

Summary

Brand Resonance model stands as a basis on which brand equity is developed. The model describes the sequential steps, one stage leading to another, which enhances and encourages the importance of building a strong brand. The four major brand building steps stated are recognizing and identifying brands in its specific category of product class, customer need or product benefit, establishing brand meaning and the various tangible and intangible brand linkages to brand associations. The next stages aim to encourage appropriate responses for the brand and converting brand responses to create brand resonance for an active and intensive relationship with the customers. The following part of the session, there was a detailed discussion on the six brand building blocks , namely the Brand Salience, Brand Performance, Brand Imagery, Brand Judgments, Brand Feelings and Brand Resonance. The sub-dimensions of brand building were also discussed and the implications of brand building were identified as an important yardstick of measurement of brand equity and marketing research initiatives. It was therefore concluded that the strong brand according to the brand resonance model involves 1) establishing breadth and depth of brand awareness; 2) creating strong, favourable, and unique brand associations; 3) eliciting positive, accessible brand responses; and 4) forging intense, active brand relationships. In the second half of the session the discussion was about the need to identify the different sources of brand equity to capture the customer mind set. The marketers having identified the need to understand the customer's mind- set during the purchase decisions, usage or consumption pattern for effective marketing activities. The study of the knowledge structures of the customers was of prime importance and different qualitative and quantitative techniques were applied to

understand the customer's sources of brand equity and understanding the customers thought process. In the quantitative research techniques, the tools were identified to test the possible brand associations to measure the brand linkages to key dimensions like the strength, favorability and uniqueness. This is an effective research tool during exploratory research and assists to study the consumer brand and product perceptions. The tools studied are free associations, projective techniques, bubble drawings, story telling, ZMET, Big Five and neural marketing. The quantitative research tools and techniques helps identify and understand the process and measure the level of brand awareness or recognition, brand recall, both aided and unaided measures, brand image through the dimensions strength, favorability and uniqueness. The brand responses are another factor measured by the quantitative research tools by understanding the higher and the lower level of consideration in the purchase intention of the customers for the brand. The dimensions considered during purchase intentions are action or the act of buying, the target or the specific product or brand, context in terms of store, price and other external conditions and finally the time of purchase like: within a week, , in a month or year. Brand Relationships are again a strong measure of brand resonance which indicates a strong brand equity resulting in a strong brand.