**Brand Equity ICE**

A bunch of researchers in the shampoo market wanted to know what drove brand equity and came up with a set of hypotheses as follows:

H1: There is a positive relationship between attitude towards the brand and brand equity.

H2: There is a positive intention between repurchase intention and brand equity.

H3: There is a positive relationship between subjective knowledge and brand equity.

H4: There is a positive relationship between involvement and brand equity.

They conducted a survey in the shampoo market with customers of Sunsilk shampoo (sample size of 300 plus). The scales are below and the data are in “brand equity.xls”. They also measured age and gender as covariates. Please analyse the data and interpret the results and advise the Sunsilk brand manager who is your client.

**Brand Equity**

Source: Yoo and Donthu (2001) (7-pt Likert scale with 7 being strongly agree).

1. It makes sense to buy Sunsilk instead of any other brand, even if they are all the same
2. Even if another hair shampoo has the same features of Sunsilk, I would still prefer to

buy Sunsilk.

1. If there is another hair shampoo as good as Sunsilk, I still prefer to buy Sunsilk.
2. If another hair shampoo is not different from Sunsilk in anyway, it seems smarter to

purchase Sunsilk

**Attidude towards the Brand - Zaichowsky (1994)**

Source: Mackenzie, Lutz and Belch 1986

How would you rate Sunsilk on the following scales?

Bad 1 2 3 4 5 6 7 Good

Unfavorable 1 2 3 4 5 6 7 Favorable

Negative 1 2 3 4 5 6 7 Positive

**Repurchase Intention Scale**

Adapted from Parasuraman, Zeithaml and Berry (1994); 7 point scale with 7 being very likely and 1 being not at all likely

How likely are you to buy Sunsilk hair shampoos in the future

**Subjective Knowledge**

Source: Mitchell and Dacin (1996)

1. How familiar are you with hair shampoos?

Not familiar at all 1 2 3 4 5 6 7 Extremely familiar

1. How clear an idea do you have about the various characteristics of hair shampoos that are important in providing you maximum usage satisfaction?

Not very clear 1 2 3 4 5 6 7 Very clear

1. I know a lot about hair shampoos

Disagree 1 2 3 4 5 6 7 Agree

1. How would you rate your knowledge about hair shampoos relative to the rest of the population?

Low 1 2 3 4 5 6 7 High

1. How interested are you in hair shampoos?

Not Very interested 1 2 3 4 5 6 7 Very Interested

**Involvement (source Mittal 1989)**

1. In selecting from many types and brands of hair shampoos available in the market, would you say that

I would not care at all as to which one I buy 1 2 3 4 5 6 7 I would care a great deal as to which one I buy

1. Do you think that the various types and brands of hair shampoos available in the market are all very alike or are all very different?

They are alike 1 2 3 4 5 6 7 They are all different

1. How important would it be to you to make a right choice of hair shampoos?

Not at all important 1 2 3 4 5 6 7 Extremely important

1. In making your selection of hair shampoos, how concerned would you be about the outcome of your choice?

Not at all concerned 1 2 3 4 5 6 7 Very much concerned