**Models for Predicting the Success of Brand Value Building**

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1. **Introduction**

Branding strategies are essential in the success of the business success in its marketing area. Therefore, the perception of the consumer relies upon the consumer’s dimension of brand equity and positioning. Thus I will discuss the positioning concepts in brand management, customer dimensions of brand equity, factors affecting the brand value success and features that determine the success of a new brand building.

1. **Models of branding**

* **Brand- equity model**
* **Customer-based brand equity model** which is used by most of the firms in the creation of brands. The model of branding determines the success of the brand for instance, Killer believed that brand made though customer customization enables the success of the brand (Killerr, 2007, p796).

1. **Position concept in brand management**

The concepts of the brand positioning communication activities will emphasize the broader impact of the positioning of the brand in the market. Brand positioning comprises of;

* Positioning strategies
* Functional positioning
* Symbolic and experience positioning.

1. **Customer dimensions of brand equity**

* **Consumer loyalty** through customers’ perception, the superiority of the product can be determined since the consumer loyalty defines the consumer equity.
* **Impact of the customer equity on the business marketing segment**- the customer equity helps the business in sustaining the competitive advantage of market segment.

1. **Factors affecting the success of the brand value**

Brand value building is influenced by several factors such as;

* **Brand image**- involves the perception of the consumer based on the image of the product and influences their purchasing decision. For instance, customers having negative attitude towards the product image will reflects less chance for them to buy.
* **Awareness**- making consumers to be aware of the existence of a product which satisfy their needs improves their purchasing power.
* **Product quality-**consumer buys products based on the quality and not dwelling so much on to the quantity. Since the good the quality the best satisfaction they get.

1. **Conclusion**

In conclusion, brand value building is vital for business marketing success as well as an increase in the business revenue thus brand positioning, customer dimension as well as consideration of factors such as awareness aid in the brand value success.

**References**

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