

Examining the Role of Brand Equity and Explore the Influence of Consumers' Brand Relationship Quality

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Abstract : This article extends the relation between company's employee and customers in market. According to the previous researches, most researchers analyzed and focused on customers' brand perception. In the recently, some scholars start to explore the brand management from company viewpoint. The aim of this study is to explore whether consumers perception would be affected by the firm brand. This research would like to examine the relationship between individual consumers and corporate brands in the business-to-consumers sector. First, the study develops a framework that the connection with consumer and company. Second, this article uses three dimensions, brand knowledge, brand commitment, and brand equity to measure employees' loyalty of brand and applies brand relationship quality to gauge the level of brand's importance in consumer's mind. This paper uses SPSS 20.0 and AMOS 20.0 to test consumers' minds toward the brand equity which the company provides. There are totally 862 valid questionnaires returned, and 431 participants are consumers; the other 431 participants are employees. Those questionnaires are one-by-one to consumer and employee so those are 431 pairs questionnaires. Based on 431 pairs of consumers and company's employees, analyzed results show that brand knowledge and brand commitment play important roles influencing brand equity. The results also demonstrate the extra-role brand equity positively impact on the brand relationship quality of consumers. In addition, the findings reveal that the company can improve brand relationship quality of consumers by enhancing extra-role brand equity. There is a sufficient evidence denote that brand relationship quality not only shows about the brand of customers' thought but also implies company how to build the brand to impress on consumers. These findings provide the degree of the brand in consumers' cognition. The brand-owner employee can reference the conclusion to creative new strategic to the next time or can be one of the company's competitive advantages. Those results and conclusions are contributed to management practice and future.

Keywords : brand knowledge, brand commitment, brand equity, brand relationship quality

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