Hierarchical Chain Of Consumer-Based Brand Equity: Review From The Fast Food Industry

Teck Ming Tan
Multimedia University

Hishamuddin Bin Ismail
Multimedia University

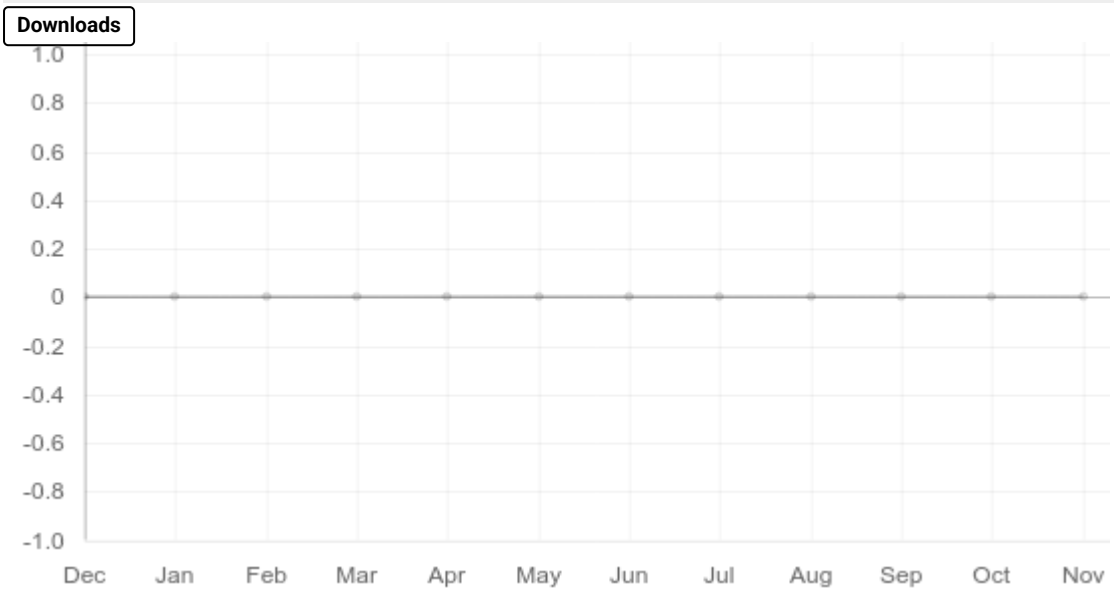
Devinaga Rasiah
Multimedia University

Keywords

Brand Equity, Fast Food, Brand Familiarity, Brand Trust, Hierarchical Chain

Abstract

The aim of the study was to fill in the gaps in the discussion of the way in which fast food brand equity is developed. A proposed conceptual framework - Hierarchical chain of consumer-based brand equity - was postulated based on the casual relationships among dimensions of brand equity. A comprehensive and extensive literature review helped to develop a brand equity framework. In the fast food industry, the dimensions of consumer-based brand equity are decomposed into brand awareness, brand familiarity, perceived quality, brand image, brand trust and attitudinal brand loyalty, demonstrated three-level hierarchical chain. Brand familiarity, perceived quality, brand image, and brand trust were proposed to serve as mediating variables of other constructs, indicating direct and indirect relationships among brand equity dimensions.



Abstract 3479 | PDF Downloads 2487

PDF (../../../../index.php/IBER/article/view/5628/5709)

Published

Aug 18, 2011

DOI https://doi.org/10.19030/iber.v10i9.5628 (https://doi.org/10.19030/iber.v10i9.5628)

How to Cite

Tan, T. M., Ismail, H. B., & Rasiah, D. (2011). Hierarchical Chain Of Consumer-Based Brand Equity: Review From The Fast Food Industry. *International Business & Economics Research Journal (IBER)*, *10*(9), 67–80. https://doi.org/10.19030/iber.v10i9.5628

More Citation Formats

Issue

Vol. 10 No. 9 (2011) (../../../../index.php/IBER/issue/view/644)

Section

Articles

Author Biographies

Teck Ming Tan, Multimedia University

Hishamuddin Bin Ismail, Multimedia University

Devinaga Rasiah, Multimedia University

Most read articles by the same author(s)

- Kogilah Narayanasamy, Devinaga Rasiah, C J Jacobs, An Empirical Study Of Factors Influencing Gender Differences In Entrepreneurship (../../../../index.php/IBER/article/view/5976), International Business & Economics Research Journal (IBER): Vol. 10 No. 10 (2011) (../../../../index.php/IBER/issue/view/676)

Make a Submission (../../../../index.php/IBER/about/submissions)

» ATOM 1.0 (../../../../index.php/IBER/gateway/plugin/WebFeedGatewayPlugin/atom)

» RSS 2.0 (../../../../index.php/IBER/gateway/plugin/WebFeedGatewayPlugin/rss2)

» RSS 1.0 (../../../../index.php/IBER/gateway/plugin/WebFeedGatewayPlugin/rss)

International Business & Economics Research Journal

Published since 2002

ISSN 1535-0754 (print), ISSN 2157-9393 (online)

The International Business & Economics Research Journal (IBER) welcomes articles in all areas of international business and economics research.

IMPORTANT LINKS

About the Journal (../../../../index.php/IBER/about)

Editorial Team (../../../../index.php/IBER/about/editorialTeam)

Submissions (https://www.cluteinstitute.com/submissions/)

Contact (../../../../index.php/AJBE/about/contact)

Become a Reviewer (https://www.cluteinstitute.com/journal-reviewer-application/)

CONTACT

Email: Journals@CluteInstitute.com (mailto:Journals@CluteInstitute.com)

Phone: +1 303-904-4750

Website: www.CluteJournals.com (/)

Address: 8119 Shaffer Parkway A102, Littleton, CO 80127 United States

Copyright © 2021 Clute Institute