

Role of Marketing Mix (4Ps) in Building Brand Equity: Case Study of Shell Petrol, UK

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Abstract

This investigation explores the role of Price, place, promotion, and product (4Ps) in creation of brand equity. The linkage is being explored among 9 constructs through developing conceptual framework, undertaken from Yoo et al. (2000) research investigation. The author explored the brand equity's dimensions in relation to elements of marketing mix. These dimensions include awareness, perceived quality, and brand loyalty. Thus, after identifying these dimensions, they are linked with brand equity. The hypotheses are being developed and results are tested through T-test. In all nine constructs, apart from awareness and distribution positive linkage is being found. Moreover, promotion is one of the marketing mixes that has strong relation with brand equity's dimensions whereas price and quality has weakest linkage with the dimensions of brand equity.

It is being found by the researcher that strongest correlation is between brand equity and brand loyalty while brand equity has weakest linkage with the perceived quality. Although, from this research, implications for the brand managers and marketing managers to develop understanding about linkage between dimensions of brand equity and 4Ps of marketing mix. Moreover, the findings of this study enable the managers in strategic decision making so that they can maintain strong focus on the activities of marketing in long term for the formation of brand equity.

Keywords: Marketing mix (4Ps), brand perceived quality, brand equity, brand awareness, brand loyalty, brand association

JEL Classification: L22, L84, M31, M39,

1. Introduction

1.1. Background

Brand management has been a major area of interest for researchers and marketing professionals. It is one specific area that has gained high contribution for marketing professionals and academics. These studies have given birth to extensive explore more in-depth brand management to have high insight knowledge and comprehensive know-how about its techniques that will improve organisation's ability to sustain its strong position and lead the market. High number of researchers have explained brand equity as firm's intangible asset that ensure long term success in operating dynamics. Hence, it becomes vital for the firms to properly design patterns to maintain and built it in most adequate manner. But previous research has also indicated that at times brand equity may have serious destructive impact so in this research, it is aimed to investigate various sources that can have impact on brand equity in both constructive as well destructive manner. Along with this, mainly this research focuses on the marketing mix role in creating brand equity.

An empirical research of Yoo et al. (2000) have examined that there is a correlation between marketing mix and brand equity. The same study also critically evaluates the brand equity being affected negatively by various factors (Yoo et al. 2000). Furthermore, essentiality of the brand

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equity is widely discussed in the study of Brady et al. (2008) that also explains key areas in which it serves the organisations in regaining its momentum after initial failures in the performances. In other words, it can be stated that brand equity in Brady et al. (2008) study is viewed as role recovering asset that enable firms in recovering from the failure in the operations from time to time. Moreover, consumers with strong attachment towards brand have tendency to retain with the high brand equity despite failure, rather than moving to low brand equity items. Interestingly, Haque, Yamoah & Sroka (2020), discussed about the reduction in choices of consumers. Hence, this could be interesting to know if it could or could not affect the brand equity to any extent.

The brand equity's sources are largely overlooked by all previous research as the prime intent of these previous studies mainly remained on value either from consumer's perspective or customer's perspective. Hence, brand equity's sources need to be investigated in more detailed manner from both consumers as well marketing perspective, in order to avoid all that factors that are affecting brand equity in a negative aspect, via sources respectively. The present study keeps a steady focus on marketing mix essentials in creating strong brand equity and which element has impact on it through which dimension. As per Barwise (1993) there is limited research done regarding sources related to creation of brand equity. The study of Shocker et al. (1994) also suggested that more focus is required by the marketers to ensure that brand equity must be generated through creating a proper know how about sources that an impact on the decision may have making of consumers. Though conceptual framework was constructed in the research investigation of Yoo et al. (2000) to establish a relationship between marketing mix elements and brand equity, along with the role it offers in the creation of brand equity. The study considers each marketing mix element individually to measure its potential and dimension in creating brand equity for the firm. Moreover, Yoo et al. (2000) study was product oriented whereas the present study is service oriented as well product oriented, hence prime 4Ps of marketing mix are undertaken to make a clear contrast with the previous studies. Therefore, the purpose of present investigation is to explore in depth sources associated with brand equity to create more comprehensive understanding about the aspects that have positive and negative impact on brand equity as a whole.

In present investigation, Shell petrol is selected case study to establish the correlation between selected variables. There is oligopolistic competition in the UK market. Each competitor is working hard to design strategies to increase its market reputation by making it not only a strong competitor but a market leader in fuel and petroleum industry. This brand is considered in the study due to its high brand equity and strong market positioning. However, Haque et al. (2020) found that external CSR has an impact to sustain the capital and positioning in the dynamic.

Shell Petrol has established itself as one of the most valuable brands in the petroleum industry. Moving forward with the present trend of health-conscious choices, Shell Petrol has introduced with the slogan of better service and lubricant that improve the quality of your engine in last few years. The brand has use effective marketing techniques while introducing products which are available in 80 countries around the globe. Furthermore, Shell Petrol has engaged its consumer through effective campaign such as "Share your experience", where consumers are encouraged to share their stories and experiences and share globally. (Inter brand, 2008). Shell Petrol has emerged as a perfect selection for the brand study. For most valid and reliable result of the questioner it is essential that respondents have personally experienced the brand and its marketing strategies by the firm.

1.2. Aim

The case study of Shell Petrol would be an excellent model to analyse and understand the role for marketing mix as an essential tool in establishing brand equity in various dimensions. The current research conducted is quite consistent with the previous studies constructed on the same subject. The research will also use the conceptual framework that has been personalized by Yoo et al.

(2000) for the better understanding of the brand equity creation. Aim is “to critically examine the role of marketing mix in building brand equity in highly competitive environment to gain competitive advantage.” The primary focus of the research will be to critically evaluate marketing mix elements, brand equity sources, assessment and prioritising of marketing performance that are crucial in building brand equity.

1.3. The purpose behind the research

According to Barwise, (1993), "in order to analyse the source of brand equity, minimal efforts have been taken within the literature context". The primary objective of this research would be to evaluate the marketing mix, where 4ps of the mix will be studied as core element in the formation of brand equity. Consequently, the study will discover individual element's significance and their impact in the mix along with their role in the equation of dimensions of brand equity allowing us to prioritise each element accordingly.

Previous studies have opted to the use of conceptual framework model which highlights the impact and significance of marketing actions on the brand equity. As per Yoo et al, (2000), "the model has highlighted the indirect link of all the certain marketing activities where brand equity plays a role of mediator in the brand dimensions". However, this particular research will use the framework as base but would take in consideration the core marketing elements, 4ps, for the better understanding of the brand equity and its significance in literature. Furthermore, we would also establish the dimensions of the brand equity along with locating the literature reference that better explains the relationship between marketing approaches and brand equity dimensions.

The findings established through the study will be serve as a basic guide for marketing management teams will have better understanding of the activities establishing brand. Furthermore, the research conducted will allow to prioritise each individual activity according to its impact on the brand equity directly. Consequently, the guidelines will serve as an important fundamental for understanding the importance of the brand dimensions in terms of marketing mix and their overall impact on the brand equity.

1.4. Research questions

Q1: Does there exist significant correlation between marketing Mix (independent variable) and brand equity (dependent variable)?

Q2: What is the process of creating brand equity?

Q3: What are the main sources in the building of strong brand equity?

Q4: How significant role is marketing mix playing in the creation of brand equity in the highly competitive environment?

2. Literature Review

The process of establishing brand equity and the theories and concepts that play significant role in the formation of brand equity will be discussed in detailed in this chapter.

Foremost, literature of various authors will be used to explain the relevance of the brand equity concept and its background. Followed by the emphasize of brand equity's creation as well as its importance in a firm based on its value as an essential intangible asset of the firm in a long term. Consequently, author will present the three significant dimensions of brand equity while discussing the brand equity through academic literature. In the last the relationship between the marketing mix elements, 4ps, and the dimensions of the brand equity will be explored along with their impact on each other.

2.1. Concept of Brand Equity

The marketing manager and policy maker from various industries mutually urbanized the concept of the brand equity in 1980. The brand equity has been considered major precedence for the research by the institute of marketing science, consisting of 50 leading companies. "Due to the great emphasis on building strong brand equity, a lengthy research has been conducted to classify, quantify and understand the foundation of building strong brand equity and its impact" (Aaker and Biel, 1993). Since 1990s, several definitions of brand equity have been introduced to define the term however in 1991, David Aaker defined brand equity as a complete set of assets and liabilities associated with the brand equity. The name and symbols of the brand are associated in a manner where they either add or affect the benefits received by the consumer from the product or service itself. According to Aaker, (1991), "The combine essence of brand loyalty, the brand consciousness, evident brand quality along with the significant assets such as trademark, channel relationship are the fundamental assets of brand equity. "

Though numerous efforts were made by Aaker and others to define the brand equity there were conflicts in terms of the accurate definition and perimeters of the brand equity. Clancy and Krieg (1995), after detailed review of brand equity literature, provided eight basic factors that forms brand equity. According to Boyett and Boyett (2003), Brand distinctiveness, brand equity, brand value, brand personality, brand potential, competitive inoculation, brand permeation and brand behaviour are the significant factors of measurement and defining brand equity. According to Yoo et al, (2000), "various measures and efforts taken describes the parameter of brand equity measurement as an incremental value or an additional profitability value of the product or service". The brand equity can be measured through the simple method of subtracting the effectiveness of the physical attributes of the brand equity from the total effectiveness of the brand equity. As per Simon and Sullivan, (1993), "Brand equity is essential in generating cash flow for the firm as being its considerable asset". Brand equity is an important factor in providing two distinguish perspectives, a value for the firm as well a value for consumer. According to Pelsmacker, Geuens and Bergh, (2007), "Financial brand value is far less significant than the consumer brand value from the marketing perspective". However, the strong brands established their selves as important assets for the firm. Furthermore, a well-established brand remains as a core product of the firm presenting minimal risk and generating a solid stream of profit for the firm. According to Elliott and Percy, (2007), "strong brands capture elevated market share and plays a significant role in generating profitable income margin along with increasing firm's stakeholder power". As per Keller (2008), "brand equity can be termed as customer-based brand equity". Consumer based brand equity have a totally different effect on the consumers knowledge of the brand to its marketing strategies. According to Dinnie (2007), "consumer-based equity gets establish when consumer has a high level of brand consciousness along with the brand familiarity and have perceived and biased favouritism towards the brand through unique association."

2.2. The Importance of Brand Equity

Aaker (1991) put forward the idea that brand equity ultimately creates value for the firm as well as for its clients. According to Mahajan, Rao and Srivastava, (1994), "the brand equity drives support through mergers and procurement where decisions making play a role of a foundation". Furthermore, as per Lane and Jacobson, (1995); Simon and Sullivan, (1993), "Brand equity assists in creating a centre of attention for stock market."

Brand equity is vital element in enhancing the brand's equity. According to Yoo et al, (2000), "Brand equity improves the chances of having various brand choices availability for consumers, consumer's enthusiasm to pay premium price, enhances the brand licensing in exceptional manner with efficient marketing communication. Consequently, brand equity decreases the value of competitors marketing approaches and their expandable rejoinder to price augmentation". It will

not be wrong to conclude that brand equity is vital for retaining a competitive edge in the market. As per Bharadwaj, Varadarajan, and Fahy, (1993), “Brand equity is essential for firms to have a steady competitive market edge through an effective managerial perspective”.

2.3. The Process of Creation of Brand Equity

The present theoretical framework of brand equity has been personalized by authors, from Yoo et al’s model of (2000) with the extension from Aaker’s model of (1991). The focus of the framework is to establish the fact that brand equity does create value for the firm in similar manner as it creates value for the consumer; the customer’s value is directly proportional to enhancing the firm’s value. Furthermore, the brand equity comprises of multiple dimensions. Aaker’s model can be treated as comprehensive model in two different manners. The initial step consists to have brand equity constructed on the basis of equity dimension along with the value of firm and its clients. This is followed by the addition of marketing approaches with the assumption that this approach has significant impact on the magnitude of the brand equity.

The below abstract framework provides clear and precise guideline for our study.

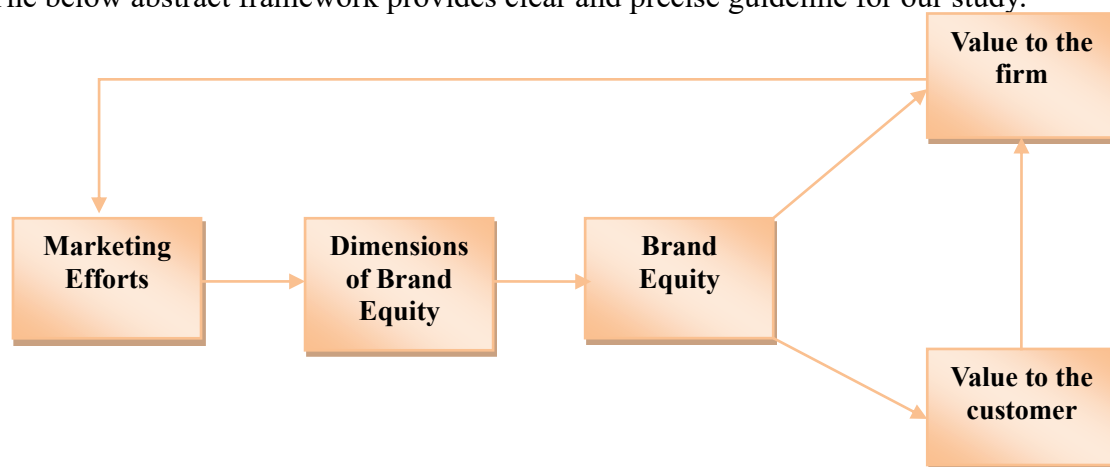


Figure 1: Abstract framework (Yoo et al. 2000)

2.4. Brand Equity and its Dimensions

Several terms have been used to define the brand equity of the firms but the most well recognise terms is “supplementary value, which firm looks upon as artistic approach of its brand product” as per Farquhar, (1989). The definition has been accepted widely around the globe. According to Yoo et al, (2000), “brand equity can be defined as a difference between well know brand products and its competitors as no name brand while both brands having the same altitude of product features.” Consequently, the definition allows comparing two different brands that offer the products with similar feature such as Nokia mobile and its competitor no name brand mobile, both having same features. However, the advantage Nokia face is consumer’s familiarity with the brand and its product features in contrast to the no name brand though the similarity might be found in all aspects of the product. The name does add additional value to the brand’s product when consumers perceive the product in comparison to the no name brand. The consumer choices can be measure through their intentions of giving preference to brand names such as Nokia in contrast to the no name brand. Varies views on the definition of brand equity has caused the brand equity to be a more of strategic issue. The brand equity has been studied under brand management for a while and is considered a complex subject both in context of both financial and marketing literature.

Brand equity has been explained as a relationship between consumer and brand in context of marketing literature. According to Feldwick, (1996), “A desired working relationship consisting of brand description, brand power and brand importance creates brand equity.” Feldwick approach

was followed by other researchers as well; the brand managers at times do tend to conserve the brand for future, making it significant and profitable asset for the firm however they can elect to make the profit from the brand itself as well. According to Ambler and Styles, (1996), “The profits of the store can be realised at a later stage in the firm.” The brand equity was defined in various aspects through numerous studies conducted in the field. According to Srivastava and Shocker, (1991), “brand equity can be termed as a way of consumer’s set behavioural patterns and attitudes that sum up physiologically, along with the use through distribution and other forceful channels pursued extensively for the purpose of maximising the profit from the brand.” Furthermore, as per Davis, 1995, “the brand equity is comprised of an extensive vital part known as brand value and is explained as invisible strategic contribution and benefits received by a firm from its brand.”

brand description → brand strength → brand value

Figure 2: The brand equity chain

The above diagrams support the Davis’s explanation of the brand value, explaining the concept that brand value is created by consumers because of brand equity. According to Keller, (1993), “the relationship of brand equity and its value highlights the importance of consumer-based brand equity which is a result of brand’s strength as a situation where consumer gives preference to establish brand while forming a strong and specific association with the brand.”

As per Leuthesser, (1988), “Brand equity is defined as successful brand image where consumers are well aware of the brand itself along with the brand allies and parent corporations, achieving greater profit margins that are difficult to achieve without strong brand image.” There are different mechanisms to support innovation (Gusakov et al. 2020), those could be applied to brand equity.

The above statement can be evaluated for its value by studying the example of Unilever brand, where brand’s shampoo products are able to achieve greater profit margin in contrast to generic shampoos in the market because of Unilever’s corporate brand image and power. As per Pitta and Katsanis, (1995), “Brand equity is directly proportional to the brand profitability which enhances the brands loyalty with its consumers while maintaining to provide competitive edge in the market.” With continuous study and evaluation, the researchers have applied various approaches and prospective for defining brand equity. Aaker (1991) suggested, “establish brands are highly effective in gaining higher profit share in market through easy access of distribution channels consequently providing a solid foundation for the extension of the existing brand product line.” According to Dacin and Smith, (1994), “Brand with elevated equity has constructive a base for brand extensions supporting the studies opinion of strong brand establishes successful brand extension.” In the similar manner “brand’s unsuccessful extension can significantly affect the brand’s equity in whole along with the firm’s corporate brand” (Loken and John, 1993). As per Pitta and Katsanis, (1995), “In the long run companies can see a decrease in the profit margin when they fail to successfully evaluate their brand value.” Furthermore, Pitta and Katsains (1995) conducted survey providing the results where 56 percent of companies were able to gain long term profit based on their ability to successfully measure their brand equity in contrast to the 37 percent companies who faced decline in the short-term profit when unable to determine the brand equity.

As per Lassar et al, (1995), "in order to eliminate its competitors the company must establish its brand strength along with its competitive edge". Moreover, brand equity plays a significant role in influencing consumer decision of purchase in respect to the brand (Swait et al, 1993). Parenting is another significant aspect of the brand imaging where companies take advantage of co-branding their weaker brand with an established brand to enhance the value of the weaker brand in the market. This is achievable due to the consumer’s perceived image of strong parent brand. According to Swait et al, (1993), “The consumer can easily relate the weaker brand with the strong

brand. This relation can also have adverse reaction where a weaker product can affect the strong brand equity of the product in the market." The incident of Luminar and Gold star is a prime example, where brand co-branded its weaker product for attracting consumers however the coalition did not work out in the global market due to the image of the weaker brand engraved as cheap and other perceived as a reasonable, durable, and fashionable by the consumers. According to Keller, (1993), "for successful brand marketing it is essential to have complete understanding of the brand equity". The maintenance of brand image is essential to sustain the brand equity along with the strong brand image. The companies can see adverse reaction if fail to sustain profit level. As per Swait et al, (1993), "Brand equity can be measured in terms of equalization price." Or as per Lassar et al, (1995), "Brand equity can be considered in a way of brand's characteristics." Consequently, as per Aaker (1991), "Brand equity can be deliberated through price premiums as well as through replacement cost." As per Simon and Sullivan, (1990), "brand equity can be calculated through stock's price analysis." Moreover, as per Feldwick, (1996), "brand loyalty can also be considered as a parameter for measuring brand equity." Last but not the least "modelling is also a way to measuring brand equity" (Simon and Sullivan, 1990).

Brand equity is further divided in to two perspectives, financial brand equity and consumer-based brand equity. In the light of financial perspective, as per Kim, Kim and An, (2003), "Brand equity can be distinguished as an extraction of firm's value through its various assets." According to Simon and Sullivan, (1993), "brand equity in terms of financial perspective can be termed as incremental cash flow generated through accumulation of brand products independent of the cash flow resulting from the sales of unbranded products" (P. 29). As per Doyle, (2001), "Brands can be termed as important drivers of firm's cash flow." The financial brand equity is a significant tool in increasing firm's cash flow, generating a positive effect on the firm's assets while limiting the cash flow, proving it as a financial tool only. "Consumer based brand equity as per consumer's perspective consist of five respective dimensions; brand price, social representation, performance, trustworthiness and commitment." (Lassar, Mittal and Sharma, 1995). According to Aaker and Joachimsthaler, (2000), "Brand equity is termed as assets related with the brand itself whereas its attributes which can be either added or taken away from the product or service". Furthermore, dimensions of the brand equity are the arbitration of firm's marketing effort and its brand equity. According to Aaker, (1991), "Brand equity comprises of dimensions such as brand loyalty, brand consciousness, brand apparent excellence, brand organization and other brand assets." According to Shocker and Weitz, (1988), "brand loyalty and brand association are essential brand dimensions". Furthermore, brand knowledge consisting of brand consciousness and image has also been added as an essential dimension of brand equity by Keller. It can be concluded through all considerations that brand's perceived quality, brand loyalty and most importantly brand's consciousness along with the strong association are the essentials of brand equity dimensions.

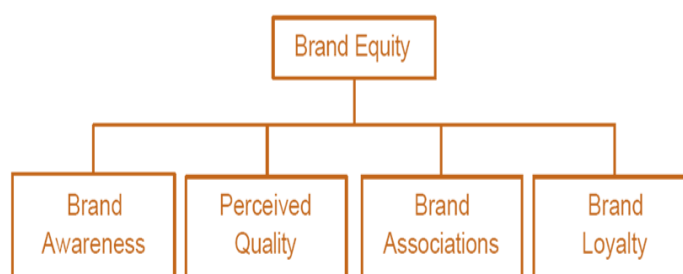


Figure 3: The brand equity chain brands and brand equity.

"Brand equity dimensions are the essential tools to enhance the brand equity itself. The phenomena of brand equity can be understood well once the clear understanding is established of brand's knowledge, its quality, and association along with its loyalty" (Aaker, 1991).

2.4.1. Perceived Quality

As per Ziathaml, (1998), “perceived quality can be understood as consumer's judgment of the brand's overall excellence or its dominance”. However, the certain factors do play vital role in affecting consumer's biased judgment of the product quality, such as consumption circumstances, diverse needs, and personal experiences. With the established long-term relationship between a consumer and the brand, the consumer can easily recognise the brand's advantage and its uniqueness. "The brand perceived value is an important element of brand's value; therefore, consumers lean to choose the brand that has well established brand quality in comparison to its competitors" (Ziathaml, 1998). The consumers perceived their purchase as value for money deal due to their association and outlook along with their feelings and contentment with the brand. The perceived value is directly proportional to the profitability of the brand as well as the association with it. Such scenarios are evident with the celebrity endorsement of the product where consumers associate product with their favourite celebrity. Furthermore, the consumer builds an ideology where a celebrity becomes a spokesperson for the brand and engraves consumer's conscious with exceptional brand image. Consequently, consumer too feels their selves as celebrity with the use of such products. However, if the brand fails to satisfy the consumer's needs the image of the celebrity along with the product image can have the severe image failure. As a result, with the increase of the perceived quality the brand quality increase as well.

2.4.2. Brand Loyalty

According to Oliver, (1997), "Brand loyalty is often defined as consumer's decision to purchase or commits to purchase the product at present as well as in future regardless of the environmental influences imposing to switch the brand." As per Srivastava and Shocker, (1991), Brand loyalty is a core element of brand equity and its increased value generated by the product itself. As per Aaker and Joachimsthaler (2000), “the main objective of brand loyalty is to fortify the strong bond with the consumers of the loyalty sector. According to Grover and Srinivasan (1992), “brand loyal consumers have favourable approach towards the brand in comparison to the one-time buyers of the product. Brand loyalty is a significant factor in consumer's choice to stay with the brand and resist change. If we look at the famous Irish beer brand, Guinness, the brand wanted to increase its consumer's portfolio by reaching the younger Irish consumer, while the profitability could increase at the same time the fear of loss of the loyal consumers was looming too. The company has established Guinness brand image with its taste as a smooth, velvety, creamy, and dark which had far less appeal with the younger generation who tends to incline towards shinier and funkier global image such as Nike, and Levi's which customise its appeal to younger generation. The brand came up with a unique approach to draw younger consumer to their product by introducing an approach called “Taste-tackler”, where the image of the brand was kept constant whereas younger crowd as encourage to taste the product in an amusing manner that had instant effect on the potential consumer without any irrelevance to the existing product description and loyal consumers.

2.4.3. Brand Awareness

According to Heding, Knudtzen and Bjerre, (2009), “brand awareness comprises of brand's recognitions and its recall capacity.” Aaker and Joachimsthaler (2000), "Brand awareness plays a vital role in forming deeper consumer's perception and taste of the brand" (P. 17). Once familiar with the brand consumer tends to establish positive image of the brand and exercise their choice of freedom with familiarity. The often-repeated statement of “People resemble with the familiar and tend to associate various superior attitudes of all kinds with their familiar item” highlights the fact that regardless of the commodity or item when an individual purchase a familiar product, similar to the purchase in the past, they drive satisfaction from such purchase along with the contentment of money worth spend deal.

2.4.4. Brand Associations

According to Aaker, (1991), “brand association can be simply termed as brand’s image in consumer’s mind.” However, this can certainly have consumer building a far superior image of the brand in the back of their mind. As per Leuthesser, (1988), quoting the definitions from The Institute of Marketing Science, “Brand equity is termed as consumer’s associations and behaviour, parent corporations along with distribution channels that assist with greater profit margins without the brand name itself”. Furthermore, brand association is vital for linking consumers with the brand itself directly using various approaches such as the method of “user imagery”, invention, attributes, executive associations, brand individuality and symbols (P. 17). Brand association is a complex term, whereas it comprises and connects with several other ideas, episodes, particulars, and instances that work in coordination to create arrangement of brand knowledge. As per Aaker (1991); and Alba and Hutchinson (1987), “The more brand has exposure to strong communication network and experiences the strong its association will be formed.” The brand association is an essential part of the brand equity. According to Aaker (1991); Alba and Hutchinson, (1987), “Brand association is mandatory for well-established brand equity, the consumer’s prospect of brand image significantly increases along with the consumer experience with the repurchase of the specific product”. Such instance strongly supports the idea of positive brand association with consumer which further enhances the overall brand equity. Moreover, the brand association is crucial for providing consumers with the relevant information in regard to the brand and allowing them to use the brand knowledge to compare their choice of product with other brands in the market and why their preferred brands stand out among others, influencing their purchase decision in a positive manner.

Evaluating the example of Nokia can shed further light on the above statement. Nokia has captured the market with its association with the superior performance, multi-tasking and most importantly having user friendly attributes which makes its consumers feel the sense of security. The brand has reached this association through their past consumer experiences and has utilised it for future product aspiration. The brand association is used as an indicator of excellence performance and commitment to quality that influence consumers decision at the purchase point. According to Yoo et al. (2000), “Brand associations are in all aspect connected to the brand equity while establishing constructive attributes of the brand.”

2.5. Marketing Mix (4 P’s) and Brand Equity

As per Yoo et al, (2000), “Marketing approaches plays a significant role in building positive brand image and influencing consumer’s attitude towards the product in comparison to the no name brand products.” Furthermore, Yoo et al, (2000), in conceptual framework stated, “Marketing approached under the managerial guidance can be connected to brand equity through brand equity dimensions.” The relationship between brand equity and marketing approaches needs to be well investigated to create, to manage, to take advantage of brand equity. In the past researchers the focus had been on the selected five elements of marketing mix however this research will place the focus on the core elements of marketing mix, 4ps, through consumer’s perception: product, price, place and promotion. According to Baker, (2003), “Marketing elements are essential tools that are used by the firm to shape its offer for its consumers.” The marketing mix is the mirror of the various activities initiated to form and demonstrate the relationship between the creation of the brand equity and the marketing activities. The core elements, 4ps, of marketing mix are suitable in terms of product evaluation however for the evaluation of the service industry products, extended marketing mix concept is applied where people, process and physical aspect is studied as well. For our research, the focus will be only on the product marketing mix as we do not have service industry item to evaluate therefore, we will use core elements of the marketing mix.

2.5.1 Product

A product can be classified in a classic term as a solution to consumers' needs and provided ultimate feel of gratification. However, in the concept of marketing mix according to Jobber, (1998), "product is defined as a decision initiated in regard to the brand name, warranties, product wrapping and packaging and most importantly the service associated with the product itself." Product can be explained as tangible, which means it can be traded, sold or purchased at varied location during different time interval with the constant identity.

According to Saaksvuori and Immonen, (2008), "In today's modern world products are comparatively the same as tangible algorithm, formulas or complex software knowledge". As per Kotler and Armstrong, (1999), "Product expansion decision takes in consideration all aspects of product's characteristics, branding, wrapping and packaging along with classification and product maintenance service." Homer (2007) further classified product attributes as "Various functions related to brand such as brand's excellence, description and presentation are termed as product attributes". The basic function of product wrapping is to hold and keep the product safe. Furthermore, the packaging of the product plays a significant role in sales of the product as well such as attracting attention and most importantly with the design the product can be displayed for sales and described to the potential consumers. According to Kotler and Armstrong, (1999), "The unique packaging has significant power on consumers to recognise the brand and company instantly". Another important aspect of unique design is it allows consumer to relate to the product through physical attributes. According to Spott and Shimp, (2004), "Once the consumer is extensively involved in the decision or judgement of the product quality through the physical attributes, the physical characteristics becomes important for consumers to rely on than the extrinsic cues". Therefore, the marketing team focuses on creating perception of quality in consumers conscious by generating awareness and firming association through the physical attributes of the product. As previously established, the main purpose of any product is to satisfy consumer's needs. According to Kotler and Armstrong, (2004), "The loyal clientele of a brand can be established through a highly satisfied consumer whereas unsatisfied consumer can be termed as loss of potential clients". The basic function of the product can be termed as satisfying consumer's need, it also assists in building strong clientele with consistent product delivery.

2.5.2 Price

According to Yoo et al, (2000), "Price is used as an extrinsic cue of product's quality and benefits received from the product." Furthermore, as per other researchers, Blattberg and Winniewski (1989); Dodds, Monroe, and Grewal (1991); Kamakura and Russell (1993); Milgrom and Roberts (1986); Olson (1977), "Consumers associate higher price point products with excellence in quality whereas lower price point products are seen as cheap quality." Therefore, it is essential to have the price according to the perceived quality of the product. As per Rao and Monroe, (1989), "previous studies in terms of price and perceived quality have proved a strong relationship among these two elements." Thus, we can conclude that in order to increase the brand equity, the firm needs to increase the perceived quality of its product by using price point. Despite the fact there is no vital relationship between the price and brand equity dimensions. High price point however does not guarantee brand loyalty, but it does reflect excellence in brand quality. According to Helsen and Schmittlein (1994); and Meer (1995), "The price point does not influence the decision of purchase by loyal or non-loyal brand consumer". There is no significant relevance for loyal consumer of the product with the price point. They will willingly pay for the product regardless of the price involved. Furthermore, the consumers can link either way to the high or low price point products so there is no significant relationship between price and brand association. According to Yoo et al, (2000), "Consumers are well aware of the product with various price range and does not establish a relationship between price and brand consciousness".

2.5.3 Place

The intensive distribution is an effective way of having the product out in larger number to capture the intended market. Furthermore, for the extensive support from retailers the firm distributes its product exclusively and extensively to enhance the image of its product. According to Ferris, Oliver, and de Kluyver (1989); and Smith (1992), “The availability of the product in larger amount at various location gives consumer the freedom to purchase the product without delays and frustrations, enhancing consumer’s sense of gratification”. Consumers tend to enjoy various advantages of the intensive distribution such as, availability of the product in a timely manner, reduce travelling time in search of product and most importantly convenience of the product availability within easy reach.

The perceived value of a product drastically increases with the increase in the perceived value of the product. The product results can be obtained without the scarifies in the increase value of the product. However, the increase in the value can be achieved through the intensive distribution which further increased the consumer satisfaction, perceived quality of the product and most importantly the brand loyalty resulting in the increase brand equity. As per Yoo et al, 2000, “Positive brand association with consumer can be achieved through ultimate consumer satisfaction.”

2.5.4 Promotion

The most vital part of the marketing mix is the marketing strategy. According to Herrera, Lopez and Rodriguez (2002), “Marketing strategies are an effective tool implemented by firms to communicate with its consumer, influence the intended marketplace along with the strong position of its product in the market where it sets itself an apart from its competitors to obtain the desire response form the targeted market.” As per Kotler and Armstrong, (2004), “promotional approach or commonly known as promotional mix consists of advertisement, individual retail, promotional sales, express marketing and public relations.” According to Yoo et al, (2000), “Advertising plays a significant role in building brand equity as well as establishing dimensions of the brand equity.” Furthermore, “Sales promotions are independent and have no significant impact on the creation of brand equity itself.” As per Milgrom and Roberts, (1986), “Advertising plays a vital role in influencing consumer’s decision and does indicate to the quality of the product”. The higher advertising budgets reflect the firm’s commitment to invest in its brand product and reflect the excellence of its product quality. According to Aaker and Jacobson, (1994), “perceived product quality relates directly to the advertising of the product.” The research further argued that “higher product advertisement generates brand awareness and forms strong association between the product and consumer”. It can be concluded that advertising is an effective way of forming strong relationship between attitudes towards the brand and brand association improving brand loyalty in a long run. According to Yoo, et al, (2000), “sales promotions do affect the brand equity and consistency in a negative manner.”

2.6. Summary

The literature review of the case study has provided primary knowledge and concepts related to the brand equity, creation process of brand equity, significance of brand equity, dimensions of the brand equity along with the detailed evaluation of marketing mix and brand equity dimensions.

3. Research Methodology:

3.1. Introduction

The research findings that are valid and reliable mainly based on the correct research design, data collection methods, suitable research methods and data analysis method. The basic research aims and objectives, selected research plan, research methods, data collection methods and data analysis method are explained. Quantitative analysis as well as qualitative analysis are used in social science studies often to gain in-depth understanding of the phenomenon (Haque et al. 2020; Rehman et al. 2020; Urbański & Haque, 2020).

3.2. Methodology of Research Study

Qualitative and Quantitative research are the two basic methods of research study. Basically, the method of collection of data usually through words or pictures is conducted by Qualitative method, whereas the method of collection of data through numbers is typically conducted by Quantitative method. The major distinction between these methods mainly relies on the basic assumptions regarding the function of researcher (Creswell, 2002). The researcher is preferably an intent observer, who neither participates in nor influences what is being investigated while using quantitative method. In contrast, it is generally assumed that the researcher participates and involved in a research position. The essential assumption of both methodologies direct and organize the types of data collection methods put into function (Bryman and Bell, 2003; Faizan et al. 2018; Faizan & Haque, 2015; Haque & Yamoah, 2014; Haque et al. 2015; Imran et al. 2018; Javed et al. 2018).

It has been observed that there are obvious differences between Qualitative and Quantitative methods, numerous researchers argue that the selection of Qualitative and Quantitative methods has little concern with methodologies than it does with positioning oneself contained by exacting order or research practice. The barrier in conducting a research method is shared by the fact that research is typically associated with universities and academic institutions (Creswell, 2002; Haque et al. 2015). Generally, the critical decisions about specific practices are articulated by the results of the research projects. The interest of these performing or benefiting from the research study and the basic objectives for which the outcomes will be placed might reflects by choices concerning pursuing of selection method. The researcher's personal knowledge and preferences, respondent choices, the projected audience for results, money, time and other resources offered. The supposition underlying both Qualitative and quantitative practices are significantly abnormal if we use both methodologies together as believed by many researchers. While some of the researchers considered that they can be used in combination now by alternating both methods are suitable to respond various types of query in particular situations and quantitative is significant for others. It is believed by many other academics that qualitative & quantitative methodologies can be used collectively to answer a research question or achieve study aims and objectives (Bryman and Bell, 2003; Faizan & Haque, 2019; Faizan et al. 2019; Haque et al. 2019; Kot et al. 2019; Kot et al. 2020; Ślusarczyk & Haque, 2019; Ślusarczyk et al. 2020).

Researchers believe that, qualitative and quantitative methods collectively can be used together to respond a research query or achieve research study's basic aims and objectives. In this research study, it was suggested that combination of qualitative and quantitative methods is most appropriate to set into function. To gather secondary data, we used qualitative methods using approaches of Haque (2012), Haque, Aydin & Usyal, (2017), Hussain et al. (2019), and Kot et al. (2019) and to gather primary data we used quantitative method in this research, whereas empirical data will be collected through surveys directly from the customers of the brand.

In this research study, Deduction and Induction theories are used, following Faizan & Haque (2016), Imran et al. (2018), Haque et al. (2018), Haque & Aston (2016), Haque et al. (2016). The

deep-rooted approach for exploring presented theory is deductive method and is capable to explain an offered fact as well as being able to predict how it is expected to extend, allowing for the prospect of changing or increasing it in the future (Malhotra & Birks, 2006). A theoretical framework is created by the inductive approach that depends on empirical study. We can employ mutually approaches collectively (Haque et al. 2019; Haque & Oino, 2019; Imran et al. 2018; Javed et al. 2018; Urbański et al. 2019; U-Hameed t al. 2019) As earlier explained that sole purpose of this research is to explore the role of marketing mix in forming brand equity along with linkage between brand equity, its dimensions, and elements of marketing mix. For this reason, research has steady focus on the marketing activities channelized by Shell petrol to ensure brand equity is maintained. Moreover, the relationship between research variables is explored. Hence, deductive approach is undertaken to reach certain point by taking statistical survey. The perceived marketing mix role is being examined under the lights of previous theories and models. The shell petrol's users and non-users had completed the short questionnaire. We measured all items as consistent with previous research on a Likert-scale, with presenter of 1=strongly agree to 5=strongly disagree. On primary step, respondents were required to choose what they wish to buy among shell petrol and other soft drink brands. Secondary we inspected the value of marketing activities and with the concern of associations among each marketing mix element and measurements of brand equity. Additionally, we explored the brand equity's dimension relation with the brand equity, and we measured the overall brand equity of shell petrol finally by relating it with other soft drink brands.

3.3. Research Framework

The purpose of marketing mix elements in composing brand equity and relationship among marketing mix elements, measurements of brand equity and overall brand equity are the main areas of this research study. "Explanatory research will enable you to examine and explain relationships between variables, in particular cause-effect relationships" as explained by Saunders et al. (2003, pp. 282). Furthermore, for collection of data in a multi-method research approach use of questionnaires is much recommended and suggested.

Products, price, place and promotion are four major independent variables of marketing mix that we used. While four dependent variables grouping dimensions of brand equity, perceived quality, brand loyalty and awareness with strong associations were also there. We used brand equity as a single dependent variable. We developed a theoretical framework as consistent with our previous research in relation to these variables presented below:

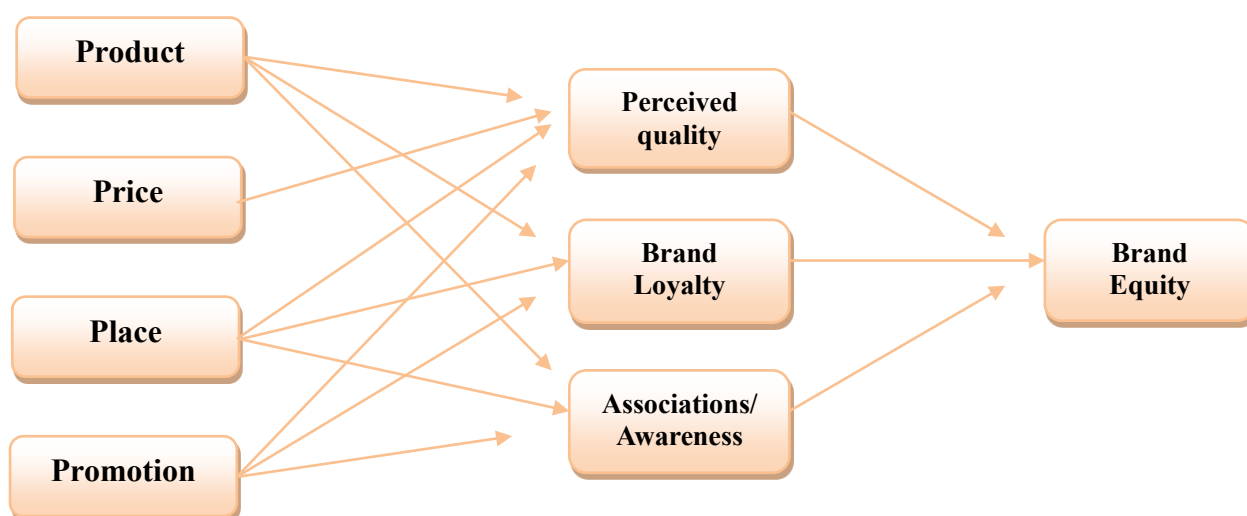


Figure 4: Theoretical framework

3.3.1 Research Instrument - Questionnaire

We used the “self-administrated” approach in research method, which means respondents of the research completed the questionnaire without any interception of the researcher at any point. We used semi-structured type of questionnaire in which we used two types of questions. We used multiple type questions to separate users and nonuser respondents in the research and further to obtain personal information about the respondent. On the other hand, we used ranking questions where we used Likert scale and asked respondents to use 1 to 5 with the two extremes of the scale corresponding to strongly agree or strongly disagree. We divided the questionnaire into three parts. In part one we asked respondents about their preference to consume. This part facilitated us to break up responses on the basis of user and nonuser. The second part was related to the consumer attitude towards the perceived marketing activities of the brand, measurement of dimensions of brand equity and overall brand equity. The third part provided demography of the sample.

3.3.2 Sampling

With the identification of the targeted population, researcher design a sampling process. Sekaran (2010) states that it is a way to choose a representative unit from the whole population. This is done to make sure that outcome is generalized to the entire population (Malhotra & Birks, 2003). Non-probability sampling is used in this investigation as it appears more practical one. From non-probability sampling, we have used convenience sampling technique as the electronic questionnaire is circulated over internet to ensure that respondents can fill it on their own convenience. In this research we adopted non-probability sampling because it provides more practical approach. For this purpose, Facebook is a social hub that is used along with Angelia Ruskin university e-mail address to contact the top management of Shell petrol. moreover, the researcher himself is part of Shell therefore, direct coordination is done. There is diverse response in return in terms of geographical location due o fact that Shell Petrol is a global brand. Despite, this we have attained our goal through social hubs and university email.

3.4. Pilot Study:

To ensure that we have a correct research questionnaire, and the sequence of the questions are in right order, pilot study was done. This leads to reliability, transparency, and authenticity of respondents. This helps us in avoiding complications in conducting survey. This pre-testing facilitate researcher in collection of data being reliable as well valid (Saunders, M., 2003). Therefore, in pilot study 10 males and females were approached that have come across Shell petrol at some point. Prior to actual survey, this pilot study was done so that correct sequence of questions was identified and revised some of questions that appeared to be double barrel by nature. Thus, questions were amending so that respondents can easily understand it. Moreover, spelling and grammatical mistakes were rectified. In addition to that, it helped us to make it more organised and attractive so that questions do not bore the targeted audience. The questionnaire was reduced to one page so that participants do not loss their interest.

3.5. Data Collection

The survey questionnaire is the main research instrument used to collect data from primary sources. Online survey link was generated at www.survegizmo.com to reach potential audience. The same link was sent through email as well on social hub so that audience have ease of access and at same time large number of samples is being attained. This way, in short time, large responses were collected. The data analysis was started with as responses were gathered. This is a less expensive method as compared to printing questionnaire and circulating it as postage, stationary, and printing cost is being saved.

secondary data is a support function for the primary investigation as it assists in designing research question and designing objectives of research. In secondary sources, company's annual reports,

previous marketing campaign details etc were used along with articles and newspaper related to brand equity and marketing mix was used for this research. Moreover, in secondary sources we had a huge information available regarding research variables that further confirm the designing of survey questionnaire. In this regards, books, journals, articles, and newspaper were very beneficial. At the same time, the analysis and critical examination of the secondary data help in creating strong research objectives (Malhotra, 2007). Therefore, both primary and secondary data collection methods were used in this investigation.

3.6. Analytical approach

The data collected through use of research instrument was presented in the form of tables and graphs so that even non-technical readers do also have clear understanding if data. For this, qualitative analysis is done to show simple diagrams and tables to explain the frequency between variables via sophisticated statistical modelling (Saunders et al, 2003). This analytical approach gave ease of understanding data along with simplest formation to establish the relationship between research variables.

3.7. Hypotheses

Through critical evaluation of the present literature and objectives being set in the first chapter, we have developed following hypotheses for this research, that are:

H1: The perceived quality of Shell Petrol is being affected in a positive manner by the Shell Petrol's products.

H2: Shell petrol's brand loyalty will be influenced in the positive manner by Shell petrol's product.

H3: The Product of Shell Petrol will have positive effects on the awareness of Shell Petrol.

H4: Shell Petrol's perceived quality will be affected in the positive way by the prices of Shell Petrol.

H5: The perceived quality of Shell Petrol will be positively affected by the distribution pattern of Shell Petrol.

H6: The brand loyalty will be positively affected by the distribution channel of Shell Petrol.

H7: Brand awareness of Shell Petrol will be positively influenced by distribution of Shell Petrol.

H8: Shell's perceived quality will be positively influenced by the promotional strategies of Shell Petrol.

H9: Shell Petrol's brand loyalty will be positively affected by Shell Petrol's promotional strategies.

H10: Shell Petrol's perceived awareness will be influenced in positive manner by Shell's promotion.

H11: The brand equity of Shell will be impacted by Shell's perceived quality.

H12: Shell's brand equity will be positively affected by the brand loyalty of Shell Petrol.

H13: The brand equity of Shell Petrol will be influenced in positive manner by awareness of Shell Petrol.

H14: The brand equity of Shell Petrol will be influenced in positive manner by users of Shell Petrol.

3.8. Data analysis

It is vital that raw facts are gathered and sorted in a proper manner. This is done through quantitative analysis. Through this we confirm that whether assumptions are correct or false. On

the basis of quantification of data, acceptance or rejection is being made. For this research, Microsoft Excel and SPSS 17 is used to analyse the data and check the validity of the hypotheses. The personal information of the participants are also taken to ensure that the validity check is being made. Moreover, T-test is used to test the hypotheses of this research investigation.

3.9. Limitations

There are certain limitations in this research that includes online survey forum, social hub Facebook, and email-based survey. The only participants that took part in this research are confined to these methods but there are certain targeted audience that are not much active on social site but are potential target for this research. Another thing is that these methods are more in approach by young generation, but consumption of Petrol is not limited to the age criterion of 20 to 30. Though it is realistic to assume that this age group do justify the traits and experience but to some extent those people who are being left out due to them in availability on social and internet may have had a strong impact on the outcome of this research. The size of sample is less significant in comparison to the consumers of the Shell petrol globally. For quantitative research, the sample size is quite small. Moreover, in this research online surveys id used so no face-to-face contacts with participants was made. This is limitation as if we notice that when there is physical interaction, the body language, gestures etc could have also being observed. Besides that, face-to-face would have given more ability to check the personal information of respondents. As by now there may be a chance that one respondent has twice filled the questionnaire and may be false information is given as it is just online questionnaire.

4. Results, finding, and discussion

This section includes the actual findings generated from the survey questionnaire used to explore the research question and hypotheses are tested with statistical tool to establish conclusion. The target population was selected 120 respondents, but 101 respondents completed the research survey questionnaire. All of the results are presented through charts and tables so that reader has precise idea about it. Finally, 112 questionnaires were completed, and the answers were collected by use of the online survey method, but the complete responses are 101.

As earlier discussed, that tables and graphs to be used for the presentation of survey questionnaire, now in this chapter we have presented to explain the connections between means and every single research variable. The results discussed here are taken from the online survey questionnaire that was filled and completed between 6th March to 16th March 2014.

4.1. Descriptive statistic and background

The first part of survey questionnaire contains questions related to demography and personal information of participants. Although, only 101 responses were gathered but still it shows that Shell is a popular brand as there is 44% of consumers of this brand.

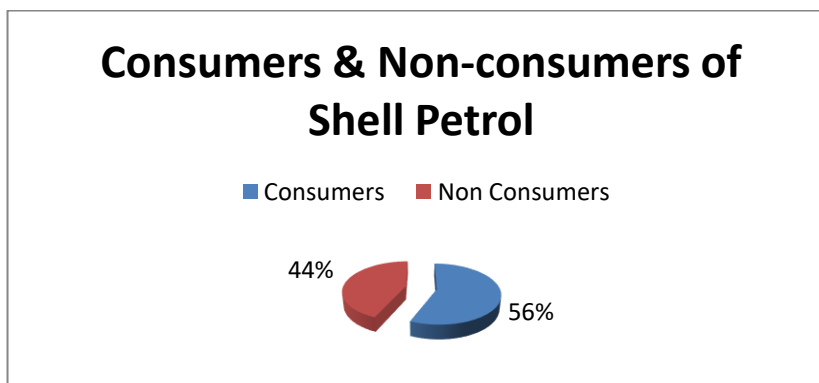


Figure 5: Comparison of consumers and non-consumers.

We examined from the above diagram that out of 101 respondent the consumers of Shell petrol have been 44%. In the upcoming section only, those respondents will be considered that are consumers of the brand to check and verify developed hypotheses in the previous chapter.

4.2. Demography

Table 1: Gender analysis

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	28	45.2	45.2	45.2
Male	34	54.8	54.8	100.0
Total	62	100.0	100.0	

Table 4.1 It is revealed that on the basis of gender, respondents in this survey are not very high as male respondents are 34 which makes it 54% and female respondents are only 28 that forms 45.2%.

Table 2: Age analysis

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20 years or younger	4	6.5	6.5	6.5
21 to 25 years	1	1.6	1.6	8.1
26 to 30 years	7	11.3	11.3	19.4
31 to 35 years	50	80.6	80.6	100.0
Total	62	100.0	100.0	

From 2 results show that the frequent consumer of Shell petrol lies in the age bracket between 31 to 35 respectively. This means that 70% of the respondents are in old age that prefers shell whereas young people like it less.

Table 3: Income analysis
Income per Year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	£10000 or less	32	51.6	51.6	51.6
	£10001 to \$20000	5	8.1	8.1	59.7
	£20001 to \$30000	6	9.7	9.7	69.4
	£30001 to \$40000	2	3.2	3.2	72.6
	£40001 or more	17	27.4	27.4	100.0
	Total	62	100.0	100.0	

In Table 3 we noticed that in the lower bracket income most of the respondents that use Shell lies as it constitute (32%) respondents in £10,000 or less. We also noticed that in high bracket people use less of Shell petrol as table shows that only 6% in £20001 to £30000, in £10001 to £20000 is 5% and in £30001 to £40000 is 2% respectively.

Table 4: Education analysis
Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduated/ master	39	62.9	62.9	62.9
	PhD or higher	2	3.2	3.2	66.1
	Senior high school	1	1.6	1.6	67.7
	University/ college	20	32.3	32.3	100.0
	Total	62	100.0	100.0	

From above Table 4 it is clear that majority of this research's respondents are graduated as it makes 62.9% and second most is 32.3% from colleges. Though there are very few from senior schools and PhD.

Table 5: Profession analysis
Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Administrator/ clerical	2	3.2	3.2	3.2
Housewife	1	1.6	1.6	4.8
Manager/ executive	9	14.5	14.5	19.4
Other	2	3.2	3.2	22.6
Professional	11	17.7	17.7	40.3
Self-employed/ business	32	51.6	51.6	45.2
Student	3	4.8	4.8	96.8
Unemployed	2	3.2	3.2	100.0
Total	62	100.0	100.0	

From Table 5 we learn that most of the respondents are professionals. Some of them are working while others are self-employed as self-employed has been 51.6% whereas professionals are 17.7%, students and house wide are the least consumers of the Shell brand.

Table 6: Nationality analysis
Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid American	4	6.5	6.5	6.5
British	11	17.7	17.7	24.2
Canadian	2	3.2	3.2	27.4
Chinese	2	3.2	3.2	30.6
German	1	1.6	1.6	32.3
Greek	1	1.6	1.6	33.9
Indian	8	12.9	12.9	46.8
Kazakh	1	1.6	1.6	48.4
Malaysian	1	1.6	1.6	50.0
Nigerian	1	1.6	1.6	51.6
Pakistani	25	40.3	40.3	91.9
Saudi	1	1.6	1.6	93.5
Taiwan	3	4.8	4.8	98.4
Thai	1	1.6	1.6	100.0
Total	62	100.0	100.0	

We know that Shell Petrol is an international brand, and it has a strong appeal in the globe. since

this study is conducted in United Kingdom where there are multicultural groups and habitants. Pakistanis are major respondents as they form 40.3% of the targeted population. The second largest is British national that forms 17.7% and Indians were third as 12.3%. Table 4.6 showed 11 different nationalities around the world.

4.3 Hypothesis testing

In the earlier conceptual framework, the correlation between dependent variable and independent variables are established and through questionnaire, these assumptions are being tested. All the answers that have been gathered through research instrument are attained via Likert scale. Here T-test is statistical tool used to determine the value up to 3.0 should occur to ensure that hypotheses are true or vice versa. T-test is useful when known elements such as sample mean (\bar{X}), size of sample (n), sample's standard deviation (SD), and assumed mean of population (μ) are known. Moreover, the sample of population is less than 60 or equal to 60, therefore we have opted for T-test because our sample population is 62, if it were greater than 60 by large lead, than Z-test would have been used (Daly and Bourke, 2000). As per Field, (2006), for small size of population, t-test is more useful. Since we opted for convenience therefore, it is ideal to use t-test as we have 9 different variables. The data is being processed and analysed through SPSS which is effective for t-test (Daly and Bourke, 2000).

$$t_{n-1} = \frac{\bar{x} - \mu_0}{SD / \sqrt{n}}$$

Were,

- t =Comparison of means between the factors.
- \bar{x} =Sample mean
- μ_0 =Population mean
- SD =Standard deviation of sample
- n = sample size
- $n-1=df$ = Degree of freedom

4.3.1 Testing H1, H4, H5, and H8:

Table 7: One-Sample Statistics (Mean, SD and Standard Error Mean)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Product to Perceived Quality	62	3.8065	.82658	.10498
Price to Perceived Quality	62	3.7903	.94326	.11979
Place to Perceived Quality	62	3.7097	.96474	.12252
Promotions to Perceived Quality	62	3.9516	.93085	.11822

Table 8: One-Sample Test (Significance level)

	One-Sample Test					
	Test Value = 3				95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Product to Perceived Quality	7.682	61	.000	.80645	.5965	1.0164
Price to Perceived Quality	6.597	61	.000	.79032	.5508	1.0299
Place to Perceived Quality	5.792	61	.000	.70968	.4647	.9547
Promotions to Perceived Quality	8.050	61	.000	.95161	.7152	1.1880

In this test we have taken 3 as a value to test where degree of freedom in 61 and level of significance is 0.05 for each assumption of the test. In table 4.7 is the outcomes of the dependent results and in following table that is 4.8 there is promotion as important factor that has impact on the perceived quality attaining value of $t=8.05$ and mean is 3.95 respectively. After promotion, second influential factor is product having a value of $t=7.68$ whereas mean is 3.80 respectively. Price has lowest of t value that is 6.59 and mean of 3.79 while place has t value = 5.79 and mean = 3.70 respectively. The level of significance (p) for each single test demonstrates outcome's reliability. All the values of marketing mix including Price, Promotion, Place, and Product revealed $p = .000$, and all of these are very meaningful as it is below $p = .05$ (Field, 2005).

To conclude, Promotion and product have more strong impact, and these are stronger of marketing mix components in formation of the brand's perceived quality as compared to pricing and distribution one in creation of strong brand equity. Hence, the hypotheses are accepted and rejected on the basis on above elaborated discussion.

Table 9: Results of Hypotheses

H1: The perceived quality of Shell Petrol is being affected in a positive manner by the Shell Petrol's products.	Accepted
H4: Shell Petrol's perceived quality will be affected in the positive way by the prices of Shell Petrol.	Accepted
H5: The perceived quality of Shell Petrol will be positively affected by the distribution pattern of Shell Petrol.	Accepted
H8: Shell's perceived quality will be positively influenced by the promotional strategies of Shell Petrol.	Accepted

4.3.2 Testing H2, H6 and H9:

Table 10: One-Sample Statistics (Mean, SD and Standard Error Mean)

	N	Mean	Std. Deviation	Std. Error Mean
Product to Brand Loyalty	62	4.2419	.66985	.08507
Place to Brand Loyalty	62	4.1290	.98320	.12487
Promotions to Brand Loyalty	62	3.7742	.93070	.11820

Table 11: One-Sample Test (Significance level)

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	Df.	Sig. (2-tailed)	Mean Difference	Lower	Upper
Product to Brand Loyalty	14.599	61	.000	1.24194	1.0718	1.4120
Place to Brand Loyalty	9.042	61	.000	1.12903	.8793	1.3787
Promotions to Brand Loyalty	6.550	61	.000	.77419	.5378	1.0105

In table 10 and 11 are the outcomes of dependent t-test which indicates that in brand loyalty, the most important factor is product that influences as it has a t-value of 14.59 and mean is 4.24 respectively. Whereas place is the second factor that influences as the t-value stand as 9.04 with mean value 4.12, followed by promotion as third influential factor with means of 3.77 and value of $t=6.55$. The significance level shows that results are reliable as all demonstrated (p) for product, place, and promotion is $p = .000$, that is discussed previously is significantly below $P=.05$ (Field, 2005). These results shows that place and product have more strong impact on the brand loyalty as compared to promotions. Hence, as explained in figure 3.2, conceptual framework shows that chosen marketing mix are linked with brand loyalty. In addition to that, we can accept or reject hypotheses, based on the research findings.

Table 12: Results of Hypotheses

H2: Shell petrol's brand loyalty will be influenced in the positive manner by Shell petrol's product.	Accepted
H6: The brand loyalty will be positively affected by the distribution channel of Shell Petrol.	Accepted
H9: Shell Petrol's brand loyalty will be positively affected by Shell Petrol's promotional strategies.	Accepted

4.3.3 Testing H3, H7 and H10:

Table 13: One-Sample Statistics (Mean, SD and Standard Error Mean)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Product to Awareness/Associations	62	3.5000	.97089	.12330
Place to Awareness/Associations	62	2.8392	.67400	.08560
Promotions to Awareness/Associations	62	3.9032	.88168	.11197

Table 14: One-Sample Test (Significance level)

	One-Sample Test					
	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Product to Awareness/Associations	4.055	61	.000	.50000	.2534	.7466
Place to Awareness/Associations	-1.879	61	.065	-.16081	-.3320	.0104
Promotions to Awareness/Associations	8.066	61	.000	.90323	.6793	1.1271

From the above table 13 and now in table 14, it is evident that to large extent promotion is a factor that highly contribute towards the awareness as it is a difference creating element because the value of t is 8.06 in comparison to mean value that stands as 3.90. Furthermore, the t value of 'product' stands as 4.05 whereas mean for product is 3.50. This indicates that in the marketing mix, most influential element is a product. Moreover, the outcome of the findings revealed that for Shell Petrol, place is not a difference making factor because its mean is 2.83 and t value is -1.87. As the value of t reflects that it is negative so therefore in creating awareness, place is not influential marketing mix element. From earlier discussions, reliability outcomes for each test are being presented by (P). For all four marketing mix elements considered in this study; Price, Place, Promotion, and Product value for hypothesis test showed P=.000 and it is purposeful as well

meaningful because of being distinct from $p = .05$ (Field, 2005). In contrast, it is demonstrated that place value is $p = .065$ which is near to $p = .05$. Hence, no significance is being reflected in this case. The correlation between research variables 'awareness' and 'marketing mix' respectively, shown in 2 figure for t-test. Moreover, from the same table it is clear that product as well promotion has strong positive relationship with awareness whereas place has no relation at all with awareness. The following hypotheses can be accepted or rejected on the basis of t test.

Table 15: Results of Hypotheses

H3: The Product of Shell Petrol will have positive effects on the awareness of Shell Petrol.	Accepted
H7: Brand awareness of Shell Petrol will be positively influenced by distribution of Shell Petrol.	Rejected
H10: Shell Petrol's perceived awareness will be influenced in positive manner by Shell's promotion.	Accepted

As discussed previously in Figure 3.2, apart from H7, all other hypotheses from H1 to H10 respectively under the conceptual framework demonstrating four respective components of marketing mix and the dimensions of brand equity. All hypotheses from H1 to H10, except from H7 are accepted whereas H7 is rejected due to no positive affect is being shown in the development of brand awareness. Going ahead, the researcher has confirmed that the results from H1 to H10 has been tested and either accepted or rejected based on findings. Now from hypotheses H11 to H13 are being tested to analyse the correlation between dimensions of brand equity and brand equity itself, in order to ensure that the dimensions of brand equity are being influenced by elements of marketing mix.

4.3.4 Testing H11, H12 and H13:

Table 16: One-Sample Statistics (Mean, SD and Standard Error Mean)

One Sample Statistic Test				
	N	Mean	Std. Deviation	Std. Error Mean
Perceived Quality to Brand Equity	62	3.8494	.66890	.08495
Brand Loyalty to Brand Equity	62	4.5484	.62535	.07942
Awareness/Associations to Brand Equity	62	3.9250	.68468	.08695

Table 17: One-Sample Test (Significance level)

	Test Value = 3					
					95% Confidence Interval of the Difference	
	T	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Perceived Quality to Brand Equity	9.998	61	.000	.84935	.6795	1.0192
Brand Loyalty to Brand Equity	19.496	61	.000	1.54839	1.3896	1.7072
Awareness/Associations to Brand Equity	10.638	61	.000	.92500	.7511	1.0989

Like all other hypotheses from H1 to H10 testing and verification, the researcher will do similar check of H11, H12, and H13 to check its feasibility to either accept or reject them. The results displayed in table 16 and table 17, the highest value has been demonstrated by brand loyalty as the t value is 19.49 and mean is 4.59 which indicates that strongest brand equity dimension. Awareness is the second most influential factor of brand equity's dimension with the value of t is 10.63 and mean is 3.92. The researcher also found that minor differences in perceived quality in contrast to brand loyalty. As the t value stands 9.99 and mean is 3.84. The above analysis revealed that positive relations are consistent. The results of reliability test contain significance level (P) is being found in this research. The value of $P=.000$ are considered for the hypotheses testing of brand loyalty, perceived quality, and awareness. As per Field (2005) the above estimated value is significant because it is distinguished from $p=.05$.

Figure 2 is the conceptual framework, from which the analysis is being made. The researcher is able to accept brand equity's dimension related hypothesis and accept the relations related to brand equity from the conceptual framework.

Table 18: Results of Hypotheses

H11: The brand equity of Shell will be impacted by Shell's perceived quality.	Accepted
H12: Shell's brand equity will be positively affected by the brand loyalty of Shell Petrol.	Accepted
H13: The brand equity of Shell Petrol will be influenced in positive manner by awareness of Shell Petrol.	Accepted

At last, researcher will test the final hypothesis of this research investigation that is linked with outcomes developed from the completed survey questionnaire filled by the participants in this research investigation.

4.3.5 Testing H14:**Table 19:** One-Sample Statistics (Mean, SD and Standard Error Mean)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Brand Equity	62	3.8911	.63152	.08020

Table 20: One-Sample Test (Significance level)

One-Sample Test						
	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand Equity	11.111	61	.000	.89113	.7308	1.0515

In table 19 and table 20 are analysed as previously all other hypotheses has been tested, the researcher has found a strong connection between brand equity and users of Shell Petrol as the t value is 11.11 and mean is 3.9. The level of significance is denoted by (P) for the results of reliability test. The value of p is .000 for the hypothesis of brand equity and the users of Shell Petrol, whereas P is .05 is a statistical value significantly different (Field, 2005). Hence, for this reason, researcher can accept or reject the hypothesis from the findings, tested statistically.

Table 21: Results of Hypotheses

H14: The brand equity of Shell Petrol will be influenced in positive manner by users of Shell Petrol.	Accepted
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4.4. Total effect of dependent and independent variables**Table 22:** Total effect of marketing mix on dimensions of brand equity.

Marketing mix elements (Independent variables)	Total effect on Dimensions of brand equity (Dependent variables)
Product	11.50
Price	3.80
Place	10.63
Promotion	11.7

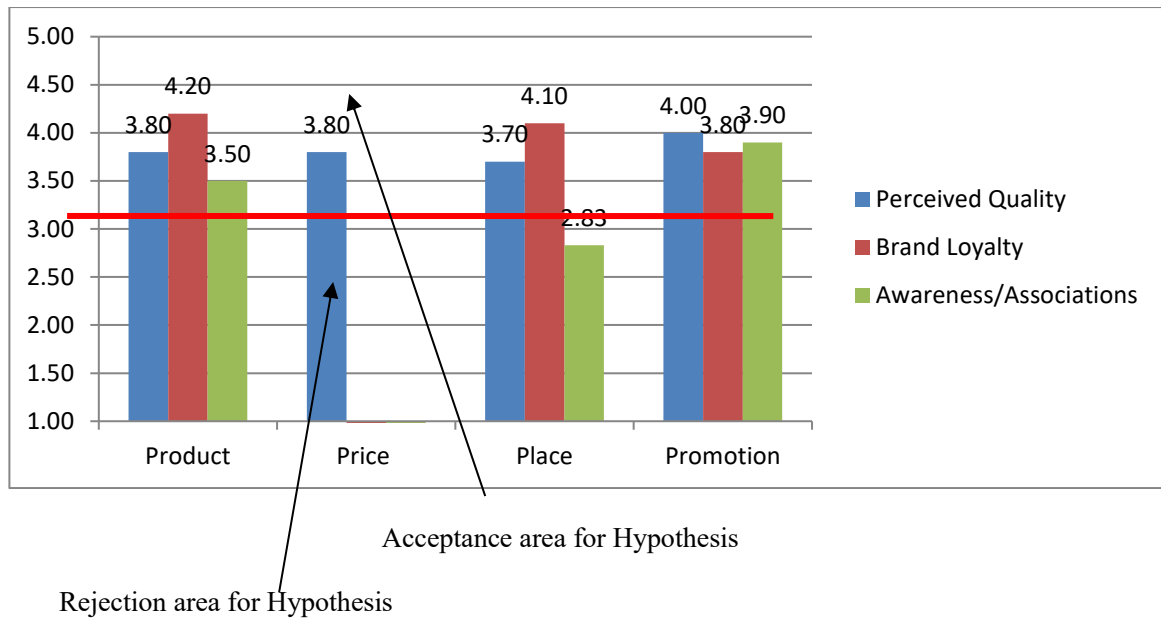
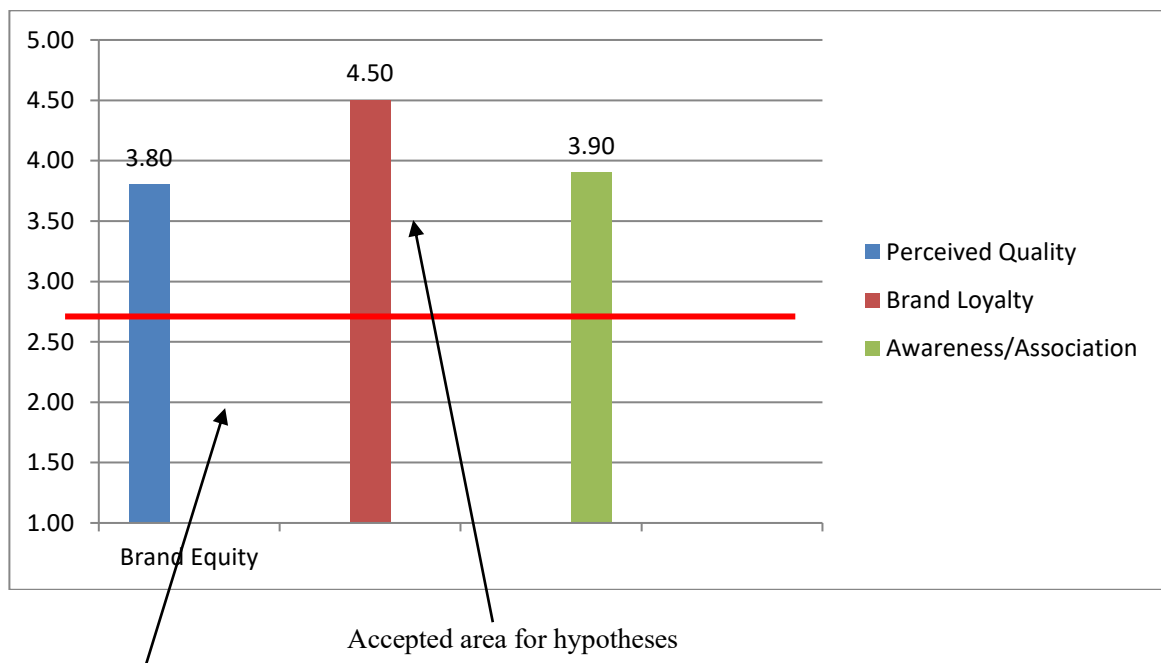


Figure 6: Total effect of marketing mix elements on dimensions of brand equity

Table 23: Total effect of dimensions of brand equity on dependent variables.

Dimensions of brand equity (Independent variables)	Total effect on brand equity (Dependent variables)
Perceived quality	3.8
Brand loyalty	4.5
Awareness/Association	3.9



Rejected area for hypotheses.

Figure 7: Total effect of dimensions of brand equity on brand equity

To determine the impact of the independent variable on the dependent variables, the analysis shown above are being shown. From Figure 3.2, all the means derived from all elements of

marketing mix (place, price, promotion, and product) respectively to determine its influences on brand equity's dimensions because there are multiple relations between variables, already explained in the conceptual framework, Figure 3.2. In contrast, the same figure 3.2 showed that brand equity is being affected by the dimensions of brand equity because of the variables having single relation with brand equity. Table 4.22 and 4.23 revealed that in the marketing mix, one of the biggest roles is being played by promotion in the creation of the brand equity as the value it demonstrates is $E=11.7$. Product stands as second in the line with the value of $E=11.5$, so this more influential factor in creating brand loyalty. Place with the value of $E=10.63$ is lowest. Although, brand loyalty has been most impact creating dimension of brand equity as it has total influence of $E=4.5$, whereas both awareness as well perceived quality has low impact on the total impact to create brand equity because their respective values are $E=3.9$ and $E=3.8$. The authors have investigated the dynamics of the relationship between marketing mix elements, 4Ps, brand equity and the dimensions of the brand equity. Exclusively the author has adopted to the use of conceptual framework (Figure: 3.2) which displays the association of the marketing mix elements(4Ps) and mediation formed between brand equity and its dimensions.

5. Conclusion

5.1 Overall conclusion

The resulted displayed that every individual marketing activity contributes to its own dimension in establishment of the brand as they are positively connected with the dimensions of the brand equity. The research established that ongoing promotions, product expansion and exceptional distribution are the prime example of the brand performance. However, the price can be used as a significant factor in positioning individual brand in a unique way to differentiate form the competitor's brand. The strategies and implications of marketing mix (4Ps) along with the study conclusions will be discussed individually. The primary understanding of marketing is the creation of products according to the needs of the customer. According to Kotler, (1988), "the excellence of product or service can drive favourable behaviours that provides satisfaction." According to the drawn results it has been established that the pivotal factor in providing customers with the gratification of their needs and wants can be achieved through the core features and attributes of the product. As per Hart and Murphy, (1998), "The positive word of the mouth and strong brand loyalty can be established through the consistent delivery of the product or service." Acquiring a taste for the brand such as petroleum is a long-term approach. In similar manner it can be establish that Shell Petrol formed a strong brand loyalty among its consumers through acquire of the taste, this played a significant role in drawing consumers to the brand. Furthermore, the brand took advantage of its prominent packaging and design to develop brand awareness among potential consumers with the condition of perceived good brand quality and strong positive association with the brand.

As per Yoo et al. (2000), "consumers tend to relate price with the quality of the brand. Consumer always perceived high price point as a significant factor of the brand's product quality." It can be drawn from the above-mentioned statement that consumers are generally inclined to give preference to high price point product forming strong brand loyalty which plays a prominent role in declining the brand loyalty for low price point products. In comparison to the store brands, the high price of shell products sets it apart from the low or average price point store brands. According to Yoo et al, (2000), "The brand building strategy comprise of maintaining higher or equal price of the product along with its core features and attributes." Conducted research has established a correlation among the distribution and brand equity. As per Yoo et al, (2000). "The prominent presence of shell petrol at key locations provides consumer with added convenience, saving time and travel expense leading to consumer satisfaction. The prominent presence of the product within the research attracts consumers while shopping to purchase an item even if the consumer had no

intention of spending. Furthermore, the research established a correlation link between the product type and the distribution channels used to have the product out in the market. Consequently, as per Yoo et al, (2000), "The intensive distribution is significant for convenience goods whereas selective distribution is beneficial for shopping or speciality goods. Thus, it can be concluded that Shell Petrol meets the criteria of the intensive distribution channel where brand is available at small or huge stores and consumers prefer to purchase the brand nearest store in their area.

As per Richins, (1995), "statements and information provided by the brand through advertisements established consumers trust in the brand performance". Therefore, Shell petrol establishes strong brand loyalty and awareness along with the brand perception through media advertisements. According to Ships, (1997), "Implementation of ongoing advertisements leads to strong consumer loyalty". As per Yoo et al, (2000), "non consistent advertisement plays a significant role in decline of the brand loyalty. One of the major reason consumers feels motivated to purchase Shell Petrol is their continuous and intense promotion of their product which assist significantly in establishment of the brand loyalty. As per Yoo et al, (2000), "In the long run brand image can be formed through brand exposure, providing significant facts and information about the product". Hence brand equity formation of Shell Petrol has promotion as its strong element. This research has brought in to being the core relation between the brand equity and dimensions of the brand equity. In comparison to the perceived quality of the brand or its awareness and establishment, the brand equity dimensions are the most comprehensive factors in establishing brand loyalty. Therefore, it can be concluded that the apparent high quality of the product does not guarantee the high brand equity whereas high brand loyalty does lead to brand equity. According to Yoo et al, (2000), "The brand loyalty can be considered a significant factors as perceived brand quality and association and awareness of the brand does feel the effect of brandy equity through the mediation of brand loyalty. This established association between the dimension of the brand equity". Therefore, it can be concluded that brand equity has a brand loyalty as its prominent build. Whereas specific evaluative factors of the brand equity are apparent brand quality along with brand awareness and association. The author established that Shell Petrol is seen as a prominent quality brand in comparison to other brand products. Furthermore, the consumers give preference to Shell Petrol for purchase as they perceive Shell Petrol as high-quality brand. Moreover, the strong brand loyalty from Shell Petrol keeps is a brand of preference with its consumer. Another brand will only be purchase if the brand of preference, Shell Petrol, is unavailable. In fact, the loyal brand consumer can easily recognize the brand, Shell Petrol, through its logo, colour scheme and convenient location among other brands.

5.2 Research Contribution

The findings derived from the conducted research can make significant contribution to marketing managers' decisions and practices for brand establishment. The focus of the research will be on the marketing mix along with the significant techniques for brand formation. Therefore, findings will be essential in contributing to the marketing plans as marketing mix is a vital element of the marketing plan. Every marketing mix is essential for brand's product success. It plays a vital role in controlling as well as prioritising the marketing mix's individual elements. For the achievement of maximum results with the use of minimum efforts accentuation and management of selected marketing mix elements is essential. According to Aaker, (1991), "The formation of a strong brand or establishment of powerful brand equity is a strategic tool to set your product a part forms the competitors". From our study we can conclude that some very strong dimensions of the brand equity are its awareness and organization, apparent product quality and brand loyalty. The enhancement of brand equity dimensions plays a significant role in creation of brand equity. The author established that high equity of brand such as Shell Petrol can be created through the meticulous consideration and investment placed in marketing approach. Furthermore, the research concluded that Shell Petrol has established a powerful and sustainable image as brand through

extensive promotion and ongoing product enhancement. Moreover, the significant factor of success as a global brand is the Shell Petrol's ability of strong distribution channels. However, the brand does take advantage of its strong brand image to charge consumer premium price.

5.3 Limitations and Further Research

The study shows several limitations although theoretical and subjective explanation of the research had been provided by the area. The first limitation of the research is its generic environment of marketing mix elements. However, the assessment of relation among marketing mix approach and the individual exploration of each marketing mix element will provide detailed insight of the marketing mix activities that can prove beneficial for the marketing managers to be precise in decision initiation. For instance, brand equity is built through promotion, the detailed assessment of promotional activities will be beneficial for laying out a promotional plan. Another limitation faced in the research was the use of respondents from only Shell Petrol. The research model did require marginal use of the theoretical model to examine the user as well as non-users of the Shell petrol along with the response comparison in terms of Shell Petrol's marketing plan. The perceived marketing performance used in the research instead of actual activities emerged as third limitation. The use of actual marketing activities could have proved meaningful. However, the implementation and control of such act is very difficult but could provide more research specific and distinct responses. Furthermore, the single selections of single brand for the purpose of assessment provided generalised results and does not prove to be applicable for each product and industry. Therefore, it is essential to conduct a study in a group of vast brands from various industries. Ultimately the methodology used in this research is also a limitation of the study. The authors leaned towards the quantitative research approach and online survey. The combined use of quantitative and qualitative research method along with various research tools would have proved beneficial in providing concrete and trustworthy results. The recommendation would be to use an approach of examination of brand equity and its impact to determine the brand equity and its uses.

5.4 Academic Implications

The new literature has been added in the research for marketing and brand management purposes. Furthermore, the conceptual framework model has been customized in this research from the previous study conducted in order to add new representation for the brand equity creation process. Moreover, the contribution has been made towards the strategy discipline, marketing mix, brand equity and its dimensions.

5.5 Managerial Implications

The guideline for marketing managers to form a strong brand equity can be established through this research. To gain maximum output for the purpose of long term prospective of brand building the marketing managers can prioritise their plans while emphasizing on marketing activities. The study highlighted the importance of marketing mix in a marketing plan. Furthermore, it proved that failure of product can be due to the unsuccessful implementation of the 4Ps. Therefore, undivided focus on individual marketing mix element is mandatory for brand managers to form a strong brand in a long run.

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