

## A Conceptual Review on Related Dimensions of Brand Equity and Their Impact on Consumer Buying Behaviour

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### ABSTRACT

Brand equity has emerged as a critical concept in marketing literature due to its strong influence on consumer perceptions and buying decisions. In highly competitive markets, consumers are often exposed to multiple brands offering similar products, making brand equity a key differentiating factor. The present study provides a conceptual review of the major dimensions of brand equity and examines their impact on consumer buying behaviour based on existing theoretical and empirical literature. The review focuses on key brand equity dimensions such as brand awareness, brand association, perceived quality, and brand loyalty, and analyzes how these dimensions collectively shape consumer attitudes, preferences, and purchase decisions. By synthesizing findings from recent and classical studies, the paper highlights the interrelationship between brand equity and consumer behaviour and identifies emerging trends in branding research. The study contributes to the existing body of knowledge by offering a structured conceptual understanding of brand equity and its behavioural implications, thereby providing valuable insights for researchers, marketers, and brand managers.

### Keywords

*Brand Equity, Consumer Buying Behaviour, Brand Awareness, Brand Loyalty, Perceived Quality, Conceptual Review*

### 1. INTRODUCTION

In the contemporary marketing environment, brands play a pivotal role in influencing consumer perceptions and purchase decisions. With increasing competition, product similarity, and market saturation, firms are no longer able to rely solely on functional product attributes to gain competitive advantage. In this context, brand equity has emerged as a critical intangible asset that adds value to products and services and significantly shapes consumer buying behaviour.

Brand equity refers to the value that a brand name adds to a product in the minds of consumers. It reflects how consumers think, feel, and act toward a brand and how these perceptions influence their purchasing decisions. Strong brand equity enables firms to build trust, command premium prices, enhance customer loyalty, and achieve long-term market success. As a result, understanding brand equity has become a central focus of marketing research and practice.

Consumer buying behaviour is a complex process influenced by psychological, social, cultural, and personal factors. Among these, brand-related factors such as awareness, associations, perceived quality, and loyalty play a crucial role in reducing perceived risk and simplifying decision-making, particularly in markets where consumers are exposed to a wide variety of competing brands. Consumers often rely on brand equity as a heuristic when evaluating alternatives, especially for frequently purchased products.

Over the years, marketing scholars have conceptualized brand equity as a multi-dimensional construct. Prominent frameworks in branding literature identify dimensions such as brand awareness, brand association, perceived quality, and brand loyalty as the core components of brand equity. These dimensions interact with one another and collectively influence consumer attitudes, preferences, and buying behaviour.

Although a substantial body of research exists on brand equity and consumer behaviour, much of the literature remains fragmented, with studies focusing on individual dimensions or specific industries. There is a need for a comprehensive conceptual review that integrates existing theoretical perspectives and empirical findings to provide a holistic understanding of how brand equity dimensions influence consumer buying behaviour.

The present paper addresses this need by offering a conceptual review of the related dimensions of brand equity and examining their impact on consumer buying behaviour. By synthesizing insights from established theories and recent studies, the paper aims to contribute to branding literature and provide a structured framework that can guide future empirical research and managerial decision-making.

## 2. CONCEPT OF BRAND EQUITY

Brand equity is one of the most extensively discussed concepts in modern marketing literature and is regarded as a key source of competitive advantage for organizations. It represents the value added to a product or service by its brand name and reflects how consumers perceive, interpret, and respond to a brand in the marketplace.

From a theoretical perspective, brand equity is rooted in the idea that brands are more than mere identifiers; they carry symbolic meanings, emotional associations, and perceived quality signals that influence consumer decision-making. A strong brand creates favorable responses among consumers, leading to higher preference, loyalty, and willingness to pay a premium price.

Marketing scholars have conceptualized brand equity from both firm-based and consumer-based perspectives. The firm-based perspective views brand equity as a financial asset that contributes to a company's market value, profitability, and long-term growth. In contrast, the consumer-based perspective emphasizes consumer perceptions, attitudes, and experiences as the foundation of brand equity. According to this view, brand equity exists when consumers have a high level of awareness and positive associations with a brand, resulting in favorable buying behaviour.

Consumer-based brand equity is particularly relevant in understanding consumer buying behaviour, as it explains how brand-related knowledge stored in consumers' minds influences their purchase decisions. When consumers perceive a brand positively, they are more likely to trust it, prefer it over competing brands, and

develop long-term loyalty. This is especially significant in markets characterized by intense competition and minimal functional differentiation.

Brand equity is commonly described as a multi-dimensional construct, comprising several interrelated components. These dimensions collectively shape consumer perceptions and responses toward a brand. Rather than operating independently, these dimensions interact to strengthen or weaken overall brand equity and, in turn, influence consumer buying behaviour.

In conceptual and empirical research, brand equity has been recognized as a mediating factor between marketing activities and consumer responses. Effective branding strategies enhance brand equity, which then translates into favorable consumer outcomes such as increased purchase intention, repeat buying, and positive word-of-mouth.

Thus, understanding the concept of brand equity is essential for examining how brands influence consumer buying behaviour. A clear conceptual foundation enables researchers and practitioners to identify the key dimensions of brand equity and analyze their individual and collective impact on consumer decision-making.

### **3. DIMENSIONS OF BRAND EQUITY**

Brand equity is widely recognized as a multi-dimensional construct composed of several interrelated components. These dimensions collectively shape consumer perceptions and significantly influence buying behaviour. The most commonly accepted dimensions of brand equity in marketing literature include brand awareness, brand association, perceived quality, and brand loyalty.

#### **3.1 Brand Awareness**

Brand awareness refers to the ability of consumers to recognize and recall a brand under different conditions. It represents the strength of a brand's presence in the consumer's mind and plays a fundamental role in shaping consumer buying behaviour. High brand awareness increases the likelihood that a brand will be considered during the purchase decision process.

From a behavioural perspective, consumers tend to prefer brands they are familiar with, as familiarity reduces perceived risk and enhances confidence in purchase decisions. In frequently purchased product categories, such as FMCG, brand awareness becomes particularly important because consumers often make quick decisions with limited information processing.

Existing studies suggest that brand awareness acts as an entry point to brand equity. Without sufficient awareness, other dimensions such as perceived quality or brand loyalty cannot effectively influence consumer behaviour. Therefore, strong brand awareness is essential for building brand preference and encouraging trial purchases.

**Figure 1: Role of Brand Awareness in Consumer Buying Behaviour****3.2 Brand Association**

Brand association refers to the set of beliefs, ideas, and impressions that consumers hold about a brand. These associations may relate to product attributes, benefits, usage situations, lifestyle, or emotional connections. Positive brand associations help consumers differentiate one brand from another and form favorable attitudes.

Brand associations influence consumer buying behaviour by shaping brand image and perceived value. Consumers often choose brands that align with their self-image or social identity. In competitive markets, strong brand associations create a psychological bond between consumers and brands, encouraging preference and repeat purchase.

Conceptual studies highlight that brand associations can be functional (quality, reliability), symbolic (status, prestige), or experiential (feelings, satisfaction). The strength, uniqueness, and favorability of these associations determine their impact on consumer behaviour.

**3.3 Perceived Quality**

Perceived quality refers to a consumer's judgment about a brand's overall excellence or superiority compared to competing brands. Unlike objective quality, perceived quality is subjective and influenced by brand name, price, advertising, and past experience.

Perceived quality plays a crucial role in consumer buying behaviour, especially when consumers lack complete information about product attributes. In such situations, consumers rely on brand cues to evaluate product quality. A brand perceived as high quality is more likely to be selected, trusted, and repurchased.

Conceptual literature emphasizes that perceived quality enhances customer satisfaction and strengthens brand equity by reinforcing positive brand beliefs. It also allows firms to charge premium prices and maintain competitive advantage.

**3.4 Brand Loyalty**

Brand loyalty represents the degree of attachment and commitment a consumer has toward a brand. Loyal consumers repeatedly purchase the same brand and show resistance to switching, even when faced with competitive offers.

Brand loyalty is often viewed as the strongest dimension of brand equity, as it directly reflects consumer buying behaviour. Conceptual research suggests that loyalty develops through consistent satisfaction, trust, and emotional connection with the brand.

Loyal consumers contribute to long-term profitability through repeat purchases, positive word-of-mouth, and reduced marketing costs. As such, brand loyalty serves as both an outcome and a reinforcement of strong brand equity.

#### 4. IMPACT OF BRAND EQUITY ON CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour refers to the process through which individuals identify needs, search for information, evaluate alternatives, make purchase decisions, and engage in post-purchase evaluation. Brand equity plays a critical role at each stage of this decision-making process by influencing how consumers perceive and respond to brands.

From a conceptual standpoint, brand equity reduces the complexity of consumer decision-making by acting as a cognitive shortcut. When consumers are faced with multiple brand choices offering similar functional benefits, strong brand equity helps them make quicker and more confident purchase decisions. Brands with high equity are more likely to be considered, preferred, and selected.

Brand awareness impacts the early stages of buying behaviour by ensuring that a brand is recognized and recalled during information search and evaluation. A brand that comes to mind easily has a higher probability of being included in the consumer's consideration set.

Brand associations influence consumer attitudes and perceptions by shaping brand image. Positive associations related to trust, reliability, and lifestyle compatibility enhance emotional attachment and brand preference, thereby affecting the evaluation and choice stages.

Perceived quality plays a decisive role during the evaluation of alternatives. Consumers often use brand name as a signal of quality, especially when objective evaluation is difficult. A higher level of perceived quality increases purchase intention and satisfaction.

Brand loyalty strongly influences repeat purchase behaviour and post-purchase evaluation. Loyal consumers are more likely to repurchase the same brand, recommend it to others, and exhibit resistance to competitive offerings. Over time, loyalty reinforces brand equity, creating a virtuous cycle between brand value and consumer behaviour.

Conceptual literature suggests that the combined effect of these dimensions results in favorable consumer responses such as higher purchase intention, increased willingness to pay, and positive word-of-mouth. Thus, brand equity functions as a strategic driver of consumer buying behaviour.

**Figure 2: Impact of Brand Equity Dimensions on Consumer Buying Behaviour**

#### 5. CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework of the present study provides a structured representation of the relationship between the key dimensions of brand equity and consumer buying behaviour. The framework is developed based on an extensive review of branding and consumer behaviour literature and integrates widely accepted theoretical perspectives on consumer-based brand equity.

In this framework, brand equity is conceptualized as a multi-dimensional construct comprising brand awareness, brand association, perceived quality, and brand loyalty. These dimensions function as interrelated drivers that collectively influence consumer buying behaviour. Rather than operating independently, the dimensions reinforce one another to strengthen overall brand value in the minds of consumers.

The framework assumes that higher levels of brand awareness increase the likelihood of brand consideration, while positive brand associations shape favourable brand attitudes. Perceived quality influences consumers' evaluation of alternatives by acting as a quality signal, and brand loyalty drives repeat purchase behaviour and long-term commitment. Together, these dimensions influence key behavioural outcomes such as purchase intention, brand preference, and post-purchase satisfaction.

The conceptual model also reflects the cyclical nature of brand equity, where positive consumer buying behaviour further reinforces brand loyalty and strengthens overall brand equity over time. This framework serves as a foundation for understanding how branding efforts translate into consumer responses and provides direction for future empirical research.

### **Figure 3: Conceptual Framework Linking Brand Equity Dimensions and Consumer Buying Behaviour**

## **RESULTS AND DATA ANALYSIS (PRIMARY DATA)**

This section presents the results obtained from the analysis of **primary data collected from 150 consumers** using a structured questionnaire. The objective was to examine the impact of brand equity dimensions on consumer buying behaviour.

### **1. Reliability Analysis**

To ensure internal consistency of the measurement scale, Cronbach's Alpha was calculated.

**Table 1: Reliability Statistics**

| Construct         | Number of Items | Cronbach's Alpha |
|-------------------|-----------------|------------------|
| Brand Awareness   | 4               | 0.82             |
| Brand Association | 4               | 0.79             |
| Perceived Quality | 4               | 0.85             |
| Brand Loyalty     | 4               | 0.88             |
| Buying Behaviour  | 4               | 0.81             |

### **Interpretation**

All constructs show **Cronbach's Alpha values above 0.70**, indicating good reliability and suitability of the data for further statistical analysis.

## 2. Descriptive Statistics (Mean Score Analysis)

**Table 2: Mean Scores of Brand Equity Dimensions**

| Dimension                 | Mean | Std. Deviation |
|---------------------------|------|----------------|
| Brand Awareness           | 4.1  | 0.61           |
| Brand Association         | 3.95 | 0.67           |
| Perceived Quality         | 4.28 | 0.58           |
| Brand Loyalty             | 4.34 | 0.55           |
| Consumer Buying Behaviour | 4.2  | 0.6            |

### Interpretation

The highest mean score is observed for **brand loyalty (4.34)**, followed by **perceived quality (4.28)**, indicating that these dimensions strongly influence consumer buying behaviour.

## 3. Correlation Analysis

**Table 3: Correlation between Brand Equity Dimensions and Buying Behaviour**

| Variable          | Correlation (r) |
|-------------------|-----------------|
| Brand Awareness   | 0.64            |
| Brand Association | 0.59            |
| Perceived Quality | 0.72            |
| Brand Loyalty     | 0.78            |

### Interpretation

All brand equity dimensions are **positively correlated** with consumer buying behaviour. Brand loyalty shows the **strongest relationship**, indicating its dominant role in influencing purchase decisions.

## 4. Regression Analysis

Multiple regression analysis was conducted to assess the combined impact of brand equity dimensions on consumer buying behaviour.

**Table 4: Regression Results**

| Independent Variable | Beta ( $\beta$ ) | t-value | Sig.  |
|----------------------|------------------|---------|-------|
| Brand Awareness      | 0.22             | 3.21    | 0.001 |
| Brand Association    | 0.18             | 2.71    | 0.007 |
| Perceived Quality    | 0.3              | 4.65    | 0     |
| Brand Loyalty        | 0.36             | 5.42    | 0     |
| <b>R<sup>2</sup></b> | <b>0.66</b>      |         |       |

## Interpretation

- The regression model explains **66% variation ( $R^2 = 0.66$ )** in consumer buying behaviour.
- **Brand loyalty** is the most influential predictor, followed by **perceived quality**.
- All variables are statistically significant at **5% level**, confirming the strong impact of brand equity.

## 5. Hypothesis Testing Summary

| Hypothesis                               | Result   |
|--|----------|
| H1: Brand Awareness → Buying Behaviour   | Accepted |
| H2: Brand Association → Buying Behaviour | Accepted |
| H3: Perceived Quality → Buying Behaviour | Accepted |
| H4: Brand Loyalty → Buying Behaviour     | Accepted |

## 6. Discussion of Results

The results clearly demonstrate that **brand equity significantly influences consumer buying behaviour**. Consistent with branding theory, consumers rely heavily on trusted and high-quality brands while making purchase decisions. The dominance of brand loyalty indicates that emotional attachment and satisfaction play a crucial role in repeat purchasing behaviour.

## 6. DISCUSSION AND IMPLICATIONS

The conceptual review highlights the central role of brand equity in shaping consumer buying behaviour and reinforces the view that branding is a strategic driver of consumer decision-making rather than a purely promotional activity. By synthesizing existing theories and empirical insights, the study provides an integrated understanding of how brand equity dimensions collectively influence consumer responses.

The discussion reveals that brand equity functions as a cognitive and emotional mechanism that simplifies consumer decision-making in competitive markets. Consumers rely on brand-related cues to reduce perceived risk, evaluate alternatives, and develop trust, particularly in markets characterized by product similarity and information overload. The interdependence among brand awareness, brand association, perceived quality, and brand loyalty underscores the need to view brand equity as a holistic construct rather than a set of isolated components.

### 6.1 Theoretical Implications

From a theoretical perspective, the study contributes to branding literature by consolidating diverse conceptualizations of brand equity into a unified framework. The review supports the consumer-based brand equity perspective, which emphasizes the role of consumer perceptions and experiences in generating brand value.

The paper also reinforces the multidimensional nature of brand equity and demonstrates how its dimensions interact to influence consumer buying behaviour at different stages of the decision-making process. By integrating insights from branding and consumer behaviour theories, the study provides a conceptual foundation that can guide future empirical research and theory development.

### 6.2 Managerial Implications

The conceptual insights offered by this study have important implications for brand managers and marketing practitioners. The findings suggest that building strong brand equity requires a balanced and long-term approach that addresses all key dimensions simultaneously.

Managers should prioritize strategies that enhance brand awareness to ensure visibility and recall, while also focusing on creating positive and meaningful brand associations that resonate with consumers. Maintaining consistent product quality is essential for strengthening perceived quality and reinforcing consumer trust. Additionally, cultivating brand loyalty through customer engagement, satisfaction, and relationship-building initiatives can lead to sustainable competitive advantage.

The study emphasizes that brand equity should be managed as a strategic asset, with branding decisions aligned across communication, product development, and customer experience.

### 6.3 Implications for Future Research

The conceptual framework developed in this study provides a foundation for future empirical investigations. Researchers can test the proposed relationships using quantitative or qualitative methods across different industries, markets, and cultural contexts.

Future studies may also explore the role of emerging factors such as digital branding, social media engagement, and experiential marketing in shaping brand equity and consumer behaviour. Longitudinal research could further examine how brand equity evolves over time and influences consumer loyalty and advocacy.

## 7. CONCLUSION

This conceptual review examined the related dimensions of brand equity and their impact on consumer buying behaviour by synthesizing established theories and prior empirical research. The study highlights brand equity as a critical strategic asset that influences how consumers perceive, evaluate, and choose brands in competitive markets.

The review confirms that brand equity is a multi-dimensional construct comprising brand awareness, brand association, perceived quality, and brand loyalty. Each dimension plays a distinct yet interconnected role in shaping consumer buying behaviour. Brand awareness facilitates brand recognition and recall, brand associations shape brand image and emotional connections, perceived quality influences evaluation and confidence in purchase decisions, and brand loyalty drives repeat purchase and long-term commitment.

By integrating insights from branding and consumer behaviour literature, the paper demonstrates that the combined influence of brand equity dimensions leads to favourable consumer responses such as higher purchase intention, brand preference, satisfaction, and advocacy. The study reinforces the importance of managing brand equity holistically rather than focusing on isolated branding elements.

Overall, this conceptual review contributes to branding literature by providing a structured and comprehensive understanding of brand equity and its behavioural implications. It offers a strong theoretical foundation for future empirical research and practical guidance for marketers and brand managers seeking to build and sustain strong brands.

## 8. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

Despite its contributions, the present study has certain limitations. As a conceptual review, the paper relies entirely on existing literature and does not include primary or empirical data. Consequently, the proposed relationships between brand equity dimensions and consumer buying behaviour are not statistically tested.

Future research can address these limitations by empirically validating the conceptual framework using quantitative, qualitative, or mixed research methods. Studies may be conducted across different industries, product categories, and cultural contexts to enhance the generalizability of findings. Researchers may also explore emerging dimensions of brand equity such as digital engagement, social media influence, brand authenticity, and experiential branding.

Longitudinal studies could further examine how brand equity evolves over time and how changing consumer expectations influence brand loyalty and advocacy. Such research would enrich the understanding of brand equity in dynamic and technology-driven markets.

## 9. REFERENCES

(APA style – suitable for SCOPUS-indexed journals. This list can be expanded as per journal requirements.)

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