

Brand Equity and Customer Satisfaction in Gotv in Awka South Local Government Area, Anambra State

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Abstract

This study, based on Brand Equity Model suggested by Keller (2001), which comprises four brand equity constructs such as brand awareness, perceived quality, brand association and brand loyalty is focused on brand equity and customer satisfaction in MultichoiceGOtv brand in Awka south LGA in Anambra State. The digital terrestrial television (DTT) industry has become very competitive and try to be innovative in developing a new products and services as well as policies that would create brand awareness for their customers. The specific objectives include to find out if there is a significant positive relationship between brand awareness and customer satisfaction in Multi Choice GOtv in Awka; to find out if there is a significant positive relationship between perceived quality and customer satisfaction in Multi Choice GOtv in Awka; to find out if there is a significant positive relationship between brand association and customer satisfaction in Multi Choice GOtv in Awka; and to find out if there is a significant positive relationship between brand trust and customer satisfaction in Multi Choice GOtv in Awka. Based on the above, the broad objective of the study is to find out if there is a strong positive relationship between brand equity and customer satisfaction of GOtv Customers in Awka South LGA. A survey design is proposed for the study. The population of the study is 85,004, but a sample size of 398 customers of GOtv in Awka south LGA is targeted. Data would be analyzed using descriptive statistics and Pearson product moment correlation. It was recommended that Multi Choice GOtv should engage in continuous research to correctly approximate customer expectations and plan to meet them to reduce customer complaints; Service providers should ensure that their employees are well informed about their brand in order to solve the problems; Firms should ensure that their customers feel sense of secure during transaction. And that Managers should ensure that their brands are associated with something positive, one of a kind and strong so that customers may associate positive thought as well as good feelings about the brand.

Key Words: Brand Equity, Customer Satisfaction, Customer Loyalty, Brand Awareness Brand Association, Perceived Quality

Introduction

Branding plays a distinct role in industrial marketing because strong relationships with customers enhance suppliers' brand equity in intangible products and services. Branding is a fundamental concept because a positive corporate brand will help a company to achieve higher levels of performance, by increasing his ability grow the sales without having to spend enormous amounts of money on advertising. Brand equity is based on the product position of the brand in the mind of customers. A consumer who believes that a brand delivers superior performance is excited to use the product, and is also likely to be willing to pay a premium for the brand, and to go to extra mile to locate and buy it, to recommend it to others, to forgive a mistake or

product flaw, or to otherwise engage in behaviors that benefits the firm that markets the brand (Oparah, 2018).

Brands have become emblems and symbols which embody beliefs, values, personality and innovation (Blombäck, 2019). They stir up memories and emotions that represent quality. Therefore, brands are considered as a crucial part for the firm's success as they become the major source of differentiation between other competitive offerings in the market (Beig and Nika, 2019). Nowadays, Building and developing correctly managing brand equity has become essential for most companies. Therefore, most of the companies have realized that brand equity is one of their most valuable intangible assets (Aziz & Yasin, 2017; Keller & Brexendorf, 2019). Nevertheless, any company needs loyal customers to their brand because they are unwilling to shift to other brands, which allows the company to survive and grow in the competition (Saputra and Margaretha, 2020). Given the situation, the rise of competition in Television entertainment companies particularly in the GOTv products, maintaining on customer loyalty is becoming a hard mission for the companies since the fluctuations of the customer behaviour based on the branding, value, and price. In order to cope with this situation, Starbucks chain in Jordan must identify the relationship between brand equity and customer loyalty so that their products will not be affected by the other competitors.

Previous studies have not been able to reach a common consensus regarding the relationship of brand loyalty with customer-based brand equity. Researchers Aaker & Joachimsthaler (2012) suggested that loyalty is one of the principal elements for brand equity, whereas Hartmann & Ibanez (2017) believes that loyalty is the outcome of brand equity rather than a determinant of it (Aaker, 2019; De-Chernatony & Harris 2017; Oparah, 2018). In his study, Keller (2009) supported Keller's viewpoint by mentioning that loyalty is not one of the element of equity but rather a consequence of it because brand equity is a perception, whereas loyalty is a behavioral construct related to the intentions of repurchase. Expanding on the perspective of Nadernezhad & Vakilaroia (2013), the current study considers customer satisfaction as an outcome of brand equity. Hence, customer satisfaction is observed as a dependent variable for brand equity rather than its component.

According to the interview conducted by the researcher with the manager of MultiChoiceGOTv, stated that their company loose certain amount of brand name and switched to competitive companies in recent time. Based on the conversation with the manager, it is possible to realize that the brand equity plays a crucial role in determining customer satisfaction. Finally to the best knowledge of the researcher, Brand Equity and Customer Satisfaction in Gotv Brand in Awka South Local Government Area, Anambra State.

Conceptual Framework

Brand Awareness

Brand awareness refers to “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category” (Aaker, 2019). It is believed that brand awareness is one of the main subjects to pay attention to in brand equity. To second, according to Adamson (2016), from the consumer's point, a brand has no equity unless customer is at least aware of the brand. The recall of brand awareness is based on a continuum where the brand recognition is in the lowest level and the highest level where the named brand is going along with unaided cancellation. Aaker (2019), has introduced the top level of brand awareness. The *Top of Mind* level is the brand awareness stage where company's brand is the first brand that consumers recall.

Perceived Quality

According to Aaker (2019), perceived quality is the customer's perception about the overall quality of the product. The perception about the product quality is subjective and it is constructed by different knowledge of the same product specification. Based on (Oparah, 2018) and Beerli, Martin & Quintana (2014), while building brand equity, managers attempt to influence customers' perception about quality. By doing this managers develop a positive brand image. Perceived quality can demonstrate better position in the market and create for the customer a reason to buy while extra price would not be considered as negative factor. According to De Chernatony(2016), perceived quality can be counted as a determinant for brand loyalty and repeatedly made purchases. Perceived quality could be specified and classified into two factors – product quality and service quality. Product quality is divided into seven dimensions, which as believed by Aaker (2019) may affect consumer's perception about the product's quality. In regards with a product, quality dimensions are performance, reliability, conformance with specifications, features, service ability, perfect fit and finish.

Brand Association

According to Aaker (2019), brand association is considered to be as a link between a customer's memory and the brand. Krishnan & Hartline (2001) adds that, brand equity is supported by the client's association towards the brand which creates a specific and unique brand image. As for products, considered as tangible items, the intangible specialties (for example, innovativeness and etc.) are included in brand association. According to Keller (2009), brand association could be divided into three sections such as attributes, benefits and attitudes. The attitude category describes the overall evaluation about the brand – how customers feel about the brand in a long-term perspective evaluating from negative to positive scale (Chun & Davis 2017; Farhana& Islam 2012). Different brands have various associations to present and potential clients. According to Aaker (2019), these associations are assumed to be a basis for future purchases or even as a stimulator to attract loyal customers to the brand.

Brand Trust

Wierstraet *al.* (2018) defines trust in consumer relationship as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function”. This is similar to how Uncles, Dowling & Hammond (2003) describes what they called brand reliability. Further, trust has been shown by both Zviran (2018) and Wei *et al.* (2019) to be of high importance for marketing of products or services where the consumers are not able to experience the product before they purchase it. When a customer has developed trust for a company or a brand, he/she has the confidence that the performance of the service will meet the functionalities promised by the company (Wheeler, 2006; Chun & Davis, 2016). Thus, trust can reduce the feeling of vulnerability that the customer might have during a purchase of something they have not yet tried (Pinar, Girard & 2012).

Brand loyalty

Based on Aaker's model, Ovidiu (2018) discussed that Brand loyalty generates value by reducing marketing costs and leveraging trade. Loyal customers expect the brand to be always available and entice others advising them to use it. Retaining existing customers is much less costly than attracting new ones. Even if there are low switching costs, there is a significant inertia among customers. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. Therefore, competitors may be discouraged from spending resources to attract satisfied and loyal customers and even if they do so, this requires a long time. Aaker (2019) believes that focusing on

brand loyalty is often an effective way to manage equity. Also, Le Roux(2013) suggested that brand equity increases the probability of brand choice, leads to brand loyalty.

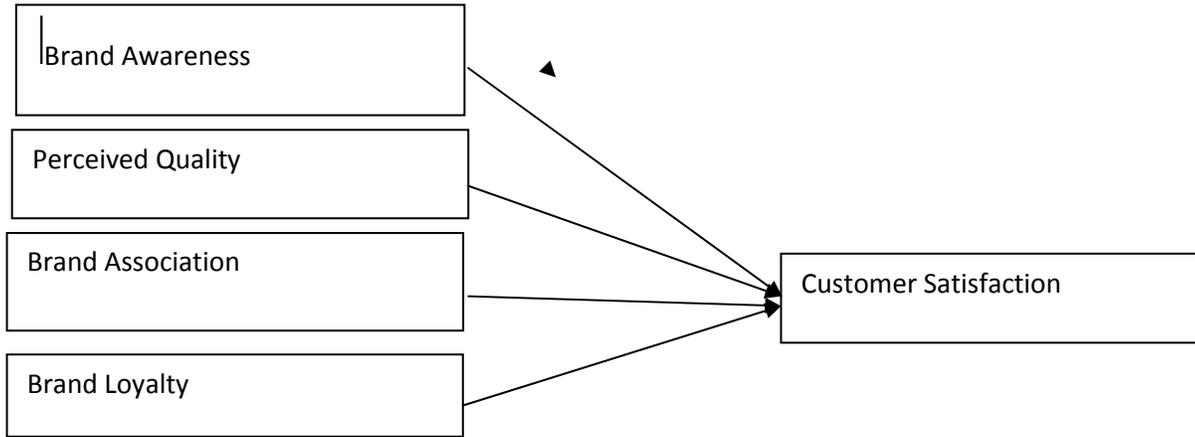


Figure 1: Research Model Adopted from Brand Equity Model suggested by Keller (2001)

Research Methodology

Research Design

This work used a survey design. The survey used individuals as the unit of analysis. The data will therefore, be analyzed using descriptive statistics. The survey will be conducted individually amongst customers of GOtv in Awka Metropolis, who agree to participate in the study. Structured questionnaire was administered to customers.

Population and Sample Size

The population of this study was made up of customers of GOtv, Awka Metropolis. The customers consist of all those that have an account with GOtv in Awka Metropolis. The population of this study is 85,004 which is the total number of sample collected from Awka Metropolis (Company website).

The sample size of this study is 398 and it is derived from the population through the use of Taro Yamane formula as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where

n= the sample size

N= the finite population

e= level of significance

I= unity (a constant)

$$n = \frac{85004}{1 + 85004(0.05)^2}$$

$$n = \frac{85004}{1+212.51}$$

$$n = \frac{85004}{213.51}$$

$$n = \frac{85004}{213.51}$$

$$n = 398.12$$

$$n = 398$$

$$n = 398$$

Instruments for Data Collection

The instruments for data collection consist of structured questionnaire. The questionnaire is divided into two sections (A and B). Section A provides personal information about the respondents, while section B focuses on the research questions. The instrument was structured in 5 point likert scaling which ranged from strongly disagree (1) to strongly agree statement (5) were developed.

The Analysis of Data

Descriptive Statistics

Table 1: Relationship between Brand Awareness and Customer satisfaction

Correlations

	Brand awareness	Customer satisfaction
Brand awareness		
Pearson Correlation	1	0.956
Sig.(2 tailed)		0.000
N	283	283
Customer satisfaction		
Pearson Correlation	0.956	1
Sig.(2 tailed)	0.000	
N	283	283

Correlation is significant at the 0.05 level (2-tailed)

The result of the test of hypothesis one (Table 1) shows that the coefficient (r) and p-value are 0.956 and 0.000. The significance (0.000) is less than the level of significance (0.05). This indicates that there is positive correlation between brand awareness and customer satisfaction in GOtv. Therefore, we accept the hypothesis. The result is in consonance with the work of (Lin and Chang, 2003) where they concluded by saying that GOtv brand has a powerful impact on customer’s decision to purchase.

Table 2: Relationship between Perceived Quality and Customer satisfaction

Correlations

	Perceived Quality	Customer satisfaction
Perceived Quality Pearson Correlation Sig.(2 tailed) N	1 283	0.999 0.000 283
Customer satisfaction Pearson Correlation Sig.(2 tailed) N	0.999 0.000 283	1 283

Correlation is significant at the 0.05 level (2-tailed)

The result of the test of hypothesis two (Table 2) shows that the coefficient (r) and p-value are 0.999 and 0.000. The significance (0.000) is less than the level of significance (0.05). This indicates that there is strong positive correlation between perceived quality and customer loyalty in GOtv. Therefore, we accept the hypothesis. The result is in line with the work of (Kuusela, 2003) where they said that perceived quality would lead the customer to choose the brand rather than other competing brands. Thus, it provides values to customers to supporting them with a reason to buy and differentiate the brand from other competing brands that is; the customer is more likely to become satisfied with GOtv products.

Table 3: Relationship between Brand Association and Customer satisfaction

Correlations

	Brand Association	Customer satisfaction
Brand Association Pearson Correlation Sig.(2 tailed) N	1 283	0.995 0.000 283
Customer satisfaction Pearson Correlation Sig.(2 tailed) N	0.995 0.000 283	1 283

Correlation is significant at the 0.05 level (2-tailed)

The result of the test of hypothesis three (Table 3) shows that the coefficient (r) and p-value are 0.995 and 0.000. The significance (0.000) is less than the level of significance (0.05). This indicates that there is positive correlation between brand association and customer loyalty in GOtv. Therefore, we accept the hypothesis. The result is in line with the work of Aaker(2019) where he stated that a brand generate value not only to the customers but also to the organizations distinguishing the brand, create positive feeling and provide a motive to buy the products and services.

Table 4: Relationship between Brand Trust and Customer satisfaction

Correlations

	Brand Trust	Customer satisfaction
Brand Trust Pearson Correlation Sig.(2 tailed) N	1 283	0.987 0.000 283
Customer satisfaction Pearson Correlation Sig.(2 tailed) N	0.987 0.000 283	1 283

Correlation is significant at the 0.05 level (2-tailed)

The result of the test of hypothesis four (Table 4) shows that the coefficient (r) and p -value are 0.987 and 0.000. The significance (0.000) is less than the level of significance (0.05). This indicates that there is positive correlation between brand trust and customer satisfaction in GOtv. Therefore, we accept the hypothesis. The result is in line with the work of (Marinova, Cui, & Marinov, 2008; Chiu, Lin, Hsu & Huang, 2016). Where he stated that the benefit that customers seek through the relationship are satisfaction, value and quality but what the business eventually looks forward to is creating and maintaining a long-term customer satisfaction and higher organization profitability.

Discussion and Comparison

Aaker (2019) conceptualizes brand equity as: A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtract from the value provided by a product or service to a firm and/or firm customers. Keller (2009) noted that consumer-based brand equity is the differential marketing effect of brand knowledge on consumer response to the market linked to a brand and it rises from a brand that is intimate to customers and is dependent on their memories. In other words, brand equity has to do with, the fact that different outcomes result from the marketing of a products or services because of its brand name or some other brand elements compared to those of products or services which did not have that brand identification even if they are the same (Kotler & Armstrong 2010; Chattananon & Lawley, 2017).

Keller says that brand knowledge is consumer response to the marketing of that brand. Brand Loyalty, Brand Awareness, and Perceived Quality as mediators increase efficiency on the brand equity, because these three factors will consistently increase motivation of customer to purchase products from their trusted brands, regardless of convenience or price. Companies will often use different marketing strategies to cultivate Brand Awareness and Perceived Quality of customers.

Studies regarding the measurement of brand equity can be grouped mainly in two distinct categories. As the case with the definitions, some authors have studied the financial aspects of the brand equity measurement, whereas others have focused on the customer-based measurement problems). Customer-based brand equity measurement studies are constructed mainly on conceptual constructs proposed by management gurus. While Aaker (2009) focused on five brand equity dimensions such as brand loyalty, perceived quality, brand awareness, brand associations, and other proprietary brand assets – Keller (2009) adopted two basic approaches (direct and indirect) to measuring customer-based brand equity emphasizing two constructs: brand awareness and brand image. Brand Loyalty, Brand Awareness, and Perceived Quality as mediators Increase efficiency on the brand equity, because Customer satisfaction is mainly derived from the Brand Loyalty, Brand Awareness, and Perceived Quality with the perceptual difference gap between expectation before consumption and practical experience and after consumption of service or products.

Indirect approaches try to identify potential sources of customer-based brand equity ties distribution channels, the effectiveness of marketing communications, and the success of brand by measuring brand awareness and the characteristics and relationships among brand associations. Direct approaches focus on consumer response to different elements of the firm's marketing program (Keller, 2009). Janonis, Dovalienė & Virvilaitė (2007) explored the relationship between customer-based and financial/market-based brand equity measurements. The overall implication of customer-based research suggests that measures of customer-based brand perceptions are accurate reflections of brand performance in the marketplace.

Marketers need more thorough understanding of Supplier Company's behavior as a basis for making better strategic decisions about target market definition and product extension attempt for improving marketing productivity is the knowledge that has been constructed about the brand in supplier companies' memories from the firm's investment in previous marketing strategies.

Conclusion

Consumer based brand equity dimensions consist of brand awareness perceived quality, brand association, and brand trust. These dimensions were used as explanatory variables for the purpose of this study and the effect of these variables on customer loyalty was the main concern of this work. GOtv customers' attitudes towards the provision of service and subsequent levels of perceived quality will impact on bank customer loyalty. Most Multi Choice GOtv products are easy to duplicate and when banks provides nearly identical services, they can only distinguish themselves based on price and quality. Therefore, Customer loyalty is an effective tool that service providers can use to gain a strategic advantage and survive in today's competitive environment.

Recommendations

Based on the framework of this study and conclusion, the following recommendations are made;

1. Multi Choice GOtv should engage in continuous research to correctly approximate customer expectations and plan to meet them to reduce customer complaints.
2. Service providers should ensure that their employees are well informed about their brand in order to solve the problems.
3. Firms should ensure that their customers feel sense of secure during transaction.
4. Managers should ensure that their brands are associated with something positive, one of a kind and strong so that customers may associate positive thought as well as good feelings about the brand.

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