

THE RELATIONSHIP BETWEEN BRAND EQUITY, PRODUCT ATTRIBUTES AND PURCHASE INTENTION: A STUDY OF SONY DIGITAL CAMERAS IN BANGKOK

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ABSTRACT

This study examined the relationship between brand equity, product attributes and consumers' purchase intention toward Sony Cyber-Shot digital cameras in Bangkok. The researchers used four elements of brand equity (brand awareness, brand association, perceived quality, and brand loyalty) to study the relationship toward purchase intention. Product attributes for this study were durability, CCD resolution, memory card capacity, easy to use, zoom distance, compatibility, size, design, and video record function.

Data was collected from 400 respondents in 5 locations throughout Bangkok. Through the Spearman's Rho correlation coefficient analysis, it was found that (1) the relationship between brand equity (brand awareness, brand association, perceived quality, brand loyalty) and purchase intention was significant and positive and (2) the relationship between product attributes and purchase intention was also significant and positive.

INTRODUCTION

Today's business competition is dominated by its emphasis on brand building. The study of the impact of brand name on the perception and attitude of consumers has been a significant issue since competitors are keen on capturing higher market share. One issue that has emerged, as one of the most critical areas of marketing management, is brand equity (Cobb-Walgren, Ruble, & Donthu, 1995). Many researchers identify brand equity as the most important asset of a company (Farquhar, 1989; Aaker, 1991; Kapferer, 1997; Keller, 1998). Brand equity has been extensively studied and there is evidence that it can influence consumer recognition and purchase intention (Aaker, 1991; Cobb-Walgren et al., 1995; Lassar, Mittal and Sharma, 1995). More specifically, the elements of brand equity (e.g. brand awareness, brand association, brand loyalty, perceived quality) have also been studied in relation to consumers' purchase behavior (Aaker, Stayman, & Hagerty, 1986); Anantachart (1998); Grewal, Kavanoor, Fern, Costley, & Barnes (1997); Li, Daugherty & Biocca, (2002) Lin (2001); O'Cass & Lim (2002).

Many aspects of traditional marketing have changed since the brand equity concept emerged. In fact, the emergence of brands in firms which previously had resisted or were foreign to such concepts (industry, banking, the service sector, etc) vouched for the new importance of brands.

Consumers do not just buy a brand name, they buy branded products which are a combination of the tangible and intangible benefits created by the efforts of a company. Consumers select a product not just to satisfy their basic needs, they select a product that reflects their image, attitude, and personality. Therefore, consumers often consider a "brand" which is congruent with their personality. The brand is not the product but it gives the product meaning and defines its identity (Keller, 1998).

Companies convey the value of the brand to consumers through various instruments, such as advertising, channel relationship, marketing campaigns, etc. The perception of the brand, in turn, contributes to the meaning or value that the brand adds which influences consumers in some way. Consumers, then form positive or negative feelings toward the brand, which finally leads to purchase. Purchase