

17 Sep 2013
chapter 9

**measuring sources of brand
equity: capturing customer
mind-set**

describe effective qualitative research techniques for tapping into consumer brand knowledge

identify effective quantitative research techniques for measuring brand awareness, image, responses, and relationships

learning objectives

“a brand exists in the mind of the consumer”

“a brand is an emotional connection between a company and its consumers.”

“a brand is what people say about you when you are not in the room”

“a brand is a person’s gut feeling about a product.”

“people, not companies, create brands.”

what is the source of brand equity?