

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

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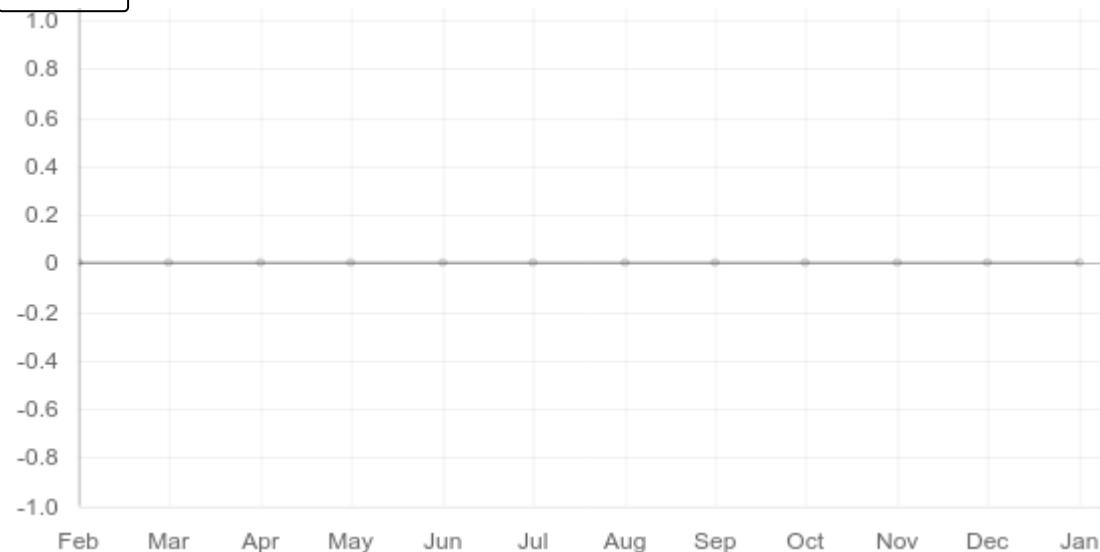
Keywords

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 causal 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.

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