Outcomes of Brand Image: A Conceptual Model

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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. In this conceptual paper, we 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 works, here we propose a plausible model for the outcomes of brand image in sequential order, namely, brand familiarity, customer satisfaction, trust and loyalty.

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 maintaincustomer relationship for a long period of time (Keller, 2009). In this circumstance, this paper presents a conceptual model in consider outcomes of brand image that is based on a comprehensive review of the existing literatures. A scenario is presented in the finding and discussion section to discuss the managerial implications of the concepts proposed in this paper.

Definition Of 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, 1990; Aaker, 1996). According to Hsieh and Li, strong brand image does construct a superior brand message of a particular brand over the rivalry brand into a competitive market (Hsieh, 2008). Consequently, not only customer’s behavior but also customer’s purchasing decision will be affected and determined by brand image (Burmann, 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). In this context, by defining 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.

**Methodology:**

**A Conceptual Model For The Outcomes Of Brand Image:**

Based on literature review, the conceptual model (Fig.1 Conceptual model for the outcomes of brand image) that explains the outcomes of brand image in a competitive market 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 below.

**Brand Familiarity:**

In marketing literature, the concept of brand familiarity has been received and conceptualized in different ways. One such way of brand familiarity conceptualization is product familiarity where a customer gain experiences on a number of products within a brand (Mano, 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, 1992; Kent, 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., that view about familiarity as being synonymous with knowledge and reflect on experiences to be the key contributor of familiarity (Cerjak et al., 2010). Lamb et al. illustrate brand familiarity as the extent to which customers recognize and admit a company’s brand (Lamb et al., 2008).

**Customer Satisfaction:**

For satisfying customer’s needs and wants, customer satisfaction is an important concept of marketing process (Spreng et al., 1996). Basically, satisfaction is an emotional or cognitive response that focuses expectation, consumption experience etc. Rai 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, meanwhile evaluating the costs incurred and benefits reaped in a specific purchase even or over time in course of transacting with an organization (Rai, 2013). 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 outcomes of brand image.

![Fig. 1: Conceptual model for the outcomes of brand image.](image)

**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, 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 indicates three factors that consider three factors of brand trust (Mckinney, 2013). 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 (Mckinney, 2013). Congruency focuses values those are well-known to customers. All components of brand trust those are suggested by Mckinney, consider customers feeling with high trust (Mckinney, 2013).

**Attitudinal Loyalty:**

The attitudinal dimension of loyalty is highlighted by Dick et al. and Oliver (Dick et al., 1994; Oliver, 2010). Rai and Srivastava 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 Rai, 2012. In fact attitudinal loyalty encompasses on customer’s preference of emotional commitment unto a brand. According to Jacoby and Chestnut state that attitudinal aspects of loyalty is needed concerning approach which consider customers’ beliefs, affection and intention (Jacoby et al., 1978). For this reason, according to Farr & Hollis 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 (Farr et al., 1997).

**Finding And Discussion:**

The suggested 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, nowadays 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 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. We assume that with the help of this proposed model, marketers will increase customers' knowledge level about an organization and its brands. We 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 effect 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.

**The Limitation:**

Basically, this study focuses on existing literatures. On the basis of existing literatures, this study proposed a conceptual model for the outcomes of brand image. But, still this study is needed empirical evidences.

**Conclusion:**

This paper discusses the conceptual model that represents the outcomes of brand image based on the review of pertinent literatures. As discussed in this conceptual paper, brand image creates competitive advantage of products in the marketplace and enhance overall organizational goodwill, trust and credibility.

**Suggestion:**

We suggest that the outcomes of brand image dimensions in the context of suggested conceptual model 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.
REFERENCES