

## Outcomes of Brand Image: A Case of a Developing Country

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**Abstract:** The outcomes of brand image are denoted as the latent outputs of brand image on consumer response to the marketing of the brand. Organizations are well-known that brand image will build a competitive advantage in the market place that will increase their overall image with long-term sustainability. Indeed, current trends in modern marketing environment have changed extremely and study of outcomes of brand image is increasingly becoming considerable to keep pace with this change. A brand is said to brand image when consumers respond more (less) positively to the outcomes of brand image for the brand. In this conceptual study, researchers have summarized the literatures on currently prevailing concepts and approaches on brands that will allow us to identify the outcomes of brand image and therefore will facilitate organizations to enhance their marketing efficiency and effectiveness. Based on a comprehensive review of several previous researches, here researchers propose a plausible model for the outcomes of brand image in sequential order, namely, brand familiarity, customer satisfaction, brand trust and attitudinal loyalty of the brand.

**Key words:** Brand image, brand familiarity, customer satisfaction, brand trust, attitudinal loyalty, Bangladesh

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### INTRODUCTION

Organizations are not only interested in building strong brands with positive image but also to sustain brand image for a long period of time. Thus, much attention has been committed currently to the outcomes of brand image. The outcomes of brand image generate important effect that support organizations to build strong brands and accumulated customers attraction to organizations, as well as brands. In this regard, the outcome of brand image focuses level of brand knowledge with consumption experiences that influenced by familiarity, customer satisfaction, trust and loyalty. Moreover, customer-based brand equity influence outcomes of brand image because brand knowledge with customer preferences surround by brand equity and the ultimate goal of it is to maintain customer relationship for a long period of time (Keller, 2009). As a result, outcomes of brand image plays an important role in creating strong brand loyalty that helps organizations and their brands to keep touch within customers' memory for a long period of time.

In this circumstance, this study presents a conceptual model in the form of FSTA (familiarity, satisfaction, trust and attitudinal loyalty) model for consider outcomes of brand image that is based on a

comprehensive review of the existing literatures and a case study of very prominent hotel brand in Bangladesh. A scenario is presented in the discussion section to discuss the managerial implications of the concepts proposed in this study.

### MATERIALS AND METHODS

**Establishing brand image:** Within customer-based brand equity, brand image is an essential building block is destined as perceptions about a brand which reflected by the brand associations apprehended in customer's memory (Keller, 1998). Even though, the term or notion brand image has been largely defined and used in diverse ways, one common agreement of the definition is that brand image is a customer's aggregate impression of a particular brand which influence of a customer's emotional perceptions (Dobni and Zinkhan, 1990; Aaker, 1996). According to Hsieh and Li (2008), strong brand image does construct a superior brand message of a particular brand over the rivalry brand into a competitive market. Consequently, not only customer's behavior but also customer's purchasing decision will be affected and determined by brand image (Burmam *et al.*, 2008). Customers accept a product's brand image in obtaining overall perceptions of the particular product. In this

regard, a product with higher brand image may be considered as well as honored by customers because of its superior quality and value (Richardson *et al.*, 1994). Moreover, customers will develop a positive attitude and perception about a brand. In developing such positive attitude and perception create a strong customer mindset about the brand image. This strong customer mindset plays an important role for establishing brand image (Katke, 2007).

In this context by establishing brand image the effect of brand image will sustain for a long period of time in customers mind. Therefore, brand image makes crucial impact to explore the effect of outcomes including brand familiarity, customer satisfaction, brand trust and attitudinal brand loyalty.

**FSTA Model: A conceptual model for the outcomes of brand image:** Based on literature review, the conceptual model that explains the outcomes of brand image in a competitive market, known as FSTA Model has been proposed. The four elements of this model that includes brand familiarity, customer satisfaction of the brand, trust on the brand and attitudinal loyalty of the brand are discussed after.

**Brand familiarity:** In marketing literature, the concept of brand familiarity has been received and conceptualized in different ways. The one such way of brand familiarity conceptualization is product familiarity where a customer gain experiences on a number of products within a brand (Mano and Davis, 1990). Brand familiarity is entrenched via various experiences with the brand. As customers become familiar with the brand, they are more likely to perceive the brand's significance (Heckler and Childers, 1992; Kent and Allen, 1994). As such, the brand familiarity is defined as a customer's degree of knowledge connecting a brand via his or her direct and indirect experiences with the brand. According to Cerjak *et al.* (2010) that view about familiarity as being synonymous with knowledge and reflect on experiences to be the key contributor of familiarity. Lamb *et al.* (2008) illustrate brand familiarity as the extent to which customers recognize and admit a company's brand. Basically, brand familiarity can play an information processing view that can affect customer's degree of knowledge related to a brand with direct, as well as indirect experiences. Thus, brand familiarity should considerable outcome of brand image.

**Customer satisfaction:** For satisfying customer's needs and wants, customer satisfaction is an important concept of marketing process (Spreng *et al.*, 1996). Basically,

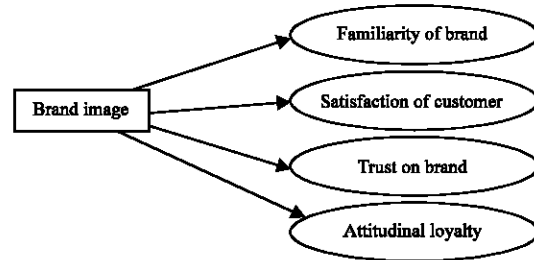


Fig. 1: FSTA (Familiarity, Satisfaction, Trust and Attitudinal) loyalty conceptual model

satisfaction is an emotional or cognitive response that focuses expectation, consumption experience, etc. Rai (2013) delineated satisfaction as a buyer's emotional or cognitive response post subjective assessment and comparison of pre-purchase expectations and actual performance subsequent to the consumption of the product or service, mean while evaluating the costs incurred and benefits reaped in a specific purchase even or over time in course of transacting with an organization. Thus, customer satisfaction will be encompassed by an overall satisfaction unto a certain brand based on total cumulative experiences in a customer's mind. In this regards, the effect of customer satisfaction can act as a possible outcome of brand image. FSTA conceptual model shows the plausible outcomes of brand image (Fig. 1).

**Brand trust:** Trust is like a bond that occurs with customers. Within trust, customers associate those who are trustable. Due to the trust, organizations build a strong emotional bond (Mckinney and Benson, 2013). In relationship marketing, trust becomes an important variable. With the help of trust, organizations maintain relationship with customers that focus faith, commitment and co-operation. In defining the brand trust, Mckinney and Benson (2013), indicates three factors that consider three factors of brand trust. The first component of brand trust is credibility and credibility underlies promises that increase level of trust. The second component of brand trust is care which indicates empathy that comes from feeling. The third component of brand trust is congruency. Congruency focuses values those are well-known to customers. All components of brand trust those are suggested by Mckinney and Benson (2013) consider customers feeling with high trust. As a result, the effect of brand trust for organizations is a considerable outcome of brand image.

**Attitudinal loyalty:** The attitudinal dimension of loyalty is highlighted by Dick and Basu (1994) and Oliver (2010). Rai and Srivastava (2012) described that: A customer can

express his degree of loyalty towards a service provider by either displaying a positive attitude or indulging in favourable actions or making conscious evaluations and finding a particular service worth sticking to. In fact attitudinal loyalty encompasses on customer's preference of emotional commitment unto a brand. According to Jacoby and Chestnut (1978) state that attitudinal aspects of loyalty is needed concerning approach which consider customers' beliefs, affection and intention. For this reason according to Farr and Hollis (1997), underlies attitudinal loyalty which represents the nature of loyal customers. Regarding the nature of loyal customers, customers show attitude by considering cognitive and psychological evaluation. In the context of attitudinal brand loyalty, the aspect of psychological linkage and customers emotional commitment should be considered. Thus attitudinal brand loyalty can play key role as an outcome of brand image.

**Case study:** Case study of one Bangladeshi brand of hotel was undertaken to describe the approach of brand image outcomes adopted by one brand of hotel at Bangladesh. The action points suggested through case study reinforced the proposed FSTA Model that act as outcomes of brand image where all elements of suggested model play as brand image outcomes of brands of hotels.

**AB business boutique hotel:** AB business boutique hotel was established in 2012, as a sister concern of Baton Rouge restaurant of the Baton Rouge group at Bangladesh. AB hotel is located at the prime area of Banani in the capital city of Dhaka at Bangladesh. AB business boutique hotel is one of the most stylish 3 star hotels in the capital city of Dhaka. Management of AB hotel is qualified and they are conducting boutique hotel very smoothly and also the hotel is comprising 42 rooms including all rooms feature king, queen or twin size beds, large work areas with high-speed internet, 24 h air-conditioning service, one in house restaurant, gym, steam and sauna, boardroom, in-room safety facilities, mini bar, tea/coffee making facilities and ironing facilities. AB hotel is associated with the popular name of the Baton Rouge group. The name itself has earned a lot of reputation from the market with their chain of restaurants

and shops, since 2006. AB serves not only staff training and medical awareness programs twice a month for its staff members but also arranges awareness programs for AB's customers and tries to educate them on several areas that are concerning issue to the development of hospitality industry. On the other hand, Baton Rouge group is associated with several services such as hospitality, food and beverage and bakery and gourmet shop those are well-known to customers and simultaneously customers are highly experienced about Baton Rouge group at Bangladesh. The top priority of AB hotel is quality and service. The hotel never compromise with quality at any cost and they strive to provide their guests and clients with the best service at their level best. Additionally, they provide discount card, Eid festival greetings card, new year and Christmas greetings card. They also distribute their special cake and gift hampers to their most valuable and big clients time to time and maintain customer relationship. Customer satisfaction is being their main goal. They strictly maintain a standard for which customers always keep with them. They arrange surveys and keep a track on customer feedback forms and also take initiatives where is needed for better performance and keep touch with customers. They want that their customers feel a hotel like a home, both in the comfort and safety perspective. AB hotel is fully secured with CC cameras on all floors with emergency support and they maintain a good level of trust with their customers based on commitment and cooperation. In this regard, customers are faithful to AB hotel. Indeed, it is recognized and well-known that AB hotel is a sister concern of Baton Rouge restaurant of the Baton Rouge group at Bangladesh. Due to quality services within hospitality industry, AB hotel become a trustworthy brand within hotel sector. In these circumstances, they create a space into customers mind and customers become a loyal not only behavioral perspective but also attitudinal perspective. All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation toward customers and also positive performances within hospitality industry at service sector of Bangladesh. The outcomes of brand image represents the outcomes of brand image of AB business boutique hotel (Table 1).

**Table1: The outcomes of brand image**

Outcomes	AB business boutique hotel
Familiarity	AB hotel is associated with the popular name of the Baton Rouge group. The name itself has earned a lot of reputation from the market with their chain of restaurants and shops since 2006. AB serves not only staff training and medical awareness programs twice a month for its staff members but also arranges awareness programs for AB's customers and tries to educate them on several areas that are concerning issue to the development of hospitality industry. On the other hand, Baton Rouge group is associated with several services, such as hospitality, food and beverage and bakery and gourmet shop those are well-known to customers and simultaneously customers are highly experienced about Baton Rouge group at Bangladesh
Satisfaction	The top priority of AB hotel is quality and service. The hotel never compromise with quality at any cost and they strive to provide their guests and clients with the best service at their level best. Additionally, they provide discount card, Eid festival greetings card, new year and Christmas greetings card. They also distribute their special cake and gift hampers to their most valuable and big clients time

Table 1: Continue

Outcomes	AB business boutique hotel
	to time and maintain customer relationship. Customer satisfaction is their main goal. They strictly maintain a standard for which customers always keep with them. They arrange surveys and keep a track on customer feedback forms and also take initiatives where is needed for better performance and keep touch with customers
Trust	AB hotel wants that their customers feel a hotel like a home, both in the comfort and safety perspective. AB hotel is fully secured with CC cameras on all floors with emergency support and they maintain a good level of trust with their customers based on commitment and cooperation. In this regard, customers are faithful to AB hotel
Attitudinal loyalty	Due to quality services within hospitality industry, AB hotel become a trustworthy brand within hotel sector. In these circumstances, they create a space into customers mind and customers become a loyal not only behavioral perspective but also attitudinal perspective. All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation toward customers and also positive performances within hospitality industry at service sector of Bangladesh

## RESULTS AND DISCUSSION

The suggested FSTA Model provides possible outcomes of brand image to marketers. Along with possible outcomes marketers make a strong customer relationship for a long period of time. Regarding a strong customer relationship, marketers take competitive advantages from target markets. Indeed, now-a-days modern marketing and market is challenging for marketers to sustain and maintain customer relationship for a long period of time. In this regard, this proposed model will assist marketers to sustain and maintain customer relationship for a long period of time. On the other hand, marketers want to create strong resonance along with loyalty with customers. In this perspective, this suggested model will assist marketers to create strong resonance along with customer loyalty. The marketers will be able to do it from customer familiarity to a brand along with customer satisfaction, trust and attitudinal loyalty. Thus, this suggested model will influence marketers to construct strong brand loyalty as well as sustainable brand image with the help of possible outcomes. This FSTA Model ensures marketers marketing sustainability within a competitive marketplace in the modern marketing environment. By using this suggested model, marketers will be able to create a strong position in customers mind. Researchers assume that with the help of this proposed model, marketers will increase customers knowledge level about an organization and its brands. Researchers further assume that this model will be highly acknowledged by customer-based brand equity. This is so as model familiarity, satisfaction, trust and attitudinal loyalty always knock to customer's engagement about a brand.

Finally, this proposed model will not only provide theoretical authentication that supports the significance of outcomes of brand image but also present an accomplishment process which shows how the outcomes of brand image can affect of organization's market performance into the marketplace. Therefore, this proposed model provides the much needed indication that

high level of brand familiarity, customer satisfaction, brand trust and attitudinal loyalty increase the probability of the effect of brand image.

## CONCLUSION

This study discusses the FSTA Model that represents the outcomes of brand image. This study also presents a case study and discussed it based on the review of pertinent literatures. As discussed in this conceptual study, brand image creates competitive advantage of product in the marketplace and enhance overall organizational goodwill, trust and credibility. Researchers suggest that the outcomes of brand image dimensions in the context of suggested FSTA would be a potential model for building a strong brand into marketplace in the modern marketing environment because the outcomes of brand image can offer valuable managerial implications that will help the brand managers. Many of the ideas expressed in this proposed conceptual model will provide a more comprehensive picture of how organizations can create value and sustain value for a brand. Moreover with the help of this proposed conceptual model, organizations will be able to make customer relationship into a competitive marketplace. Overall, researchers suggest that the 4 stages proposed in FSTA model namely, familiarity of the brand, customer satisfaction of the brand, trust on the brand and attitudinal loyalty of the brand can enable organizations to sustain brand image for a long period of time in a competitive market.

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