

The Influence of Brand Equity on Customer Responses to the Duckscarves Hijab

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ABSTRACT: Brand equity is an important part of a business because it recognizes the strength of the products while influencing consumers buying the product. An often consumers does not think about the price of the items they trust especially limited edition and want to be the first own the product. According to previous studies, brand equity brings positive results to business. Brand equity consists of premium price, brand extension, brand preference and purchase intension. When consumers confident with the brand equity of the product, they seem to be amazed and ignorant about the prices offered. This study is more focused on reviewing consumer responses when the brand equity of a dUCk Scarves creativity and unique branding drove thousands of Muslim to develop an obsession about it.

KEYWORDS - Brand equity, consumers response, hijab, product, dUCkscarves

Date of Submission: 21-03-2018

Date of acceptance: 07-04-2018

I. INTRODUCTION

Many companies structure their marketing programs around building and preserving their brand equity. A company must instill a clear, unwavering consumer perception of the distinctive emotional or functional benefits of its products and services if want to be a strong brand. Dwivedi (2015) define brand equity as the volume that consumer associate with a brand, as a reflected by the dimensions of brand awareness, brand associations perceived quality and brand loyalty. Consumer-based brand equity is shaped by the quantity and quality of brand associations in memory (Keller, 1993) implying that brands with more detailed knowledge structures in consumer memories possess greater brand equity as compared to competitive brands. Most article assume brand equity has positive effects on consumer responses and those that empirically try to investigate this issue use different proxies of brand equity, such as familiarity or market share. Thus, there is a paucity of empirical research with explores the relationship between consumer-based brand equity and consumer response (Buil, Martínez, & de Chernatony, 2013).

This paper focus on the hijab industries in Malaysia is growing and is receiving encouraging response from local and international hijab fans. One of the successful hijab products when using celebrities in their business is the famous Duckscarves from its founder and bloggers, Vivy Yusof. In industries of hijabs, whose celebrity linked with this scarf reautomatically is a muslimah icon too. A celebrity who is perceived by consumers as credible carries favorable associations of attractiveness, trustworthiness and expertise thereby directly and favorably augmenting consumer knowledge of an endorsed brand (Dwivedi et al., 2015).

This paper proposes to examine the effect of brand equity on customer's willingness to pay price premium consumer attitude toward brand extensions, brand preference and purchase intention towards Duckscarf hijabs.

II. LITERATURE REVIEW

2.1 DUCKSCARVES HIJAB

Vivy Yusof is the co-founder and chief creative officer of FashionValet, which primarily stock clothes by Southeast Asia designers. She was donning of the hijab, through that caused she following to escalate most sleepy, It is also presented her with a clear business opportunity. She launched a line of luxury hijabs, called Duck after seven month she posted the snapshot of herself in a head scarf. This scarf aims stylish ladies who appreciated a dash of luxury in their lives. The brand strives to replicate the experience of buying the iconic, prohibitively expensive scarves sold by Hermes. Indeed, the boxes of this brand strikingly similar because both are flat, square and sturdy, set part of their color and trim. There are available in colors with names like Banana Pudding, Diamond Rose and Mint Frosting. The cost of this scarf hundred and twenty ringgit to eighty hundreds ringgit.

She avoided competing existing market and instead make hers an inspirational brand while the label was still in its infancy. The high price and packaging were part of strategy. Social media post and Vivy’s blog are writing in English which spoken higher percentage of affluent Malaysia than of the public at a large. Packaging also should will present rather than just put them into plastic bag. Vivy’s thought wearing scarf a celebration in religions and wear hijab should been upgrade to their live when people buy a scarf they should be well presented. Customer indicated that Vivy’s idea about this Duck upgraded to their lives which is changing the reputation of the head scarf from before look like *makcik* (a frumpy older woman) to be more modern. Duck’s approach places it in competition less with the instant shawl and the shop along Jalan Masjid India than with Muslimah fashion store in affluent suburbs like Bangsar.

2.2 BRAND EQUITY

Keller (1993) defines brand equity as the differential effect of band knowledge on consumer response to the marketing of the brand. Keller focuses on brand knowledge and involves two components which is brand awareness and brand image. On the other hand, Aaker (1991) provide one of the most generally accepted and comprehensive conceptualization of the phenomena. The author define brand equity as a assets and liabilities linked to a brand, its name and symbols that add to or subtract from the value provided by a product to a firm and or firm’s customers. The assets are brand awareness, brand associations, perceived quality, brand loyalty and other propriety asset (Schivinski & Dabrowski, 2015)

Others, from a financial perspective, consider brand equity as the monetary value of a brand to the firm (Simon and Sullivan, 1993). The financial value of a brand is, however, the final outcome of consumer responses to brands and as such previous research on brand equity has tended to focus on the consumer perspective (Buil et al., 2013). Special attention was given to those consumer responses that can provide greater sales and ability to grow, which in turn positively impact on firm performance.

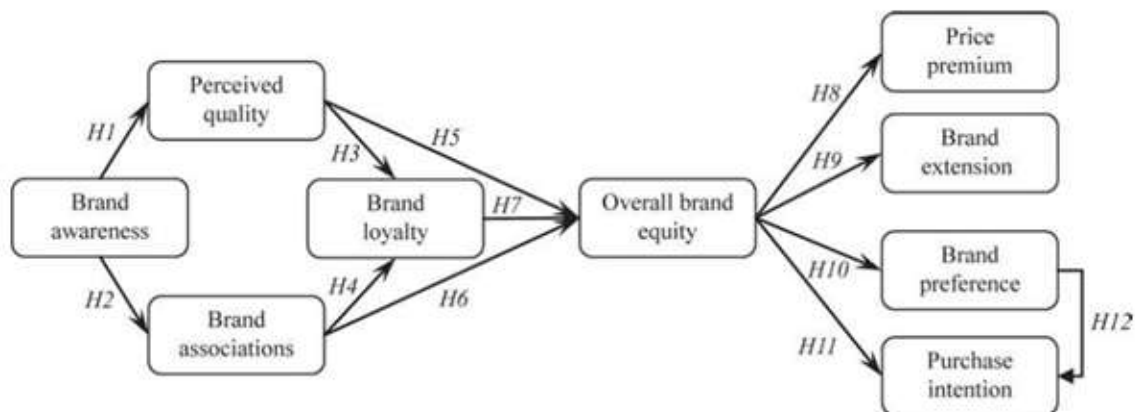


Figure 1: Conceptual Framework

Figure 1 examines the effect of brand equity of four factors: consumer’s willingness to pay price premiums, consumer’s attitude towards brand extensions, brand preference and purchase intention. The influence of brand equity on these variables can provide greater performance and profitability to firm, given the brand’s ability to command higher price and achieve greater sales as a consequence of the higher preference and purchase intention. In addition, consumer’s response to extensions captures the ability to grow. According to the framework, the evolutions of brand equity can be describes as consumer learning process where consumer’s awareness of the brand leads to attitude, which in turn will influence attitudinal brand loyalty. Aaker (1996) mentions that the dimensions refers to whether consumers can recall or recognize a brand and is related to the strength of brand’s presence in consumers’ minds. Perceived quality and brand associations are also two key dimensions of brand equity. Perceived quality refers to the perception of the overall quality or superiority of a product or service relative, while brand associations are the concept that have link to the brand name in consumer memory (Buil et al., 2013).

2.2.1 Brand awarenss

Aaker (1996) defines brand awareness as the strength of brand’s presence in the consumer’s mind which is the ability of customers to recognize or recall a brand in its product category. Brand awareness affects the formation and the strength of brand associations, including perceived quality (Keller, 1993).

2.2.2 Brand associations

Brand associations can be understood as whatever the consumer related to brand, it include consumer image-making profile of the product consumer's conditions, corporate awareness, brand characteristics, sign and symbols (Schivinski & Dabrowski, 2015).

2.2.3 Brand Loyalty

Oliver (1997) said brand loyalty is a deeply held commitment to rebury or repertories a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior. It is indicated to be loyal to a brand, and it is reflected when consumers select the brand as their first choice. In consumer preferences, brand loyalty is significant source of advantage in many markets, as it builds up switching costs which makes individuals reluctant to try new brand (Aaker, 1991). One of the roles of advertising is to courage consumers to be loyal to the brands they are familiar with.

2.2.4 Perceived Quality

Perceived quality can be defined as perception of customer of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternative's (Aaker, 1991). Positive relations between perceived advertising spend and perceived quality was reported by a report. Therefore consumers generally perceive highly advertised brands as higher quality brands.

2.2.5 Overall Brand Equity

Farquhar (1989) mention overall brand equity depend on perceived quality since it is essential to develop a positive evaluation of the brand consumer's memories. Furthermore, perceived quality can lead to greater differentiation and superiority of the brand. Therefore it is proposed that the higher the perceived quality of the brand, the greater the likelihood that there will be higher brand equity. Similarly, through brand associations, firm can differentiate and position their products, as well as building favorable attitudes and beliefs towards their brand. Finally, brand loyalty has been found to be one of the main drivers of brand equity. Loyal consumers show more favorable responses to a brand. Thus, brand loyalty will contribute to growing brand equity (Buil et al., 2013).

2.3 BRAND EQUITY EFFECTS ON CONSUMERS RESPONSE

Buil (2013) said building a strong brand with positively influences firm's performance through its effect on consumer's responses towards brands. This study explores four of these consumer responses: willingness to pay a price premium, attitude towards extension, brand preference and purchase intention. The willingness to pay a price premium reflects the mint a consumer is willing to pay for a brand in comparison with other brands offering similar benefits. The brand equity has notable impact on consumer's willingness to pay a price premium. Brand equity makes consumers less sensitive to price increases and more willing to pay a higher price since they perceive some unique value in the brand that other alternative can provide.

This was happened in industrial Duck scarves have been marketed as a high-end, luxurious fashion accessory. Despite its hefty price tag, the brand's popularity has caused frenzy and sent thousands of fans battling it out online and offline just to be the proud owner of these coveted scarves. Today, it's no longer just a scarf brand but also selling stationeries and even their own branded hangers. Just recently, FashionValet and Vivy Yusof announced that Duck Scarves will be the official sponsor for the National Gift of Malaysia during the Miss Universe 2016 pageant that will happen soon. The gift, a KL Duck Scarf in a beautiful shade of rosy pink adorned with 200 delicate and stunning Swarovski crystals, immediately won the hearts of its fans. After the announcement was made, the brand teased their die-hard fans with what is in store next for them. As some of you may have guessed, Duck Scarves releases a very limited amount of pink Swarovski KL Duck Scarves for sale to the public. The sale took place within five minute, the few hundred pieces of these limited edition scarves were sold out.

III. CONCLUSION

These Duck product fans are actually those who often keep up with current developments regarding vivy yusof business in fashionvalet. When his name is already recognized in the industry, the user's trust in his products is better and the users are looking forward to the upcoming product appearance .Different competition in the field of scarves that tried to introduce a success was when he paid attention to the quality of the goods he produced so that consumers were not afraid to invest nearly RM800 to get the limited product brand. Duck introduces something new in the industry and the return they get is affordable when using instagram and facebook in spreading their limited product launches to the right target groups of urban society and among fashion-conscious women. Duck's marketing strategy is stunning and maintaining its brand equity product that effect customer respond willingness to pay price premium consumer attitude toward brand extensions, brand

preference and purchase intention

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Safwati Shaharain. "The Influence of Brand Equity on Customer Responses to the Duckscarves Hijab." *International Journal of Business and Management Invention (IJBMI)*, vol. 07, no. 04, 2018, pp. 04–07.