

FAQ's

1. What are the major brand building blocks?

The six major brand building blocks as seen in the brand resonance model are brand salience, brand performance, brand imagery, brand feelings, brand judgments and brand resonance.

2. What are the considerations for brand judgments?

Brand judgments are one of the major building blocks for building strong brands. Brand judgments are decisions or opinions formed by the people on the basis of quality of the product or service, credibility of the product and the messages given by the company, the superiority of the product are the main considerations over the competitors.

3. What is Brand Salience?

Brand salience is defined as the frequency with which people remember a brand during purchase considerations or the brand awareness of the product brand. Awareness is gathered either by personal use, consumption or experience. The recollection of the brand depends on the promotional efforts made by the organizations to create knowledge of the brand.

4. Define Brand performance and state its importance

Brand Performance is important as it is a good scale to measure how satisfied is customers with the product. The

measure is of the functional, utility, economic and aesthetic satisfaction of the customer.

5. What are the implications of brand building?

Brand Resonance model is a good measure of an effective brand building. The marketers must ensure during the brand building process to check that the

- a. Customers take ownership of the brands
- b. Brand building does not take a short cut
- c. Brands should have a duality
- d. Brands should have richness and
- e. Brands should have focus.

6. What is brand resonance and state its relationship with the brand communities

Brand Resonance is indicative of the eventual and critical relationship developed with the customer. This also describes the nature of the relationship and level of the psychological bond developed with the customer's with respect to the product brand. It also indicates the level of activity and synchronization of customers with the brands. These two dimensions are further categorized into categories namely behavioral loyalty, attitudinal attachment, sense of community and active engagement. Ultimately, the brand conveys a strong sense of community to the customers.

7. What are brand communities?

People who use the same product or brand share an affinity towards each other as they is a similar nostalgia for the product. They share an affiliation or kinship for the community. A sense of loyalty, positive brand attitudes and intentions are reflected

Apple, Harley Davidson, Jeep are some popular brand communities developed.

8. What is a projective technique and what is it used for?

Projective techniques are diagnostic tools to uncover true opinions and feelings of consumers when they are unwilling or otherwise unable to express themselves on specific issues. It helps gather customer knowledge to identify outcomes of brand equity. This method draws some true beliefs and feelings. This method is useful to bring out deeply rooted motivations or personality or socially sensitive subjects. Some types of projective techniques used by the marketers to study the consumer mind set are Rorschach test, Completion and Interpretation tasks, Comparison tasks, Archetypes and Zaltman Metaphor Elicitation Technique (ZMET)

9. What are qualitative research techniques?

The qualitative research techniques identify with the possible brand associations and sources of brand equity. There are many ways of finding the different associations linked to the brand and their responding strength, favorability and uniqueness.

Qualitative research techniques are unstructured research approaches permitting a range of questions and answers. It is a good research tool during exploratory research and aids in consumer brand and product perceptions. The tools also gather customer knowledge to identify outcomes of brand equity such as price elasticity, brand choice and preference. The various tests are Free associations test and the projective techniques including

the ZMET test, neural research methods, the big five technique and the Ethnographic and Experiential methods.

10. What are the different measure for Brand Image

Brand image reflects the customer's perception of the brand. It helps identify the lower and higher consideration related to consumer perceptions of specific considerations, related to overall judgments, feelings and relationships. There is an obvious connection of the brand between the two levels of due to the consumer's overall responses and relationship with the brand.

Beliefs are descriptive thoughts that people hold about things. Brand association beliefs are related to specific attributes and benefits related to the brand and its competitors. These belief associations can be accessed on the basis of key dimensions like favorability, strength and uniqueness of brand associations. Open ended measures are used to tap the associations.

Brand uniqueness is measured using a multidimensional scaling and perceptual maps. Multidimensional scaling is used to determine the perceived images of a set of objects such as products or brands.