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Bridging the Research Gap of Brand Equity Scale Development: Viewed Through Documentary for Adoption in Thai Context

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ABSTRACT

This paper seeks to investigate how scholarly research on brand equity scale development has derived of articles publish on brand equity scale development. The references lists were compiled using the database. The authors inspected articles that used in their title involved to their research outlooks. Then we used quotation design to envision the interrelation between and among description in the area. The result presents that several scholars incorporating the attending have cited the conceptualization of Aaker's (1991, 1996) and Keller (1993). Some scholar concentrated on comparison across culture and using mixed method to develop the scale of brand equity. Likewise, most of scholars focused on product brand equity more than service brand equity. Almost all authors as scale development in use now endure on brand equity in western theory and the western theory is designed to explain or solve the western problems. Moreover, the Thai scholars consume their concept without suspiciously the rationality that how much more their concept correlates with the Thai consumption and Thai social-culture context? Thus, the building of relevant brand equity is the requirement for epistemology and paradigm of brand management in Thailand for the reason that the brand equity conceptual building is the one operation by which consistent explanation and characterizations of distinguished are produced, confirmed and clarified for business in Thailand

Keywords: Brand Equity, Scale Development, Research Gap

Background

Since 1980, Brand Equity received attention from many technocrats and researchers)Bravo, Fraj and Martinez, 2006(Brand equity consisted of financial based brand equity perspective)Simon and Sullivan, 1993; Kapferer, 1997) customer based brand equity perspective) Aaker, 1991, 1996; Keller, 1993 (and employee-based brand equity perspective (EBBE) (King and Grace, 2009). From the literature reviewing, there were some researches which took an interest in developing scale of brand equity such as Yoo and Donthu (2001) Netemeyer et al. (2004) Pappu, Quester and Cooksey (2005) Guizani et al. (2008) Baalbaki (2012) and Chowudhury (2012) .But those scales were still used by collecting documents and ideas of Aaker (1991, 1996) and Keller (1993) and developing scale and items with quantitative research including the researches as above which had limitation of methodology and sample size. The study as above did not yet aimed at idea's structure and customer perspective of brand equity so that there was lacking of a deep understanding in essence of inward of consciousness, interpreting perception and customers' real experiences of brand equity which was subjective. These was starting point to understand customers' thought and reflected perception structure of customer related to brand equity which was importance of brand management.

Thus there was lacking of deep understanding in scale of customer based brand equity in context of culture, wisdom and experiences of customers. It is not known that how does

the gap of brand equity conception in Thailand? As the mention above, there were more researchers who were interested in researching and studying in characteristics of researches related to customer based brand equity for utilizing to academic circle, technocrat, and entrepreneur and customer manager. Moreover, it will augment knowledge and establish understanding to academic circle including being information for instruction and researching in the future.

Research Purpose

This research seeks to claim characteristics of research report related to brand equity scale development .

Method

This research has been settled the scope for characteristics of brand equity research on scale development which were from the electronic database.

Overview of Brand Equity

Brand equity is the added value with which a given brand endows a product (Farquhqr, 1989). Aaker (1991, 1996) noted that brand equity as a group of brand assets and liabilities that either add or subtract value to a brand. Keller (1993) share his view point that brand as the differential effect that brand knowledge has on consumer response to the marketing of a brand. Form the literature, brand equity is a group of brand asset and the added value of the brand as the brand knowledge has liked to consumer response.

Although brand equity can be point the three perspectives. The first perspective focuses on the customer-based brand equity perspective (CBBE) that can be seen the reaction of consumers' ripostes to marketing commotions, impacted by consumer brand cooperative (Anderson, 2007). The second perspective is financial-based brand equity perspective (FBBE) that defines brand equity while a financial evaluate of a company's market value without its tangible asset value (Simon and Sullivan, 1993).

For the third perspective, employee-based brand equity perspective (EBBE) brings to the distinguishing result that brand understanding has on an employee's response to their effort situation (King and Grace, 2009). Moreover, Rajasekar and Nalina (2008) state that on the customer-based brand equity perspective (CBBE) is often operated point out brand equity in commonly.

The Research Gap of Brand Equity Scale Development

From collecting and synthesizing researches as mentioned above, was found that all researches were studied in abroad so that researchers found problem issue of customer based brand perspective on scale development as follow:
Most of researches were still used idea of Aaker (1991, 1996) and Keller (1993) in designing scope of researching idea which was researches that studied in USA, Europe, North Africa and countries in Oceania. (Sinha and Lesczyzc, 2000; Yoo and Donthu, 2001; Rajh et al., 2002; Vazquez et al., 2002; Wasburn and Plank2002 ,; Abimbola2003 ,; Netemeyer et al. , 2004; Pappu et al., 2005; Buil et al.2008 ,; Guizani et al2009 ,.; Baalbaki, 2012; Mennai and Rached2012 ,; Szocs, 2012) . And there were a few of researches which were studied in Asia (Yeung, 2003; Cui2011 ,; Lee and Leh, 2011; Ansari and Ali, 2012; Chowudhury2012 ,; Kakati and Choudhury, 2013). From reviewing and collecting researching documents, there were not any studies about brand equity on scale development under context of culture and wisdom in Thailand.

Some researches which studied brand equity scale by comparing across culture such as Yoo and Donthu (2001) Wasburn and Plank (2002) who compared USA with South Korea. Buil et al. (2008) compared across culture between Spain and UK.

Some of researches were integrated methodology of mixed method for developing flags which were directly from customer perception such as Vazquez et al (2000) Abimbola (2003) Yeung (2003) Netemeyer et al. (2004) Guizani et al. (2009) Rajh et al. (2002) Baalbaki (2012) and Mennai and Rached (2012) by using technique of group interview and in-depth interview.

Most of researches aimed at studying in brand equity on scale development in consumer goods more than service business such as Netemeyer et al. (2004) who studied in consumer goods and service business which were coffee shops. Ansari and Ali (2012) studied supermarket business and Chowudhury (2012) studied telecommunication business so that there were a few of empirical data applying with service business (Krishnan and Hartline, 2001)

All researches was found that various flags of customer based brand perspective were: brand knowledge ,brand recall ,brand recognition ,brand name ,brand resonance ,brand awareness ,brand associations ,brand image ,brand loyalty ,brand perceived quality ,brand experiences ,product attribute ,non product attributes ,product functional utility ,product symbolic utility, brand advantage ,social influence , brand leadership ,uniqueness, willingness to pay ,price premium ,perceived cost value ,brand portfolio ,brand history ,brand

In conclusion, most researches of customer based brand perspective on scale development were studied in abroad and were still used the idea of Aaker (1991, 1996) and Keller (1993). Moreover, results were found that most researches aimed at developing scale of customer based brand perspective in service business less than consumer goods. Meanwhile there were found various flags of customer based brand perspective which were applied in different business contexts and investigated in different countries including testing in different sample groups. Currently, no research on brand equity literature of scale development in Thailand has shown the characteristics of brand equity conception.

Conclusions

Most researches were still used the idea of Aaker (1991, 1996) and Keller (1993) as main designing scope of research idea. Some of researches were studied in customer based brand perspective by comparing across culture. Some of researches were integrated methodology of quantitative research and qualitative research for developing flags which were directly from customer perception. Most researches aimed at studying in brand equity on scale development in consumer goods more than service business. There were various flags of customer based brand perspective. Most of brand equity on scale development were Western researches caused the lacking understanding in scale of customer based brand perspective under contexts of culture, wisdom and customer's experiences in Thailand.

Direction for future

As with the result, the most study focuses on the brand equity scale development in western theory. Additionally the scholars who interested in brand equity could be develop the brand equity structure by the Thai social – culture and Thai consumption which it is uncertain whether the brand equity in western theory are applicable for describing the brand equity in Thailand context. Thus, the scholars are stimulated to develop the conceptual model of brand equity from Thai social – culture and Thai consumption such the scale of brand equity. This way may also help the scholars to great comprehending the role of social-culture different and business environment. Despite the fact that this study endeavour to the full reports by

incorporating the business sectors which the brand equity. The results presents that the consumer goods sector were holed more than the consumer service sector. In now, the consumer service sector plays the role in getting moving for the growing economy but the volume of consumer service sector of the study is insignificant. Hence, two considerable substances endure to be acknowledgement: How do the scholars who interested in brand equity can be employ the dimension of the consumer goods sector for evaluating the dimension of the consumer service sector?; and which documentations of the brand equity in western theory do requested the scholars to be most definitive for adoption in consumer service sector?

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