu Narayan. "Efficacy of Service Quality in Selected Banks: A Comparative Study.", Devi Ahilya Vishwavidyalaya, 2019 — 58 words — < 1%
ProQuest

42 Singh, Shamsher. "Customer-perceived internet banking service quality: a study in national capital region of India", International Journal of Financial Services Management, 2014. — 56 words — < 1%
Crossref

43 Esgin, Nilgun. "The Effect of Brand Associations and Brand Elements on Consumer Attitudes and Attitude Change Towards the Original Brand in Turkish White Good Sector", Marmara Universitesi (Turkey), 2021 — 53 words — < 1%
ProQuest

44 Anand Prakash. "Service quality modelling for life insurance business using neural networks", International Journal of Productivity and Quality Management, 2011 — 50 words — < 1%
Crossref

45 Demir, Sule. "The Effect of Branding on Consumer Purchase Intention: a Study in Turkish Apparel Industry.", Marmara Universitesi (Turkey), 2021 — 50 words — < 1%
ProQuest

46 Hong-Youl Ha, Swinder Janda, Siva Muthaly. "Development of brand equity: evaluation of four alternative models", The Service Industries Journal, 2010 — 50 words — < 1%
Crossref

47	Izci, Asli Yilmaz. "Brand Equity Assets' Influence on Consumer Preference for Foreign Apparel Brands", Marmara Universitesi (Turkey), 2021 ProQuest	50 words — < 1%
48	Gotsis, Vasilis. "Service Failure and Recovery in Uk Airlines.", University of Salford (United Kingdom), 2021 ProQuest	49 words — < 1%
49	Rahman, Muhammad Sabbir, Abdul Highe Khan, and Md. Mahmudul Haque. "A Conceptual Study on the Relationship between Service Quality towards Customer Satisfaction: Servqual and Gronroos's Service Quality Model Perspective", Asian Social Science, 2012. Crossref	48 words — < 1%
50	Šerić, Maja, Josip Mikulić, and Irene Gil-Saura. "Exploring relationships between customer-based brand equity and its drivers and consequences in the hotel context. An impact-asymmetry assessment", Current Issues in Tourism, 2016. Crossref	46 words — < 1%
51	Managing Service Quality, Volume 18, Issue 1 (2008-03-04) Publications	44 words — < 1%
52	Maria-Pilar Llopis-Amorós, Irene Gil-Saura, María Eugenia Ruiz Molina. "The Role of Marketing Communications in Generating Brand Equity for an Event", Event Management, 2018 Crossref	44 words — < 1%
53	Smith, Michael Wade. "A New Model of Alumni-Perceived Higher Education Brand Equity Evaluation and Outcomes", University of Pennsylvania, 2021	43 words — < 1%

ProQuest

54	European Journal of Marketing, Volume 30, Issue 1 (2006-09-19) Publications	42 words — < 1%
55	Kanina, Ahmad Samer. "Saudi Car Dealerships' Service Quality, Customer Satisfaction, and Behavioral Intentions: A Quantitative Correlational Study.", University of Phoenix, 2020 ProQuest	40 words — < 1%
56	R. Bravo Gil, E. Fraj Andrés, E. Martínez Salinas. "Family as a source of consumer-based brand equity", Journal of Product & Brand Management, 2007 Crossref	40 words — < 1%
57	Fan, Yue-qian. "Evaluation and Improvement on Service Quality of Chinese University Libraries under New Information Environments.", University of Derby (United Kingdom), 2021 ProQuest	39 words — < 1%
58	Tong, Xiao. "Creation of brand equity in the Chinese clothing market", Proquest, 20111109 ProQuest	39 words — < 1%
59	Yousef Mohamed Endara, Asbi B. Ali, Mohd Shukri Ab Yajid. "The influence of culture on service quality leading to customer satisfaction and moderation role of type of bank", Journal of Islamic Accounting and Business Research, 2019 Crossref	38 words — < 1%
60	"Ideas in Marketing: Finding the New and Polishing the Old", Springer Science and Business Media LLC, 2015 Crossref	36 words — < 1%

61 Fayez Ahmad, Francisco Guzmán. "Negative online reviews, brand equity and emotional contagion", European Journal of Marketing, 2021
Crossref
36 words — < 1%

62 Kamiab, Zahra. "Human Values and Service Quality in Commercial Banks of Malaysia: Mediating Role of Behavioural Outcome", University of Malaya (Malaysia), 2023
ProQuest
36 words — < 1%

63 Oriade, Adedamola D.. "An Empirical Investigation of the Relationship Between Perceived Quality, Value, Satisfaction and Behavioural Intentions Among Visitors to UK Attractions.", University of Salford (United Kingdom), 2021
ProQuest
36 words — < 1%

64 Rahman, Maria Abdul. "The Influence of Relationship Quality on Customer Loyalty: Evidence from the Practices of Outsourcing in the Malaysian Hotel Industry", University of Malaya (Malaysia), 2023
ProQuest
36 words — < 1%

65 Sujatha, S. Mary. "A Comparative Study on the Customer Satisfaction in Private Sector and Public Sector Banks with Reference to Chennai City.", Mother Teresa Women's University (India), 2020
ProQuest
36 words — < 1%

66 www.docstoc.com
Internet
35 words — < 1%

67 Baines, Paul, Antonetti, Paolo, Rosengren, Sara. "Marketing", Marketing, 2022
Publications
33 words — < 1%

68	Nkwei, Emile Saker. "Factors Influencing Consistent Use and Loyalty of Branded Condoms Among Generation Y in South Africa.", University of Johannesburg (South Africa), 2021 ProQuest	31 words — < 1%
69	Wang, Yetao. "A Validation of Brand Experience and Exploration of Genres in Esports", University of Georgia, 2022 ProQuest	31 words — < 1%
70	core.ac.uk Internet	31 words — < 1%
71	International Journal of Health Care Quality Assurance, Volume 25, Issue 4 (2012-04-28) Publications	30 words — < 1%
72	Mansour, Fatma. "Destination Branding Analytical Study Applied to Sultanate of Oman as a Tourism Destination.", University of Salford (United Kingdom), 2021 ProQuest	30 words — < 1%
73	Abdulwasiu, Adebayo Adeyemi. "Service Quality and Customer Loyalty in Selected Retail Businesses in Lagos State, Nigeria", Kwara State University (Nigeria), 2023 ProQuest	28 words — < 1%
74	Journal of Product & Brand Management, Volume 21, Issue 6 (2012-09-08) Publications	28 words — < 1%
75	De Bruin, Leigh. "Internal Marketing and the Delivery of Service Quality and Customer Satisfaction in the Oman Banking Industry", University of Johannesburg (South Africa), 2021 ProQuest	27 words — < 1%

76	Hashim Zameer, Ying Wang, Humaira Yasmeen, Waqas Ahmed. "Modeling the Role of Service Quality, Customer Satisfaction and Customer Loyalty in Building Service Brand Equity", International Journal of Asian Business and Information Management, 2019 Crossref	26 words — < 1%
77	Jinxia, Li. "Customers' Perception and Customers' Loyalty in Chinese Banks", Concordia University Chicago, 2023 ProQuest	26 words — < 1%
78	Waikar, Nishikant. "A Study of Service Quality Assessment in Hospitals.", Devi Ahilya Vishwavidyalaya, 2019 ProQuest	25 words — < 1%
79	Kelly-Payne, Shamilleon. "Strategies Restaurant Managers Use to Improve Brand Equity.", Walden University, 2020 ProQuest	24 words — < 1%
80	Linda C. Ueltschy, Michel Laroche, Axel Eggert, Uta Bindl. "Service quality and satisfaction: an international comparison of professional services perceptions", Journal of Services Marketing, 2007 Crossref	24 words — < 1%
81	Nitin Seth, S.G. Deshmukh, Prem Vrat. "Service quality models: a review", International Journal of Quality & Reliability Management, 2005 Crossref	24 words — < 1%
82	Reddy, Vijay Kumar. "Antecedents and Consequences of Customer Satisfaction in Organized Food & Grocery Retailing – An Empirical Study in Andhra Pradesh", Koneru Lakshmaiah University, 2021	24 words — < 1%

ProQuest

83	Robinson, Ga. "Delight, satisfaction, and behavioral intentions in a hospital setting: The role of environmental and interpersonal services", Proquest, 2013. ProQuest	24 words — < 1%
84	Pathirana, Madura Thivanka. "An Inquiry in to a Sustainability Solution for Boutique Hotels: A Case Study of the Boutique Hotels in Sri Lanka.", University of Wales Trinity Saint David (United Kingdom), 2021 ProQuest	23 words — < 1%
85	Yonggui Wang, Richard Li-Hua. "Marketing Competences and Strategic Flexibility in China", Springer Science and Business Media LLC, 2007 Crossref	23 words — < 1%
86	Asia Pacific Journal of Marketing and Logistics, Volume 24, Issue 3 (2012-06-19) Publications	22 words — < 1%
87	European Journal of Marketing, Volume 33, Issue 11 (2006-09-19) Publications	22 words — < 1%
88	Zheng, Yanjun. "A Case Study Examination into How Charities Enhance Fundraising Effectiveness Through Managing Relationship with Donors and Beneficiaries", University of Exeter (United Kingdom), 2023 ProQuest	22 words — < 1%
89	Avgan, Sıla. "Hava Yolu Yolcu Taşımacılığı Hizmet Kalitesinin Müşteri Tatmini ve Ağızdan Ağıza Iletişim Uzerindeki Etkisi: Covid-19 Pandemi Döneminde Bir Araştırma", Bursa Uludag University (Turkey), 2023 ProQuest	21 words — < 1%

90	bura.brunel.ac.uk Internet	21 words — < 1%
91	Pather, Kumaran Loganathan. "An Evaluation of the Quality of Service Within Barclays Retail Banking Mauritius.", University of Johannesburg (South Africa), 2021 ProQuest	20 words — < 1%
92	Saeed, Munazza. "The Impact of Customer Equity, Religious Commitment, Staying Reasons on Switching Behaviour Amongst Millennial Muslim Consumers in Lahore and Kuala Lumpur", University of Malaya (Malaysia), 2023 ProQuest	19 words — < 1%
93	Journal of Services Marketing, Volume 17, Issue 5 (2006-09-19) Publications	18 words — < 1%
94	Journal of Product & Brand Management, Volume 13, Issue 4 (2006-09-19) Publications	17 words — < 1%
95	Managing Service Quality, Volume 23, Issue 3 (2013-05-27) Publications	17 words — < 1%
96	Ahmed Shaalan, Ahmed Hegazy, Marwa Tourky, Ibrahim Elshaer, Haidy Ashour. "Understanding consumer-based brand equity and its antecedents in international and national banks in Egypt", Journal of Marketing Communications, 2020 Crossref	16 words — < 1%
97	Carmen Barroso Castro, Enrique Martín Armario, María Elena Sánchez del Río. "Consequences of	15 words — < 1%

market orientation for customers and employees", European Journal of Marketing, 2005
Crossref

98 Cação, Maria do Rosário Santos Cruz Andrade. "Perceptions of Quality in e-Learning: A Case Study", Universidade de Coimbra (Portugal), 2022 — 15 words — < 1%
ProQuest

99 Deen, Anisah. "Developing a Visitor Satisfaction Index For National Parks", University of Johannesburg (South Africa), 2023 — 15 words — < 1%
ProQuest

100 Eliza Sharma, Neerja Nigam, Subhankar Das. "Measuring gap in expected and perceived quality of ICT enabled customer services: a systematic study of top ten retailers of India", International Journal of Applied Systemic Studies, 2020 — 15 words — < 1%
Crossref

101 Qualitative Market Research: An International Journal, Volume 5, Issue 2 (2006-09-19) — 15 words — < 1%
Publications

102 Ajimon George, Jobin Sahadevan. "A Conceptual Framework of Antecedents of Service Loyalty in Health Care: Patients' Perspective", IIM Kozhikode Society & Management Review, 2019 — 14 words — < 1%
Crossref

103 Wantao Yu, Ramakrishnan Ramanathan. "Retail service quality, corporate image and behavioural intentions: the mediating effects of customer satisfaction", The International Review of Retail, Distribution and Consumer Research, 2012 — 11 words — < 1%
Crossref

104	Essner, Michael W. "Air traffic control service quality in the United States and Canada: A comparative analysis using the SERVQUAL model", Proquest, 20111109 ProQuest	10 words — < 1%
105	Leuschner, Rudolf. "The Impact of Product, Price, Promotion and Place/Logistics on Customer Satisfaction and Share of Business", Proquest, 20111108 ProQuest	10 words — < 1%

EXCLUDE QUOTES	OFF	EXCLUDE SOURCES	< 10 WORDS
EXCLUDE BIBLIOGRAPHY	ON	EXCLUDE MATCHES	OFF