

Measuring Consumer-Based Brand Equity: Evidence From Indonesia's Athletic Footwear Market

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Abstract

Premium athletic footwear products provided by global apparel brands instead of cheap and generic products due to recent trends such as athleisure is becoming trend in Indonesia in the last decades. This occurring phenomenon creates new opportunities for multinational apparel brands to further explore the Indonesian market. Therefore, it is crucial for such companies to understand how Indonesians view sports brands by measuring brand equity and what factors influence it. This study aims to examine the effects of brand awareness, brand loyalty, brand association and perceived quality on consumer-based brand equity. The research objects of this study are Indonesians who live in Java and have purchased athletic footwear products from multinational sportswear brands. A total of 275 data was collected using mail survey method. Data analysis was performed using Partial Least Square (PLS) with the SmartPLS software. The study revealed that brand loyalty and brand association influence consumer-based brand equity, while brand awareness and perceived quality did not obtain enough evidence to support their influence on consumer-based brand equity. Practical implications also discussed in this article.

Keywords

brand awareness, brand loyalty, brand association, perceived quality, consumer-based brand equity

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Introduction

Indonesian Athletic Footwear Market Overview

The footwear industry in Indonesia has seen rapid growth in recent years. However, it has been often overlooked that the demand for footwear products, especially high-end athletic footwear products, has been continuing to grow rapidly in recent years. World renowned sports like basketball, football, futsal, badminton, running and cycling have always been a part of Indonesians' lives. In

addition, Indonesia possesses a huge number of sporting fans and communities which follow foreign sporting teams. Global sportswear brand such as Adidas and Nike have been utilizing its consumers' interest in such sports and their fan base as catalysts in promoting their products. Furthermore, the emerging trend of athleisure, a combination of fashion and functionality, has disrupted the sportswear industry in recent years. The rising popularity of sports activities that are now part of a healthy lifestyle makes the output of sports apparel products more widespread. This has also led to the

increasing popularity of athletic fashion trends amongst a range of different age groups in the country. The prominence of internet retailing has a crucial role in the growth of distribution channels for sportswear. As a result, global sportswear brands have been involved in fierce competition to launch innovative products to catch consumers' attention and obtain market shares in the Indonesian athletic footwear industry.

Indonesia is ranked sixth and consumed 548 million pairs of footwear, which accounted to 2.8% of the global footwear consumption (Wicaksono et al., 2019). Generally, cheap and generic products can be considered dominant in the Indonesian athletic footwear market. However, recent trends of middle-class Indonesians adopting healthier lifestyles have allowed global brands with premium sportswear products to gain more marketshare in the country (GBG Indonesia, 2014). As a result, the number of consumers preferring higher quality and more premium sportswear products have been growing exponentially.

Branding is an influential aspect in generating an athletic footwear company's competitive advantage. Consumers' choice of an athletic footwear brand is heavily influenced by the athletes and sports team they support and admire (Newbery, 2008). People tend to wear products that are regularly worn by their sporting heroes during games. Big multinational sportswear companies like Nike and Adidas spend significant amounts of expenses on high-caliber athletes to represent their brand in order to strengthen their brand image in consumers' minds which lead to inclining brand equity. This shows how essential brand equity is in assisting sportswear firms to generate competitive advantages over their competitors as well as providing insights on their global market position to help create marketing decisions.

Research Gap and Implication

Despite both the growing importance and recent development of the Indonesian sportswear market, which includes athletic footwear, there have been insufficient research on how sports apparel companies build and measure brand equity in the country. This study aims to examine and provide deeper knowledge of the Indonesian athletic footwear market to support stakeholders such as academics, government and practitioners in Indonesia in their decision making related to the industry. Aaker's (1991) concept of brand equity is used as a benchmark in this study to examine how brand equity is influenced by its dimensions.

Aaker (1991) considers brand equity to have four main dimensions: brand awareness, brand loyalty, brand association and perceived quality. The aforementioned dimensions have been widely adopted in numerous marketing literatures regarding brand equity in different industries (Christodoulides et al., 2015). By retesting Aaker's (1991) conceptual framework of brand equity which is regarded as the most popular and widely adopted brand equity dimensions, this study observes and operationalizes the components of consumer-based brand equity and how each component affects brand equity as a whole in the context of the multinational athletic footwear brands' Indonesian market. Aaker (1991) and Keller (1993) agreed that brand equity is comprised of four main dimensions which include brand awareness, brand loyalty, brand association and perceived quality. These dimensions have been widely adopted to measure brand equity in various contexts. Hence, the following research questions are formulated to reapply Aaker's (1991) conceptual framework of brand equity and test it in Indonesia's athletic footwear market:

1. *Does brand awareness affect brand equity?*
2. *Does brand loyalty affect brand equity?*

3. *Does brand association affect brand equity?*
4. *Does perceived quality affect brand equity?*

The result of this study will lead to further understanding of the concept of consumer-based brand equity amongst global brands of athletic footwear in Indonesia. This will provide stakeholders such as the government and practitioners with insights on the Indonesian sportswear industry and support future decision makings. Academically, this study attempts to generate additional knowledge for both current and future marketing academics involved in the study of brand equity in Indonesia.

Literature Review and Hypothesis Development

Brand Equity

The concept of brand equity has been continuously debated in a number of different ways for a number of different purposes by researchers and/or academics (Keller, 2002). Aaker (1991) defined brand equity as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firms’ customers”. Meanwhile, Keller (2003) viewed brand equity in terms of “brand awareness and the strength, favorability and uniqueness of brand associations that consumers hold in memory”.

Brand equity has been widely used by practitioners as a measurement for companies to project their marketing performance as well as help management in decision making process (Kapferer, 2008). Lehmann and Keller (2008) described brand equity as “when a brand affects the market in three different market levels: customer, product and financial; in which each value is accrued by the market”.

Brand equity provides value for both firms and consumers (Bagozzit et al., 1998). Aside from consumers and firms, previous researches have attempted to approach brand equity from a number of different perspectives both internally and externally (Christodoulides et al., 2015). This is consistent with Kamakura and Russell (1991) who stated that “some researchers view brand equity as perceived brand quality of both the brand’s tangible and intangible components”. It can be implied that the concept of brand equity can be observed from various perspectives including: finance, markets, consumers, firms, employees and channels of communication (Kim et al., 2004).

Consumer-based Brand Equity

Brand equity is considered essential to consumers because it allows them to better interpret information, increase purchase intention and generate greater satisfaction of consumption (Aaker, 1996). Therefore, brand equity represents how well a product represents a brand for consumers (Sanyal & Banerjee, 2008). Yasin et al. (2007) agreed by arguing that “it is precisely the well-established representation and meaningfulness of the brand in the minds of consumers that provides equity for the brand name”. This view is also consistent with Keller (1993) who argued that the higher the consumer-based equity is, the better chance it is for a firm to generate more revenue, demand higher price for its customers, implement new marketing strategies and explore new opportunities. Keller (1993) defined it as “the differential effect of brand knowledge on consumer response to the marketing of the brand”. This indicates that consumers’ perceptions are highly influential in determining brand equity (Keller, 1993). This is consistent with Leone et al. (2006) who refer brand equity as “the added value that is linked to a specific product by the consumers’ thoughts, words and actions”.

When seen from the consumers’ perspective, brand equity can be

considered as a market-based asset and is not necessarily owned tangibly by the firm (Ballester et al., 2005). More recent studies also support this view by suggesting that brand equity is an asset which is obtained through how a brand relates to the customers in the market and how it maintains long-term relationships with them (Iglesias et al., 2017; Davcik et al., 2015; Hooley et al., 2005; Srivasta et al., 2001). Keller (2002) explained that “consumer-based brand equity is achieved when the consumer is highly aware and familiar with the brand and possesses strong, favorable and unique brand associations in memory”. This is in line with the original model of consumer-based brand equity proposed by Aaker (1991) which involved five dimensions: brand awareness, brand associations, brand loyalty, perceived quality and other proprietary assets.

Conceptual Framework

Brand equity is considered to be a multi-dimensional concept (Aaker, 1991; Aaker, 1996; Yoo et al., 2000). Among the previously mentioned dimensions of consumer-based brand equity proposed by Aaker (1991), brand awareness, brand

associations, brand loyalty, and perceived quality have been widely adopted by previous researchers as the four variables to measure consumer-based brand equity (Yoo and Donthu, 2001). Therefore, this research uses the following definition of consumer-based brand equity: “the value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality and brand loyalty” (Papputet al., 2006).

The common adoption of this model is in line with Christodoulides et al. (2015) who stated that “despite the multiplicity of voices with regards to the composition of brand equity, it appears that the most commonly adopted model of consumer-based brand equity’s conceptual domain is Aaker’s (1991)”. Barwise (1993) also stated that the aforementioned dimensions are used to examine consumer behavior related to brand equity. Therefore, this study applies Aaker’s (1991) brand equity dimensionality to measure consumer-based brand equity in Indonesia’s footwear market. Figure 1 displays the relationship between the four dimensions and brand equity.

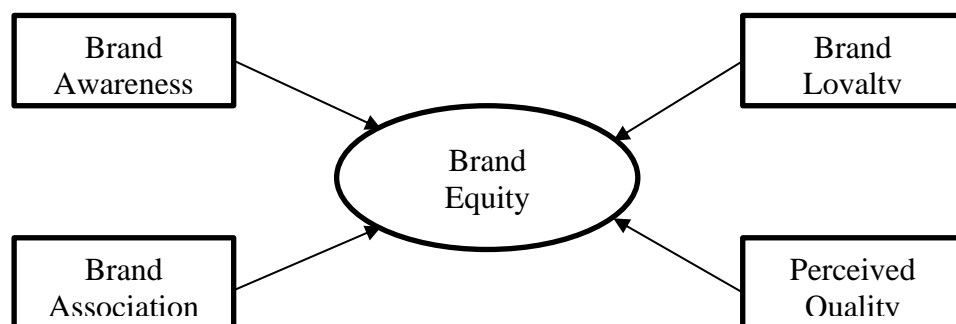


Figure 1. Brand Equity Model

Brand Equity Dimensions and their effects on Brand Equity

Brand awareness. Brand awareness is one of the most important brand equity

dimensions. Aaker (1991) defined brand awareness as “the ability of a potential buyer to recognize or recall a certain brand as a member of a certain product category”. It is a crucial indicator that shows how consumers shifts from zero to top of mind

awareness of a certain brand (Aaker, 1991). Heding et al. (2008) supported this view by stating that “brand awareness enables customers to recognize a brand from different product categories”.

Keller (1993) divides brand awareness into two sub-dimensions: brand recall and brand recognition. Brand recognition is achieved when a firm successfully establishes a brand name to be associated with in the minds of consumers after communicating a product’s attributes (Keller, 1993). Hsu et al. (2012) emphasized the significance of brand awareness from consumers’ perspective by stating that “brand awareness is the initial step of consumer commitment towards a certain brand”. This view is consistent with Heckler et al. (2014) who determines brand awareness by identifying how well a product is associated to a brand in consumers’ memory. A dominant brand usually possesses great brand awareness from its customers which in turn lead to the decision of purchasing its products (Sanyal, 2011). Therefore, it can be implied that brand awareness is an integral contributing factor towards achieving brand equity.

Therefore, the following hypothesis is formulated:

H1: Brand awareness affects brand equity significantly

Brand loyalty. Previous studies have been done extensively to define brand loyalty and commonly viewed from two perspectives: behavioral perspective and attitudinal perspective. This study observes brand loyalty from an attitudinal perspective which focuses more on consumer’s perceptions rather than consumer’s behavior. Aaker (1991) stated that brand loyalty is one of the major components of brand equity because of its role in increasing value towards a brand with its ability to generate regular buyers. These regular buyers are less likely to switch to a brand’s competitor; they also purchase the brand’s products more often than those considered as one-stop customers (Bowen and Shoemaker, 1998). From an attitudinal perspective, this view is consistent with

Liutettal (2012) who refer brand loyalty as “the level of attachment possessed by a customer towards a certain brand”. This study also refers to Oliver’s (1997) understanding of brand loyalty, which emphasizes on the consumers’ choice to consider a certain brand as their primary option in their intentions to purchase a product in a certain product category. This viewpoint is in line with Chaudhuri and Holbrook (2001) who stated that “the unique value perceived in a brand by consumers may be derived from greater trust in that particular brand that other brands do not provide”. The significance of brand loyalty is also supported by Dwivedi (2015) whose study found that loyal customers have direct influence on constant sales and revenues. The above explanations indicate that a high level of loyalty from consumers contributes towards firms’ attempts to build a stronger brand.

Based on the discussion above, the following hypothesis is proposed:

H2: Brand loyalty affects brand equity significantly

Brand association. Aaker (1991) refers brand association as “anything linked in memory to a brand” which contains a certain meaning to a brand. Brand associations help consumers process information, differentiate a brand, create positive feelings, offer reasons to purchase, and provide a basis for extensions (Aaker, 1991). Brand association can be demonstrated by consumers in different forms which are reflective to what features are provided by a certain product in a specific product category (Chen, 2001). High level of brand association which demonstrates strong and distinct brand position generates consumers’ desirable positive attitude toward the brand and leads to a stronger brand (Tong and Hawley, 2009). Furthermore, Keller (2002) stated that a higher level of brand equity is achieved when consumers hold a stronger association of the brand in memory. This supports Elliot and Percy (2007) whose research indicates that the association in consumers’ minds generate brand equity.

The discussion above indicates that a strong brand association in consumers' mind influences how strong a brand is.

Hence, the following hypothesis is proposed:

H3: Brand association affects brand equity significantly

Perceived quality. Farquhar (1989) and Aaker (1996) highly regard perceive quality by considering it as "the core dimension of consumer-based brand equity". Aaker (1991) stated that "perceived quality offers value in different ways: high quality allows consumers to differentiate the brand from its competitors, offers consumers reasons to buy in spite of a premium price charge, and provides basis for brand extensions". Perceived quality creates a demonstration of how a product is differentiated which leads to consumers' selections of the brand associated with the product (Aaker, 1991). Similarly, Zeithaml (1988) argued that perceived quality is based on users' and consumers' subjective evaluations by defining perceived quality as "the consumers' judgement about a product's excellence or superior quality". Perceived quality is result of consumers' comparisons between their expectations from a certain product and its actual quality when used or consumed (Snojtet al., 2004). Kan (2002) also pointed out that consumers derived their perception of product quality from their experience and knowledge which allow them to evaluate the overall quality of a product.

Therefore, based on the discussion above, the following hypothesis is formulated:

H4: Perceived quality affects brand equity significantly

Research Methodology

Sample and Data Collection

This research was designed as a survey research. Therefore, questionnaires were sent out to research objects as the main research instrument. However, due to the

unfortunate COVID-19 pandemic which took place during the period of this study, mail survey was the only possible method to collect data. The targeted respondents of this survey are Indonesian residents aging from 18-40 who reside in Java island. This sample is selected because most of Indonesia's population is concentrated on this island and considered to be representative of the Indonesian population as a whole. Since this study is conducted on the Indonesian market and the majority of the survey respondents are Indonesians, the questions were formed originally in English then translated to *Bahasa Indonesia*.

Research Variables

This research consists of four independent variables and one dependent variables. According to Umar (2003) the independent variable explains or influences other variables, while the dependent variable is explained or influenced by the independent variable. The influencing variable is commonly called the independent variable (X), while the affected variable is commonly called the dependent variable (Y). The four independent variables used in this study include: *brand awareness* (X1), *brand loyalty* (X2), *brand association* (X3) and *perceived quality* (X4). Meanwhile, the dependent variable used is *overall brand equity* (Y).

Product Stimuli

The following athletic footwear brands are selected as product stimuli in this study: Nike, Adidas, Puma, Reebok and Under Armour. These five brands are used because they are global leading brands which represent essential market factors in Indonesia's athletic footwear industry such as market share and brand reputation (GBG Indonesia, 2014). The respondents are inquired to select one of the aforementioned brands before proceeding to answer the items included in the questionnaire.

Research Instrument

This study utilizes questionnaire where the measurement items were adopted from

published literatures which have been previously utilized to measure the dimensions of brand equity and overall brand equity. Likert Scale ranging from 1 = strongly disagree to 5 = strongly agree were used to measure the adopted items.

Independent variables. The four dimensions of brand equity explained in the previous discussions: brand awareness, brand loyalty, brand association and perceived quality; are used as consumer-based brand equity measure in this study. The measurement items for the aforementioned dimensions are borrowed from previous studies: Aaker (1991), Yoo et al. (2000), Khan et al. (2015) and Tong & Hawley (2009) with several adoptions to demonstrate better relevance to both the athletic footwear industry and Indonesia's market.

Dependent variable. The dependent variable presented in this study is brand equity. As previously discussed, this study views brand equity from the consumers' perspective. Hence, Yoo's (2000) four measurement items were used as indicators of overall brand equity. To measure brand equity, Yoo et al. (2000) referred it as overall brand equity which focuses on consumers' perspective of brand equity. Therefore, the dependent variable on this study is referred as overall brand equity (OBE).

The measurement items that are included in the questionnaire are presented in Appendix 1.

Data Analysis using Partial Least Square

The hypothesis formulated in this study is tested using Partial Least Square (PLS). PLS is a multivariate statistic that is able to test the relationship between multiple dependent variables with multiple

independent variables (Hartono and Abdillah, 2014; Haenlein & Kaplan, 2004). PLS can test both measurement model (outer model) and structural model (inner model) simultaneously (Hartono and Abdillah, 2014; Hall, 2011). The measurement model is used to determine the relationship between the observed items (research instruments) and the construct variables by testing their validity and reliability (Hartono and Abdillah, 2014; Hall, 2011). Testing in PLS is divided into two stages:

1) Measurement model testing (outer model)

Testing the measurement model is done by testing the validity and reliability (Hartono and Abdillah, 2014). This test is carried out to ensure that the research instruments are valid and reliable.

a) Validity Test

Validity test is conducted to determine the ability of research instruments to measure what should be measured (Hartono and Abdillah, 2014). Construct validity shows how well the results obtained from the use of a measurement in accordance with the theories used to define a construct (Hartono and Abdillah, 2014). According to Hartono and Abdillah (2014) construct validity consists of convergent validity and discriminant validity. The principle of convergent validity is that measurement items of a construct should have a high correlation (Hartono and Abdillah, 2014). While the principle of discriminant validity is that measurement items from different constructs should not have a high correlation (Hartono and Abdillah, 2014). The following are the parameters in of validity test in PLS:

Table 1. Validity Test Criteria

Validity Test	Parameter	Criteria
Convergence	Outer Loading	More than 0,7
Discriminant	Average Variance Extracted (AVE)	More than 0,5

b) Reliability Test

Reliability test is used to measure the accuracy, consistency, and precision of a measuring instrument (Hartono and Abdillah, 2014). In PLS, reliability can be measured using two methods, namely Cronbach's alpha and composite reliability (Hartono and Abdillah, 2014). Cronbach's alpha measures the lower limit of a construct's reliability value while composite reliability measures the actual reliability value (Hartono and Abdillah, 2014). Both values must be greater than 0.7 although 0.6 is still acceptable (Hartono and Abdillah, 2014).

2) Structural model testing (inner model)

Structural model testing is used to predict causality relationships between latent or construct variables (Hartono and Abdillah, 2014). Structural model testing is done using R^2 for the dependent construct and path coefficients (path) or t-values for each path to test the significance of the constructs (Hartono and Abdillah, 2014). The following is an explanation of R^2 and t-values.

a) R^2

R^2 value measures the level of change in the independent variable on the dependent variable (Hartono and Abdillah, 2014). The higher the R^2 value indicates a better the prediction model from the proposed

research model (Hartono and Abdillah, 2014).

b) t-statistics

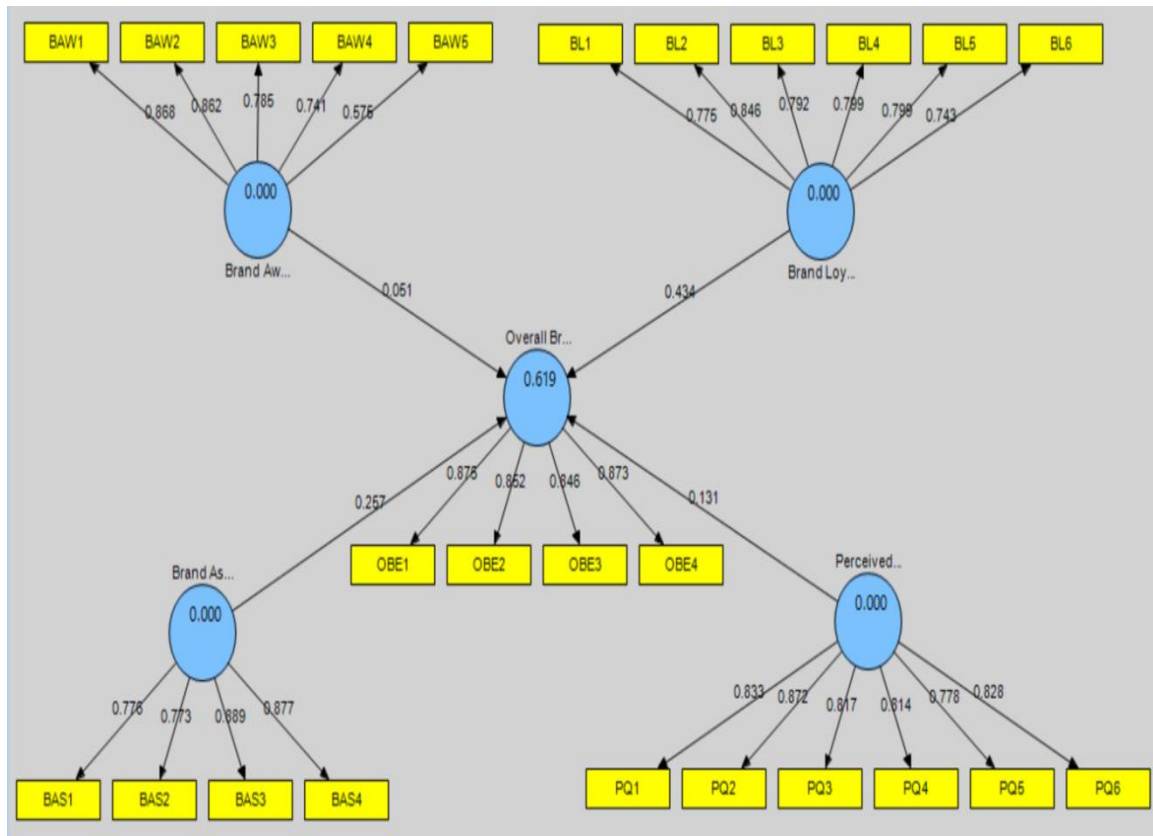
The t-statistic value indicates the level of significance in hypothesis testing (Hartono and Abdillah, 2014). For a 95% confidence level (alpha 5%), the t-statistic value for the one-tailed hypothesis is more than or equal to 1.64 (≥ 1.64) (Hartono and Abdillah, 2014).

Results and Discussion***Data Collection Results***

Primary data collection was done by the mail survey method in the form of an online questionnaire filled out by athletic footwear consumers who live or have lived for at least one year in Java. The total number of questionnaires obtained was 313 questionnaires. After examining the completed questionnaires, there were 38 questionnaires that could not be used because there were incomplete data or there were violations of the controlling indicators in the study variables.

Evaluation of Measurement Model and Structural Model

Data analysis was performed using SmartPLS. The analysis is done by evaluating the measurement model (outer model) and structural model (inner model). Evaluation of the measurement model is carried out to determine the validity and reliability of the model discussed in this study.

Figure 2. Measurement Model using PLS

From Figure 2 it can be seen that the overall brand equity variable has an R square value of 0.619, which means that 62% of the overall brand equity variable can be explained by the independent variables: brand awareness, brand loyalty, brand association and perceived quality.

Validity Test

Validity test is conducted to determine the ability of research

instruments to measure what should be measured (Hartono and Abdillah, 2014). Validity test consists of convergent validity and discriminant validity test.

Convergence Validity Test

Convergent Validity Test criteria is seen from the outer loading value which must be above 0.7. The outer loading values are presented in Table 2 below.

Table 2. Outer Loading

	Brand Association	Brand Awareness	Brand Loyalty	Perceived Quality	Overall Brand Equity
BAS1	0.776				
BAS2	0.773				
BAS3	0.889				
BAS4	0.877				
BAW1		0.868			
BAW2		0.862			
BAW3		0.785			
BAW4		0.741			
BAW5		0.575			
BL1			0.775		
BL2			0.846		
BL3			0.792		
BL4			0.799		
BL5			0.799		
BL6			0.743		
PQ1				0.833	
PQ2				0.872	
PQ3				0.817	
PQ4				0.814	
PQ5				0.778	
PQ6				0.828	
OBE1					0.875
OBE2					0.852
OBE3					0.846
OBE4					0.873

It can be seen from the table that indicator BAW5 does not meet the minimum requirement of outer leading value. Therefore, following Hartono and Abdillah's suggestion (2014), the indicator BAW5 is deleted and excluded from the hypotheses testing because they are not contained in the constructs they represent.

Discriminant Validity Test

Discriminant validity test criteria are seen through AVE values. The values of AVE for every variable must exceed 0.5 (Hartono and Abdillah, 2014). Table 3 presents the AVE value for each variable.

Table 3. Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Awareness	0.598
Brand Loyalty	0.629
Brand Association	0.690
Perceived Quality	0.679
Overall Brand Equity	0.742

Based on the results above, the data set used in this study have passed the validity test.

composite reliability. The value of both must be above 0.7 although 0.6 is still acceptable (Hartono and Abdillah, 2014).

Reliability Test

The reliability test criteria can be seen from the value of Cronbach's alpha and

Table 4. Composite Reliability dan Cronbach's Alpha

	Composite Reliability	Cronbach Alpha
Brand Awareness	0.880	0.828
Brand Loyalty	0.910	0.882
Brand Association	0.899	0.848
Perceived Quality	0.927	0.905
Overall Brand Equity	0.920	0.884

Table 4 shows that the Cronbach's alpha value and the composite reliability for each variable is greater than 0.7 which meets the criteria for reliability testing. Based on these results, the criteria for the evaluation of the measurement model as a whole have been met and it can be concluded that the instruments used in this study are valid and reliable.

Hypotheses Test

The hypothesis testing criteria can be seen from the t-statistic value. If the t-statistic value is higher than the t-table value then the hypothesis is supported. For a 95% confidence level, the t-table value for the one-tailed hypothesis is more than or equal to 1.64 (≥ 1.64) (Hartono and Abdillah, 2014). The test is performed with the bootstrapping method available in SmartPLS.

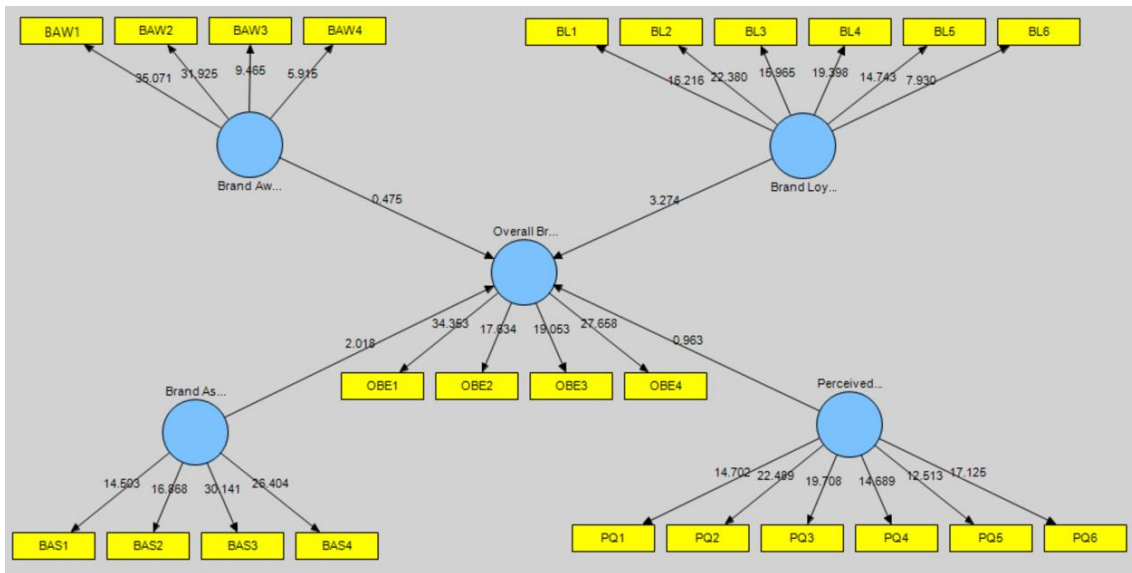


Figure 3. Structural Model using PLS

Bootstrapping is a method in SmartPLS that is used to multiply research data by multiplying existing data sets (Preacher and Hayes, 2008). The application of this method is very helpful in research with small sample sizes. Figure 3 above shows bootstrapping output from research data by

copying 500 times with no sign change. The amount of copying is obtained by default from the SmartPLS program used by researchers. Table 5 provides more complete and comprehensive information on the results of testing the structural model.

Table 5. Hypotheses Testing Summary

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Brand Awareness -> Overall Brand Equity	0.047	0.061	0.099	0.475	0.713
Brand Loyalty -> Overall Brand Equity	0.434	0.440	0.132	3.274	0.015
Brand Association -> Overall Brand Equity	0.258	0.244	0.128	2.018	0.022
Perceived Quality -> Overall Brand Equity	0.134	0.139	0.139	0.963	0.088

Hypothesis 1. The first hypothesis states that brand awareness affects overall brand equity significantly. However, the processed data shows a t-statistics value of 0.475 which is below 1.64. Therefore, **H1 is not supported.**

Hypothesis 2. The second hypothesis states that brand loyalty affects overall brand

equity significantly. The table shows that the value of t-statistics for this hypothesis is 3.274 which is more than 1.64. Therefore, **H2 is supported.**

Hypothesis 3. The third hypothesis in this study states that brand association affects overall brand equity significantly. The processed data indicates a t-statistics value

of 2.018 which is above 1.64. Therefore, **H3 is supported.**

Hypothesis 4. The fourth hypothesis states that perceived quality affects overall brand equity significantly. However, the t-statistics value shown in the table is 0.963 which does not meet the minimum requirement of 1.64. Therefore, **H4 is not supported.**

Discussion

The hypothesis tests indicate that two of the proposed hypotheses are supported while the other two are not. Brand association and brand loyalty affects overall brand equity significantly. Meanwhile, the results of the processed data shows that brand awareness and perceived quality do not affect overall brand equity significantly. Further discussions of those findings are presented in the following sub-chapters.

The effect of brand awareness towards overall brand equity

The first hypothesis (H1) expected that brand awareness has a significant effect on overall brand equity. However, the proposed hypothesis is not supported by the t-statistic value as presented in the findings. This indicates that having a reputable brand name does not guarantee the success of a certain brand. Although a number of previous researches have seen the positive and significant effect of brand awareness on overall brand equity, contrary results have also been found (Yoo et al., 2000). This finding is also in line with Tong and Hawley (2009) who found that brand awareness does not particularly affect a sportswear company's brand equity.

The result represents how Indonesian consumers of athletic footwear do not solely base their purchasing decision, which in turn reflects how strong a brand is, on how well they know the brand and consider other aspects such as price and previous purchase experience. It can be

implied that despite a brands' high level of reputation, the brand equity of the brand is not significantly affected. However, the results show that there is a positive effect of brand awareness on brand equity which is represented by the 0.047 original sample value of the hypothesis testing for brand awareness. This indicates that, albeit insignificant, the more reputable a brand is, the higher brand equity is achieved by the company's brand.

The insignificance of brand awareness provides a basis for practitioners in companies who manage multinational apparel brands, especially those operating in the Indonesian athletic footwear, to divert their focus from generating better brand awareness among consumers. However, Tong and Hawley (2009) discovered that there are positive and significant intercorrelations between brand association and brand awareness. This indicates that by increasing brand association, brand awareness among consumers should increase. Hence, global sportswear brands who operate in the Indonesian market should apply greater attention to generating higher brand association.

The effect of brand loyalty towards overall brand equity

The significant effect of brand loyalty on overall brand equity was proposed as the second hypothesis (H2) in this study. As previously presented, the statistical results support this hypothesis. In fact, brand loyalty displays the strongest impact on overall brand equity as it has the highest t-statistics value compared to other independent variables. The result also indicates that there is a positive effect of brand loyalty on overall brand equity with an original sample value of 0.434. Hence, the higher brand loyalty is among consumers, the higher the brand equity is. This result supports other research findings which demonstrates how brand loyalty both positively and significantly affects

overall brand equity (Yoo et al., 2000; Kim and Kim, 2004).

Brand loyalty's significance on brand equity may come as a surprise when observed in the Indonesian market. Previous trends in Indonesia have implied that Indonesians tend to be more price sensitive when considering their purchase decision which suggest the low probability of brand loyalty's significance on brand equity. However, the results demonstrate that brand loyalty plays a significant role in companies' attempts in building a strong brand regardless of which market or industries they operate in.

The effect of brand association towards overall brand equity

As formulated in the third hypothesis, brand association was expected to affect overall brand equity significantly. The empirical data and statistical analysis show that this hypothesis is supported and confirms that brand association has a significant effect on brand equity. The data analysis also demonstrates that brand association has a positive influence on brand equity which can be seen from the 0.258 value of original sample. This is consistent with Yoo et al. (2000) and Kim and Kim (2004) who shared similar results in their research. Tong and Hawley (2009) also found brand association's positive and significant effect towards brand equity in the sportswear industry. The result is also in line with Elliot and Percy (2007) who stated that consumers' brand association generate brand equity. Hence, the higher brand association is among consumers the stronger a brand is.

The result supports the importance of developing brand associations among consumers to further develop a brand. As previously discussed, brand association also has a positive and significant influence on brand equity (Tong and Hawley, 2009). This further emphasizes the importance of athletic footwear brands' focus on

generating a higher level of brand association among consumers.

The effect of perceived quality towards overall brand equity

The fourth hypothesis (H4) proposed in this study is perceived quality affects overall brand equity significantly. The result of the performed data analysis did not provide enough evidence to support this hypothesis. Similar results can be found in other research as well (Yoo et al., 2000; Tong and Hawley, 2009; Swait et al., 1993). Therefore, in Indonesia's athletic footwear market, perceived quality does not significantly affect overall brand equity. This may be a result of how Indonesians can be considered as more price-sensitive consumers and tend to opt for cheaper products from other brands which have similar qualities. However, the results show that there is a positive effect of perceived quality on brand equity which is represented by the 0.134 original sample value of the hypothesis testing for brand awareness. This indicates that, albeit insignificant, the higher the perceived quality of a brand's product is, the higher brand equity is achieved by the brand.

Despite brand association's lack of significance on brand equity, practitioners should not disregard it because Tong and Hawley's (2009) research results indicate that perceived quality has a positive and significant intercorrelation with brand association. Therefore, perceived quality still has a positive effect on brand equity albeit indirectly.

Conclusion and Limitations

Conclusion

This study re-applies Aaker's (1991) brand equity conceptual framework to examine consumer-based brand equity in Indonesia's athletic footwear market. The statistical results demonstrate positive and significant effects of brand loyalty and brand association on consumer-based brand equity. Brand loyalty obtained the

highest t-statistic value amongst the four tested dimensions which indicates its crucial role in contributing to brand equity amongst consumers. The hypothesis test result on brand association also shows its strong intercorrelation with consumer-based brand equity. Therefore, high levels of both brand loyalty and brand association result to a high level of consumer-based brand equity.

Meanwhile, the data analysis results did not provide sufficient support for the significance of the remaining dimensions: brand awareness and perceived quality. Despite the insignificant statistical results of these two dimensions, the results indicate that there are still positive intercorrelations between these dimensions and consumer-based brand equity. Moreover, previous research argued that brand awareness and perceived quality have positive and significant intercorrelations with brand association and perceived quality respectively (Tong and Hawley, 2009).

The results of this study provide a basis for stakeholders involved in the Indonesian athletic footwear market. Practitioners such as marketers employed by multinational athletic footwear brands could refer to this study as a basis for future marketing decision. It is demonstrated by the results of this study that global brands operating in the Indonesian athletic footwear market to apply greater focus on strengthening brand loyalty and brand association amongst consumers. Academics, especially those interested in the Indonesian market, will also be able to apply a similar conceptual framework and refer to the results of this study to enhance the knowledge of brand equity in the Indonesian market in various industries.

Research Limitations

The implementation and results of this study contain several limitations. This research was conducted with a relatively small sample size and was only done in Java which might hinder the ability to

represent the general Indonesian market as a whole. Although Java is an island that is considered representative of the whole Indonesian population, citizens domiciled in other areas of Indonesia might generate different results if examined with similar test. The current unfortunate event of the COVID-19 pandemic also prevented the application of convenient sampling of respondents which may potentially lead to different results. In addition, the measurement items used in this study were adopted from previous studies without any modifications applied. In spite of the conducted pilot test, no measurement item was adjusted prior to the experiment to better reflect the Indonesian market.

Notes on Contributor

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