

BRAND EQUITY AMONG NON-GOVERNMENTAL ORGANIZATIONS

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Abstract

The current investigation employs the brand equity framework developed by David Aaker to assess the brand equity of non-governmental organizations (NGOs). This study investigates the correlation between various dimensions of brand equity and the overarching brand equity of non-governmental organizations (NGOs). The dimensions that were utilized in this research comprise brand associations, brand loyalty, perceived quality, and brand awareness. One thousand individuals were surveyed for the purpose of data collection in this study. The profiles of the respondents were annotated utilizing SPSS. To demonstrate the significance of the prediction, both the Measurement and Structural Models were utilized in conjunction with the Partial Least Squares–Structural Equation Modelling (PLS-SEM) technique. The results of this study indicate that there is a noteworthy connection between brand associations, brand loyalty, perceived quality, and brand awareness concerning the overall brand equity. Moreover, through the utilization of Importance Performance Map Analysis, it has been determined that respondents hold brand associations in high regard in terms of performance and that they have a substantial impact on the significance of brand equity.

1. INTRODUCTION

Brand equity is the added worth that an organization acquires from a product that bears a well-known brand name, in contrast to a generic substitute (Aaker, 1992).

The term used to describe this value premium is "brand equity." To establish brand equity for their products, organizations must guarantee that their merchandise is distinctive, superior in quality and dependability, and effortlessly identifiable. Furthermore, mass marketing campaigns have a significant contribution in fostering the growth of brand equity.

"When a company has positive brand equity, customers are willing to pay a premium for its products, even if they can purchase the same item from a competitor for a lower price." Customers are more inclined to pay a premium for the privilege of conducting business with a reputable and esteemed company.

A price differentiation exists between the company that possesses brand equity and its rivals. This phenomenon can be attributed to the fact that a company possessing brand equity does not expenditure more than its rivals on product development and distribution. Ansary and Hashim (2018) state that the company can produce a greater profit from every transaction due to its robust brand equity.

1.1 Definition of Non-profit Brand

Over the course of “the past few years, there has been a substantial shift in the function that brands play in the nonprofit sector. Both scholars and practitioners in the nonprofit sector acknowledge that there has been a paradigm shift in nonprofit branding. In the "traditional" paradigm, the nonprofit brand is primarily regarded as a tool for communication or fundraising, with an emphasis placed on the tangible aspects of the brand, such as its name or logo. However, in more recent times, the brand has been elevated to the level of a strategic asset. As part of this function, the nonprofit brand takes on a more expansive role within the organisation. It has the capacity to provide internal guidance and additional cohesion among staff and volunteers, while also providing orientation to a variety of stakeholders on the outside. Thereby, the brand serves as a source of efficiency that communicates the fundamental principles and values of the organisation to external stakeholders (Basilio,2009) This enables these stakeholders to draw conclusions about the organisation (such as regarding its credibility and reputation), and ultimately”, the organization's capacity to advance the mission. As a result, the nonprofit brand contributes to the simplification of decision-making among stakeholders and the reduction of risk in an environment that is becoming increasingly complex. (Gregory et al., 2020).

Models of Brand Equity

There are many different models and frameworks that may be used to understand and quantify brand equity. Each of these models and frameworks offers a different viewpoint on how to evaluate and manage brand equity. There are many various models of brand equity, some of which are as follows: (Cobb-Walgren et al., 1995)

- **Keller's Brand Equity Model (Customer-Based Brand Equity, CBBE):** The aforementioned methodology, formulated by marketing professor Kevin Lane Keller, prioritizes the importance of consumer perception throughout the brand equity construction process. Brand equity comprises four fundamental components: brand recognition, brand associations, and brand emotions. Customer loyalty and behavior are influenced by the interactions that occur among these elements (Keller, 1993)
- **Aaker's Brand Equity Model:** Five facets of brand equity—brand loyalty, brand awareness, perceived quality, brand associations, and proprietary assets—are the central focus of the strategy developed by David Aaker. It provides a holistic viewpoint on the perception of a brand and the ways in which individual opinions impact consumer choices.
- **Interbrand's Brand Valuation Model:** The technique taken by Interbrand can quantify the worth of a brand by taking into account a variety of aspects, including financial performance, the role of the brand in driving customer demand, and the strength of the brand. This particular model is frequently utilised for the goal of estimating the monetary value of a brand, particularly for the purpose of valuation.

- **Brand Asset Valuator (BAV):** This model, which was developed by Young & Rubicam, is a method for determining the strength of a brand by utilising four main dimensions: distinction, relevance, esteem, and knowledge. BAV offers insights into how people perceive the characteristics of a brand as well as the position that the brand holds in the market.
- **Brand Resonance Pyramid:** Brand resonance is the fifth level that is added to this model, which was previously presented by Kevin Lane Keller. This model is an extension of his CBBE model. This argues that the ultimate objective of brand management is to establish a profound and long-lasting relationship between the brand and its customers, ultimately resulting in customer advocacy and loyalty to the company. (Nekmahmud et al.,2022).
- **The Customer Equity Model:** A more holistic approach is taken by this model, which takes into account not only the equity of the brand but also the equity of the client. It takes into account the worth of the complete customer base as well as their relationship with the brand, which includes the customer's lifetime value, loyalty, and retention.
- **The Brand Asset Management (BAM) Model:** Specifically, the strategic management of brand assets and resources is the primary focus of this concept. This highlights the need of having clear brand principles, the ability to communicate effectively, and maintaining brand consistency in order to construct and preserve brand equity.
- **The Brand Triangle Model:** A triangle with three major dimensions is used to represent brand equity in this concept. These three dimensions include brand awareness, brand image, and brand loyalty. Specifically, it demonstrates how these aspects interact with one another to generate brand equity and to influence customer behaviour. These models provide a variety of frameworks and criteria that can be utilised to evaluate and administrate brand equity. One or more of these models may be utilised by a company in order to acquire insights on the strength and worth of its brand in the market, depending on the particular objectives and requirements of the company. (Farquhar,1989).

1.2 Aaker model of brand equity

David Aaker provides the definition of "brand equity" as a collection of liabilities and assets associated with a particular brand, which contribute to or detract from the value of the product or service offered under that brand. His creation was a brand equity model, which is alternatively referred to as the Five Assets Model. In this model, he delineates five constituent elements that constitute brand equity.

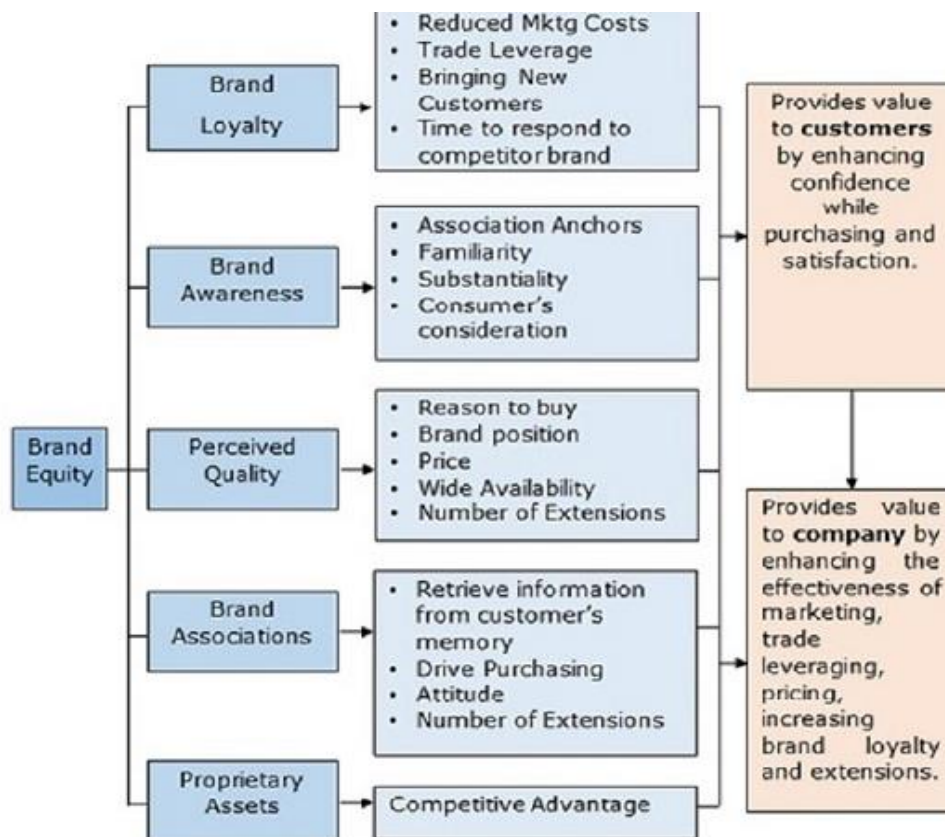


Figure 1.1: Aaker model of brand equity

1.2.1.1 Brand Awareness

The following metrics illustrate the degree to which a brand is well-known among members of the consumer population:

Association Anchors – It is possible for associations to be connected to the brand, which play a role in influencing brand awareness, depending on the power of the brand.

Familiarity – Consumers who are already familiar with a brand will talk more about it, which will ultimately have an effect on the brand's awareness.

Substantiality – A substantial and strong devotion to the brand is brought about by the reviews that consumers give about the brand.

Consumer's Consideration – When it comes time to make a purchase, the consumer is looking for a specific brand (Rios Romero et al., 2023).

1.2.1.2 Brand Loyalty

In order to determine the degree of client loyalty towards a certain brand, the following variables are essential.

Reduced Costs: The cost of retaining loyal consumers is lower than the cost of attracting new customers.

Trade Leverage: A consistent source of revenue is generated by the consumers who remain loyal.

Bringing New Customers: Existing consumers, in addition to bringing in new customers, help to increase brand recognition.

Competitive Threats Response Time: Switching to a new product or service supplied by a different brand can be a time-consuming process for loyal customers. In light of this, the corporation is afforded the opportunity to respond to risks posed by competitors (Yoo and Donthu, 2001).

1.2.1.3 Perceived Quality

It is the degree to which consumers believe that a certain brand offers products of a high quality. In order to evaluate it, one might consider the following criteria:

Quality: in and of itself, the quality is the reason to purchase. (Faisal et al.,2023)

Brand Position: There is a level of differentiation between this brand and other brands that are in the market. The higher the position, the higher the quality that is thought to be.

Price: in situations where the quality of the product is difficult to evaluate and the status of the consumer is taken into consideration, the consumer will use price as an indicator of quality

Wide Availability: When a product is widely available, consumers tend to consider it to be reliable.

Number of Brand Extensions: Customers are more likely to consider a brand that has a greater number of extensions to be a measure of product guarantee.

1.2.1.4 Brand Associations

This refers to the extent to which a particular product or service is recognised within the category of products or services that it belongs to.

Information Retrieval: It refers to the degree to which the consumer can retrieve or process the connections associated with the brand name after it has been consumed.

Drive Purchasing: This is the degree to which consumers are influenced to make purchases by their associations with a brand. (Awuni and Du., 2016).

Attitude: This refers to the degree to which the consumer's thinking is influenced by good connections with the brand.

Number of Brand Extensions: There is a greater possibility of adding brand associations when there are more extensions.

The organization of this paper is as follows: Initially, we provide an overview of the theoretical foundation of our research and an in-depth review of the brand equity components that have been examined in previous studies. This serves as a basis for the construction of our model. Next, we introduce our model and hypothesis for the brand equity of our non-governmental organization (NGO). Furthermore, we proceed to elucidate our research methodology and present our findings. Ultimately, we analyze our discoveries and articulate our conclusions, along with potential avenues for further research.

2. LITERATURE REVIEW

Farquhar (1989) recommended acquiring brand experiences as a means of managing brand equity. The discussion revolved around three crucial inquiries: methods for constructing a robust brand, maintaining that brand's viability over time, and expanding a company by capitalizing on its brand. It was determined that a solid brand can be established by incorporating three components: a favorable brand evaluation, an approachable brand attitude, and a consistent brand image. Over time, a brand can be maintained by constructing it, leasing it, and purchasing it.

Aaker (1992) examined the manner in which brand equity contributed to value creation through the utilization of five brand equity assets: perceived quality, brand loyalty, brand awareness, and brand associations, among other proprietary assets. Aaker further asserted that these assets bestow value upon the customer by influencing their purchase decisions and ensuring their satisfaction. Moreover, these resources contribute to the firm's value by improving the efficiency and efficacy of marketing initiatives, fostering brand allegiance, and attaining a competitive edge.

Keller (1993) proposed a theoretical framework for brand equity that addresses the viewpoint of the individual consumer. The author conducted a customer-based brand equity assessment. In conducting this assessment, various aspects of brand knowledge were considered, such as brand cognizance and brand image. Research has revealed that customer-based brand equity arises when the consumer possesses favorable, robust, and distinctive brand associations in their memory and is acquainted with the brand.

Cobb-Walgren et al. (1995) investigated the impact of brand equity on consumer preferences and purchase intentions. For the comparative analysis, two sets of brands were selected; each set comprised two brands. One set comprises a financially and functionally hazardous service category, whereas the other set comprises a product category with a lower level of risk. Distinct amounts of money were spent on advertising for each of these brands. Research findings indicate that brands that allocate greater resources towards advertising experience a greater degree of brand equity, which in turn generates more substantial preferences and purchase intentions.

Lassar et al. (1995) examined a tool for quantifying brand equity as perceived by customers. Utilized were the following five dimensions of brand equity: performance, social image, commitment, value, and trustworthiness. In addition, the scale was evaluated on two product

categories following the completion of three pilot studies in which 83 measurement items were reduced to 17. Observing television monitors was the first, followed by viewing. Three brands are included in each class. Monitor brands such as Sony, RCA, and Goldstar are present. Conversely, timepieces comprise Seiko, Bullova, and Timex. Primary data was gathered from a sample of 113 consumers who engaged in simultaneous comparisons of three brands. A brand equity rating was computed for each of the three brands, while the prices of comparable products from each brand were gathered. Regarding television monitors, Sony received the highest rating and the highest price, followed by RCA and Goldstar, which received the lowest rating and the lowest price, respectively. Seiko had the highest prices and the highest ranking in the watch industry. Despite the fact that Bullova and Timex received comparable ratings, researchers discovered that Bullova's prices were higher. Additionally, there was a significant correlation between the resultant scale and a comprehensive metric of brand equity.

Agarwal and Rao (1996) analyzed the eleven consumer-based brand equity measures to assess their convergence and investigate their propensity for predictions of the future. Six questionnaires in a series that were based on the thirteen brands that were well-known to every consumer were used to gather primary data. In this study, ten measures were computed at the individual level and eleven at the aggregate level. In addition, it was found that all measures, with the exception of recollection, had significant levels of agreement or convergence. Additionally, measurements like dollar Metrix, brand specific coefficient, and buy desire demonstrated a strong capacity for prediction.

Krishnan (1996) assessed the amount of brand equity in various brands by measuring set size, valence, originality, and provenance. These were footwear brands. This research had 240 respondents. The study's findings revealed a high level of familiarity and awareness, and external equity aided in spotting substantial disparities between the brands. The valence was also highlighted as a brand vulnerability. Furthermore, the author claimed that a high level of interconnection aided in increasing brand equity.

Erdem and Swait (1998) discussed the market's informational imperfection and asymmetry. To address this issue, writers calculated brand equity using the brand as the signal. Signal was further subdivided into clarity and believability. While clarity affected consistency, credibility influenced investments, according to the findings. Furthermore, this contributed to lowering the risk and boosting the quality associated with the brand, hence increasing customer utility.

Faircloth et al. (2001) investigated whether brand attitude and brand image affect brand equity. To measure the effect, some parts of a conceptual model of Aaker (1991) and Keller (1993) were taken as brand attitude and brand image. A series of focus groups, key informants and depth interviews were conducted to identify the brand associations, and a polar fleece sweater was taken as an experimental product. Four pre-tests and two pilot studies were conducted to pretest the measurement instrument and refine the testing procedures, utilizing approximately 150 students. The focus groups generated the brand associations (brand attributes) and refined in the pretests/pilot studies were manipulated in a conjoint experiment. A further primary investigation was conducted on 105 students, and chi-square & goodness of fit didn't show any significant difference between pretest and main experiment subjects. Results showed that the

positive influence of brand image and brand attitude on brand equity by providing specific brand associations was administered.

Mackay (2001) enhanced the work that Agarwal and Rao (1996) had done in order to give the predictive ability and convergent validity of several indicators that were relevant to CBBE studies. An expert panel, telephone interviews, and a postal survey were utilized in order to conduct research on CBBE at both the individual and aggregate levels. Recall, dollar metric, and brand-specific coefficient were not congruent with other measures, despite the fact that the majority of the tests yielded reliable findings with regard to their individual components. In terms of the aggregate level, all the measures were consistent, with the exception of recall.

The model for developing and validating a multidimensional consumer-based brand equity scale was introduced by **Yoo and Donthu (2001)**. To assess cognitive and behavioral brand equity at the level of the individual consumer, a survey was undertaken. A total of 1530 participants were chosen to represent various cultural backgrounds, including Americans, Koreans, and Korean Americans, to enhance the generalizability of the findings. Twelve brands were assessed by the participants across three distinct product categories, namely athletic footwear, film for cameras, and color television sets. The metric was constructed utilizing the brand equity dimensions proposed by Aaker (1991) and Keller (1993). The data underwent a sequence of exploratory and confirmatory factor analyses, which were performed at three levels: individual, multigroup, and aggregated. The authors discovered that brand loyalty, perceived quality, and brand awareness/associations constitute three valid and reliable dimensions of brand equity on an individual level for each sample. The absence of cross-cultural metric equivalence hinders the ability to make meaningful comparisons of brand equity assessments across multiple groups. Consensus was reached regarding the factor structure at the aggregated level.

Parsons (2002) studied the impact of consumers on brand choice when a consumer purchases the gifts. The study was conducted by linking the various benefits associated with the brand with various characteristics of gifts. Author found gender-based differences in brand choice. Further brand choice had a significant relationship with symbolic benefits.

Sargeant and Lee (2002) examined the various determinants that impact trust and constructed instruments to quantify both contextual and individual precursors. By employing structural equation modeling, the study identified four crucial antecedents of trust: attitude towards philanthropy, organizational judgment, perceived role competence, and quality of delivered services.

Washburn and Plank (2002) assessed the measures of consumer-based brand equity with the help of a measurement scale given by Yoo & Donthu (1997) and uncovered the limitations of the study of Yoo & Donthu (1997). The authors investigated the properties offered by Yoo & Donthu customer-based brand equity scale within the context of a co-branding study with the help of 272 respondents. Authors found that further development of scale had brought them closer to universally accepted principles of brand equity.

Kim et al. (2003) sought to investigate how CBBE affected the financial performance of hotel companies. Researchers contacted 840 respondents to get their thoughts on the brand equity aspects of brand loyalty, brand awareness, perceived quality, and brand image. Finally, 513 respondents were used in the study. Most brand equity measures, according to the study, significantly impacted businesses' financial success.

Erdem et al. (2004) conducted an analysis on the consumer perception and acceptance of store brands in Spain, the United States, and the United Kingdom. In these nations, the performance of store brands was evaluated based on consumer brand preference, even though there was uncertainty concerning quality, perceived quality, consistency, and consumer attitudes toward risk, price, and quality. Additionally, through the utilization of panel data analysis on laundry, detergent, and toilet paper brands, it was ascertained that knowledge and perspectives concerning cost, quality, and risk had undergone profound transformations.

Sargeant and Lee (2004) examined the interplay between trust, commitment in relationships, and behavior related to donating. The study utilized structural equation modeling to quantify and assess trust and commitment, examining if trust has a direct effect on donating behavior or if its influence is mediated by commitment. The results demonstrated that commitment functions as a mediator, elucidating its role and providing valuable insights for improving professional fundraising procedures.

Pappu et al. (2005) developed a scale to assess CBBE. The measuring of brand associations was the primary emphasis of this research. The reason for this was a lack of attention in earlier studies on this CBBE measure. The authors measured brand associations using brand personality and organizational connections and outlined the distinctions between brand awareness and brand associations. Furthermore, the study focused on actual product users.

Venable et al. (2005) concentrated on developing and improving a succinct gauge of brand personality specifically designed for the charity industry. The authors conducted six comprehensive research employing various methods to confirm the importance of brand personality in nonprofit organizations. The research revealed four distinct aspects of nonprofit brand personality, including honesty, nurturance, sophistication, and ruggedness. The study emphasized that donors ascribe personality qualities to NGOs, distinguishing between organizations based on their perceived personality. The brand personality of a non-profit organization can significantly influence the propensity of potential donors to contribute.

Ballantyne et al. (2006) concentrated on the evolution of the brand image and its use within a brand choice. By reviewing various works of literature, the authors found that consumers became less confident as they wanted reassurance from the products they bought and suggested that research should be conducted on the role of brand image in consumer decision-making.

Bamert and Wehrli (2006) investigated the differences in measuring CBBE from the viewpoint of goods and services. The CBBE was measured using customer service. According to the primary data gathered from respondents, customer service is a component of marketing activity in the goods market and a component of brand equity in the services market.

James et al. (2006) demonstrated the importance of brand personality in assessing brand alliance. The authors of this study looked at physical alliances that include search and experience products. The authors discovered that these alliances increased the likelihood of consumers purchasing the new product.

Pappu et al. (2006) investigated the connection between country of origin and CBBE. Primary data were collected from 672 respondents, and the study was analyzed using multivariate data analysis. Furthermore, the findings revealed a significant relationship between brand equity dimensions and country of origin.

Kim et al. (2008) investigated the elements of brand equity that impact the establishment of effective customer connections in South Korean hospitals using a study model. The researchers found five key factors: trust, customer satisfaction, relationship commitment, brand loyalty, and brand recognition. A total of 532 hospital clients from five cities were surveyed using a questionnaire consisting of 50 items. The findings indicated that trust, customer happiness, and relationship commitment had a favorable impact on both brand loyalty and brand recognition. The study additionally discovered that brand awareness had a beneficial impact on brand equity, whereas brand loyalty did not exhibit the same effect. The hospital image was positively influenced by factors such as increased brand equity, trust, customer happiness, and relationship commitment.

Sargeant et al. (2008) reported the results of an extensive mail survey conducted among donors of nine national non-profit organizations. The study found that characteristics associated with kindness, advancement, and traditional values are not enough to differentiate between the businesses involved. However, characteristics related to emotional involvement, assistance, expression, and customs become prominent factors that distinguish and also impact diverse parts of individual philanthropic behavior.

Kylander and Stone (2012) focused on the Non-profit Brand IDEA, derived from interviews with 73 nonprofit leaders in 41 organizations, builds on their sources of pride—social mission, participatory processes, shared values, and key partnerships by forming a framework. It signifies a crucial contribution to understanding how nonprofit leaders perceive and adapt to the changing dynamics of brand usage, emphasizing the multifaceted roles brands play within their organizations.

A study by **Paco et al. (2014)** looked at how the picture of Non-Governmental Organizations (NGOs) affects people's desire to give money and time. A group of 654 people was used for this purpose, and the Structural Equation Model (SEM) was used to analyze the data. The results showed that people's plans to give were affected by how the brand was seen. Even more, the way they donated in the past affected their decisions now.

Sarwar et al. (2014) talked about how branding affects what people buy. In the study, brand awareness, brand image, brand understanding, and brand loyalty were used as measures of branding to find out how people buy things. For the study, 78 people filled out a survey, and ANOVA and regression methods were used to look at the data. The study found that knowing about a brand had a good effect on how people behaved. As people learn more about the brand,

they will respond to it more. It was also found that brand loyalty is higher among older customers and that branding used emotions very effectively.

Azmat and Lakhani (2015) talked about how brand positioning tactics change how people think about a product. There were three types of brand positioning used in the study: competitive positioning, surrogate positioning, and helpful positioning. 250 brand-conscious customers were asked to fill out a survey. The consumers were asked 12 questions about 12 brands using the different positioning methods. The study found that the most positive responses came from surrogate positioning. Positioning that was helpful or competitive, on the other hand, got a bad reaction.

Bonnici and McGee (2015) studied the concept of brand and branding. In the study, the author focused on three frameworks, namely competitive and positioning, value chain management, brand equity management and found that competitive brand positioning can be attained through a proper focus on the value chain, i.e., production to the point of sale. There can be an increase in the shareholder value through product and market development strategies. Further, in terms of equity, some brands are financially valuable, and some are socially valuable, whereas the top 100 global brands were economically and socially valuable.

Kuntner and Teichert (2015) examined the extent of research on price promotions in order to assist managers and researchers in optimizing their resources for greater success and prosperity. A bibliometric analysis and text mining techniques were applied to 1195 publications published from 1980 to 2013 in this study. Based on the results of this study, including behavioral economic theory and considering the dynamics of promotional outcomes while applying both existing and new research methods could offer advantageous prospects.

Li and Sun (2015) elucidated the fundamental principles that underpin the brand. An examination was conducted on the correlation between the fundamental principles of the brand, brand loyalty, brand extension, and various other characteristics. In order to achieve this objective, the brand's fundamental principles were considered as independent, dependent, and moderator variables. The study determined that brand loyalty is influenced by brand core values, which were considered as the independent variable. Brand core values can be influenced both favorably and negatively by certain variables, which serve as the dependent variable. The brand core value, acting as the moderator variable, played a crucial role in influencing customer brand loyalty through brand extension.

Sapatnekar (2015) explained the control or influence of brand positioning on buying patterns of consumers. Secondary data were used to analyze the study to find why customers buy a brand. The study found that by brand positioning, an intangible brand value can be created by comparing points of parity was the key to gaining buyer's attention.

The operationalization of stakeholder-based non-profit brand equity were the subjects of research conducted by **Boenigk and Becker (2016)**. The study employs partial least squares path modeling on the data of forty samples in order to identify some of the most well-known non-profit brands in Germany. The study reveals three essential dimensions, which are nonprofit brand awareness, trust, and commitment. This innovative technique made it possible

for managers of charity organizations to evaluate the performance of their brands over time and develop successful branding strategies. It also provided a useful instrument for comparing brands in different countries.

Ansary and Hasim (2017) investigated the relationship between brand image and customer-based brand equity by analyzing the various components of brand equity. The direction of these linkages was also examined by employing the product type and word of mouth possibilities as a means of investigation. It was determined through the analysis of the primary data that brand attachment and attitude towards brand image and equity had a partial impact on brand. This conclusion was reached after the primary data were collected for the study. A significant moderating influence was also observed between the type of product and word of mouth in relation to the links between brand equity and image.

Taking evidence from the footwear business in Punjab, Pakistan, **Ashraf et al. (2017)** addressed the impact that branding has on the purchasing behavior of consumers. An investigation on the relationship between consumer purchasing behavior and marketing factors, including brand advertisement, brand image, brand association, and brand loyalty, was carried out. Using a questionnaire consisting of sixteen items and a total of one hundred seventy responses, primary data were obtained. Both the multiple regression and Pearson's correlation techniques that were utilized for the analysis and study came to the conclusion that branding has a favorable influence on the purchasing behavior of consumers. In addition, the research indicated that commercials have the potential to play a significant part in enhancing the image of the company.

In their 2017 study, **Raggio and Leone** integrated the concept of brand equity with brand value in order to assess the values that were being delivered by the brand. For the purpose of this investigation, one of the components of brand value was considered to be customer equity. In addition, the writers are interested in the value that is now linked with the brand that is appropriate. The differences between these two values were determined by the extent to which companies were able to capitalize on the brand equity of the brand. Considered from the perspective of customer equity, it is possible to consider it as a partial measure of brand value.

Fayvishenko (2018) specifically examined the strategy of brand positioning, with a particular emphasis on the development and execution of principles guiding brand positioning strategies. Nine fundamental elements for the formulation and execution of positioning strategies were established, specifically the examination of the external and internal circumstances, creation of a distinctive brand identity, identification and justification of unique positioning attributes, formulation of strategic and tactical objectives, creation of a plan for implementing the strategy, strategic execution, assessment of outcomes and monitoring of strategy implementation, and implementation of corrective measures. The author also proposed conducting a comprehensive examination of positioning notions in the future.

Wymer and Akbar (2018) enhanced the field of non-profit marketing and branding study by examining the concept of a charity as a brand. The study examines the influence of brand authenticity on important outcomes, including donations, volunteering, word-of-mouth

referrals, and bequests. The study also investigated how consumer-brand identification acts as a mediator and analyzed potential moderating effects based on respondents' views towards altruism and gender. The results of a survey including 499 participants indicate that brand authenticity has a direct impact on support intentions and also has an indirect influence through consumer-brand identification.

Gregory et al. (2019) created and verified a model that examines how individuals make decisions to become new donors in the charity sector. The model takes into account the importance of brand recognition and attitude, which are influenced by the level of involvement in the decision-making process. The findings suggest that the prominence of a brand has a favorable impact on the intention to choose that brand, which is mediated by the individual's attitude towards the brand. The influence of brand salience was found to be more significant when donors had little decision participation, but brand attitude had a more noticeable impact when involvement was higher.

Kalra (2019) advocated the role of NGOs in the sustainable rural development of India. The study aimed to identify the nature and the type of activities offered by NGOs in rural development, to analyze how NGOs help uplift the rural people, to determine how rural people participate with NGOs in the development process. The study found that NGOs contribute to women empowerment, child development, and working for needy people. Many programs were also introduced to create equality, promote the standard of living, and improve the rural economy. Also, the active participation of rural people will help the sustainable development of rural areas.

Varsha et al. (2019) looked at the value propositions of artificial intelligence on branding to analyse the clusters that it produced. For this, 117 articles were examined using co-occurrence, citation analysis, and co-citation analysis. These articles were gathered from the 1982–2019 Scopus database. Nine clusters of co-occurrences and four clusters each of citation and co-citation were discovered by the authors. The study's findings also emphasized on how themes converged and diverged.

Borkent (2020) looked into the best ways for Chinese NGOs to use foreign branding. The study looked at 25 NGOs and made quantitative observations of them. These NGOs were chosen based on four main criteria: NGOs need to be good at international branding; they work all over the country; they can work in any field; and an NGO informant or interviewer is in the right place within the NGOs. The goal of foreign branding, best practices for internal brand identity, and best practices for external brand image have all been looked into. The study found that global branding makes it easier for organizations to raise money and do their jobs. With a clear vision, you can build internal brand equity, and by building strong relationships with foreign stakeholders, you can improve your brand's image in other countries.

Pal and Srivastava (2020) studied the role of social marketing towards achieving the change in behavior with the help of NGOs in Lucknow city from various fields like working for providing food to needy people, working on awakening people towards various social topics. 14 questions were asked during an interview. The study found that people working in

NGOs lack knowledge of the concept of social marketing. Further, with the help of this study, NGOs will be able to see the importance of social marketing and can bring transformation in social behavior.

Tasci (2020) conducted a study by reviewing the studies of two hundred researchers based on the concept of Financial as well as customer-based brand equity (CBBE) to analyze the various components of CBBE. For this, Author did the narrative analysis of the studies of two hundred researchers and found that eighty-seven of them were empirically defined. Deep analysis of eighty-seven studies had been done thereafter. Analysis identified the forty components of brand equity in different contexts; among these forty components, five components were used in totality. These five components include familiarity, awareness, quality, value and loyalty associated with the brand. Author further proposed the structured model for these five components.

De and Verma (2021) integrated the concept of brand communication with brand equity to highlight the emerging issues related to this concept. In this study bibliometric analysis of 1110 papers that were extracted from Scopus database had been done. These papers were published between 2000-2020. From this analysis it had been concluded that maximum numbers of papers published between 2000-2010 and maximum number of citations were cited between 2011-2020.

To have a deeper understanding of the topic, **Sepulcri et al. (2021)** reviewed the articles on non-profit branding. In this study, a systematic review of 84 papers had previously been completed, and 77 articles had been submitted for bibliometric analysis. The six themes that were identified by the study seem to be: Stakeholders, Partnership, Brand Image, Brand Orientation, and Donation. The authors also emphasized the need of studying non-profit organizations' branding.

To provide the bibliometric assessment of thirty years, **Donthu et al. (2022)** reviewed the research on product and brand management that were published in the journal of product and brand management. This analysis used 1405 articles to examine performance analysis, science mapping, and other directions. The primary themes emerged from this study were strategic brand management, customer behavior, product development and innovation management, and brand engagement.

Huang and Liu (2022) connected technology and brand equity through the function of attitudes by mediating and moderating operations. An image or video integration and utilitarian functions were linked in a two- and three-way model to increase the linkage between technology and attitudes. In addition, data from 642 visitors collected under the lens of brand equity and attitude theory demonstrated that social-adjective attitude was influenced by value-expressive attitude via the hedonic function. Perceived quality had an impact on brand loyalty and image as well.

Robertson et al. (2022) investigated the relationship between the consumer and the brand to determine the associations of consumers with the brand. For this authors used the brand love and loyalty matrix where 465 consumers were asked for their love and loyalty status. Authors

found that forty per cent of the consumers were devoted towards brand whereas same number of consumers were neither loyal nor love towards the brand. Also some consumers had only love towards the brand.

Saini et al. (2022) concentrated on the idea of employer and internal branding in order to understand the present and changing themes in this field and recommend new directions. 739 articles from the Scopus database were taken for this and later sorted to provide 297 articles. Four major themes and seven sub-themes were also identified by the bibliometric analysis of these papers. The authors also recommended that internal branding and employer branding be studied jointly.

By looking at national news media brands in Latvia, **Saulite et al. (2022)** found that media brands understand how customer experiences affect brand connections. The point of this study was to learn more about how product-related brand traits affect how people use media brands. Using regression analysis, trends of media use among young people were looked at. It was also looked at how brand associations affect how much and how engaged people are with material.

Turan (2022) noticed the effect of offer and deny reaction techniques on brand equity to find out what the respondents thought of the brand, 257 respondents' primary data were gathered. Additionally, it was noted that out of the total reviews, 195 reviews tended to be positive, and that only positive reviews were selected for the analysis of the study. The study discovered that the focus brand lacked the ability to choose the techniques to be used while coping with a crisis connected to the partner brand. Additionally, the projected probability of writing a favorable review were estimated.

3. RESEARCH METHODOLOGY

We devised a survey to be dispersed among a randomly selected convenience sample. The survey began with a filtering question aimed at determining the respondents' primary source of knowledge on non-governmental organizations (NGOs). The initial section of the questionnaire sought to assess the various facets of the brand equity model. The constructs were evaluated using measures that were modified from previously validated multi-item assessments and were measured on a five-point Likert scale (5 "strongly agree", 1 "strongly disagree").

Table 2 displays these elements categorised by construct and origins of the scales. The final section of the questionnaire comprised sociodemographic inquiries, encompassing age, gender, and education. The survey focused on non-governmental organizations (NGOs) that are committed to addressing issues related to literacy. Participants were required to respond to the questions by considering the NGO with which they were most acquainted.

Sr. No	Construct	Item	Item Code	Source
1.	Brand Awareness (BA)	The NGO is familiar to the society.	BA1	Aaker, David A. (1992)
		The NGO is committed.	BA2	
		I have seen the work of this NGO.	BA3	
		I have heard about this NGO.	BA4	Keller, Kevin L. (1993)
		The NGO is well-known.	BA5	
		I know the working of this NGO.	BA6	Washburn & Plank (2002)
2.	Brand Loyalty (BL)	I consider myself loyal to this NGO.	BL1	Yoo and Donthu (1999)
		This NGO will always be my first choice.	BL2	
		Proud to tell others that I am a part of this NGO.	BL3	
		I talk about this NGO with my family and friends.	BL4	Tasci, Asli D.A. (2020)
		I talk about this NGO in my social circle.	BL5	
		I talk about this NGO in my social media platforms.	BL6	
3.	Perceived Quality (PQ)	This NGO is reliable.	PQ1	Washburn and Plank (2002)
		This NGO is superior.	PQ2	Yoo and Donthu (1999)
		This NGO is hard to access.	PQ3	
		This NGO has high-quality services.	PQ4	Tasci, Asli D.A. (2020)
		This NGO has easy access.	PQ5	
4.	Brand Associations (BAS)	This NGO focuses on various social issues.	BAS1	Tasci, Asli D.A. (2020)
		This NGO has better characteristics than other NGOs.	BAS2	Ansary, A.; Hazrul Nik M.; Hashim N. (2017)
		This NGO does not disappoint its customers.	BAS3	
		This NGO is stable in the market.	BAS4	Azad and Safaei (2012)
		This NGO maintains products with a beautiful image.	BAS5	
5.	Overall Brand Equity (BE)	I prefer this NGO even if another NGO offers the same features.	BE1	Washburn and Plank (2002)
		It makes sense to access this NGO over any other NGO, even if they are the same.	BE2	
		If another NGO is better, I would prefer this NGO.	BE3	
		If another NGO is similar to my current NGO, I would prefer this NGO.	BE4	
		Overall, this NGO provides positive value to society.	BE5	Aaker, David A. (1992)

Hence, our data was gathered via a survey conducted in person. The survey was conducted from February 2023 to May 2023 and garnered 1009 responses. The final sample consisted of 1000 respondents, after excluding questionnaires with erroneous replies.

Table 1: provides a comprehensive explanation of the characteristics of the sample.

Particulars		Frequency	Percent
Gender:	Male	410	41.0
	Female	589	58.9
	Transgender	1	0.1
	Total	1000	100.0
Age	20 - 22	417	41.7
	22 - 24	265	26.5
	24 - 26	84	8.4
	26 - 28	32	3.2
	More than 28 Years	38	3.8
	Total	1000	100.0
Marital Status	Married	76	7.6
	Unmarried	898	89.8
	Widow	1	0.1
	Divorced	3	0.3
	Live - in - relationship	22	2.2
	Total	1000	100.0
Education Pursuing	Post Graduate	948	94.8
	PhD	52	5.2
	Total	1000	100.0

4. RESULTS

To study Brand Equity among Non-Governmental Organizations working in the field of literacy

“H1: Brand awareness have a significant association with overall brand equity.

H2: Brand loyalty have a significant association with overall brand equity.

H3: Perceived quality have a significant association with overall brand equity.

H4: Brand association have a significant association with overall brand equity.”

4.1 Assessment of Reflective Measurement Model

Figure 4.1 shows the relationship between exogeneous and endogenous variables where the endogenous variable is shown by other constructs in the structural model. Composites are represented by circle and indicators are represented by rectangles. Indicators shows number of questions in each composite. Exogeneous Variables include Brand Awareness (BA), Brand Loyalty (BL), Perceived Quality (PQ) and Brand Associations (BAS). Endogenous Variable includes Overall Brand Equity (BE). Initially, there were 27 indicators which were later reduced to 24. In this research work, Non – Governmental Organizations (NGOs). Were considered as brands.

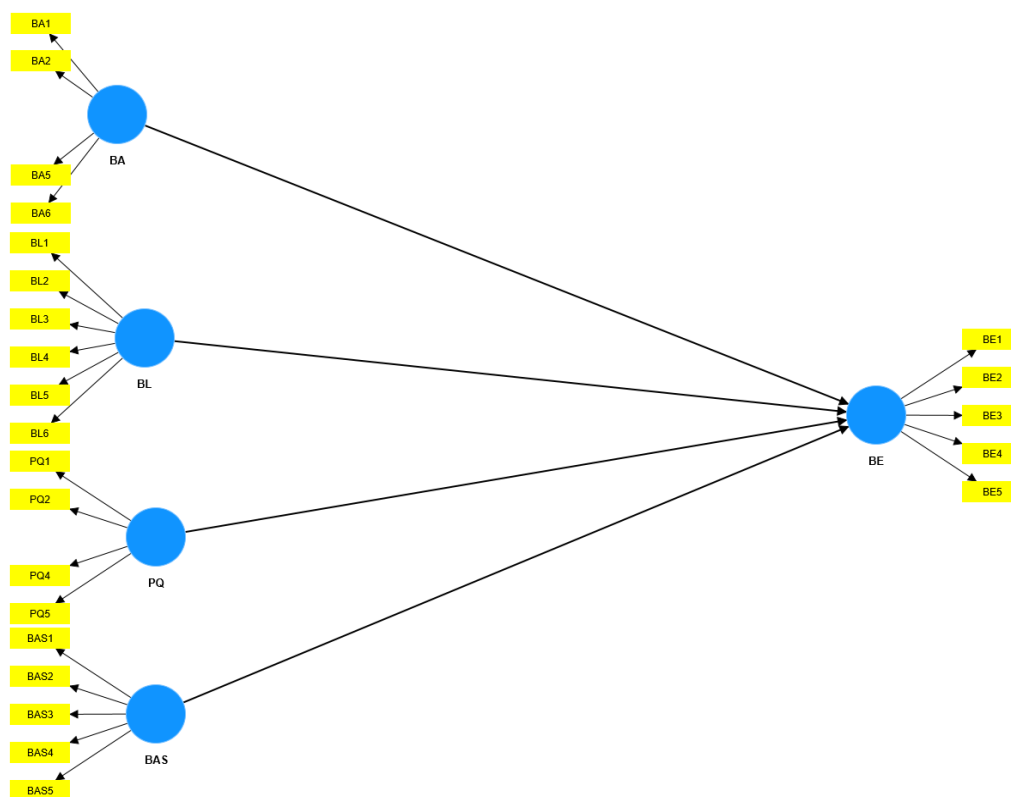


Figure 4.1: Measurement Model

4.1.1 Reliability Assessment

Assessment of reliability is one of the important means for quality criterion of composite. It includes internal consistency and indicator reliability.

(i) Internal Consistency

A construct's internal consistency is measured by Cronbach's alpha and Composite Reliability (CR). Cronbach alpha is a reliability estimate with a lower bound that is used to determine internal consistency. Comparatively speaking, Composite Reliability is an upper bound estimate of reliability because it does not take all the indicators into account uniformly. According to Fornell & Larcker (1981) value of Cronbach's alpha and CR need to be 0.70.

Table 3 shows Cronbach alpha of Brand Awareness (BA) is 0.754, Brand Loyalty (BL) is 0.88, for Perceived Quality (PQ) is 0.838, for Brand Associations (BAS) is 0.84 and for Overall Brand Equity is 0.851. As all the values are greater than 0.70, therefore internal consistency in case of Cronbach alpha have been confirmed.

Composite reliability of Brand Awareness (BA) is 0.845, Brand Loyalty (BL) is 0.909, for Perceived Quality (PQ) is 0.892, for Brand Associations (BAS) is 0.886 and for Overall Brand Equity is 0.893. As all the values are greater than 0.70, therefore internal consistency in case of Composite Reliability have been confirmed as shown in **Table 3**.

(ii) Indicator Reliability

Indicator Reliability shows the reliability of indicators through the outer loadings of indicators. This shows that a particular indicator has relation with specific composite. To include an indicator in specific composite, it must have reliability equal to or greater than 0.70 (Hair et al., 2012). In this research work, outer loadings of 27 indicators are calculated, later 3 indicators are excluded as these do not meet the threshold limit. These three indicators are BA3, BA4, PQ3. Lastly outer loadings of 24 indicators found to be more than 0.70 as shown in **Table 3**.

4.1.2 Convergent Validity

Convergent Validity is also known as Construct Community. The degree to which an indicator correlates favourably with various indicators of the same composite is known as convergent validity. Convergent validity is measured with the medium of Average Variance Extracted (AVE). AVE is gross mean value of square of outer loadings concerned with composite (Hair et al., 2017). The value of AVE is predicted to be at least 0.5. It implies that a specific composite explains more than 50 per cent of the variance of its indicators (Fornell & Larcker, 1981). In the **Table 3** AVE of the Brand Awareness is 0.576, Brand Loyalty is 0.626, Perceived Quality is 0.673, Brand Associations is 0.609 and Overall Brand Equity is 0.627. As all the values are more than 0.5, convergent validity of all composites has been confirmed.

Table 3: Internal Consistency Reliability, Indicator Reliability and Convergent Validity

Composite	Indicator	Outer loadings	Cronbach alpha	Composite reliability	Average variance extracted (AVE)
Brand Awareness	BA1	0.731	0.754	0.845	0.576
	BA2	0.745			
	BA5	0.768			
	BA6	0.791			
Brand Associations	BAS1	0.764	0.84	0.886	0.609
	BAS2	0.77			
	BAS3	0.791			
	BAS4	0.791			
	BAS5	0.786			
Overall Brand Equity	BE1	0.801	0.851	0.893	0.627
	BE2	0.818			
	BE3	0.77			
	BE4	0.81			
	BE5	0.758			
Brand Loyalty	BL1	0.791	0.88	0.909	0.626
	BL2	0.764			
	BL3	0.774			
	BL4	0.806			
	BL5	0.83			
	BL6	0.782			
Perceived Quality	PQ1	0.804	0.838	0.892	0.673
	PQ2	0.826			
	PQ4	0.814			
	PQ5	0.836			

4.1.3 Discriminant Validity

The purpose behind the assessment of discriminant validity is to know how much one composite differs from another composite. Discriminant Validity includes cross loadings, Fornell and Larcker Criterion and HTMT Ratio. These three are discussed below:

(i) Cross Loadings

Cross loadings are also referred as item level discriminant validity, is one of the main tool to measure Discriminant Validity. Discriminant validity is verified when each observable indicator has a weak correlation with all other composites aside from the one to which it is theoretically related, discriminant validity is verified (Henseler et al., 2015). **Table 4** depicts the discriminant validity of all such indicator.

In this table the indicator with BA1, BA2, BA5 and BA6 correlates highly with BA only; BL1, BL2, BL3, BL4, BL5 and BL6 correlates highly with BL only; PQ1, PQ2, PQ4 and PQ5 correlates highly with PQ only; BAS1, BAS2, BAS3, BAS4 and BAS5 correlates highly with BAS only; BE1, BE2, BE3, BE4 and BE5 correlates highly with BE only. Hence from the cross loadings, discriminant validity has been established.

Table 4: Cross Loadings

	BA	BAS	BE	BL	PQ
BA1	0.731	0.445	0.446	0.397	0.456
BA2	0.745	0.485	0.445	0.422	0.499
BA5	0.768	0.398	0.419	0.551	0.429
BA6	0.791	0.446	0.472	0.622	0.454
BAS1	0.464	0.764	0.552	0.461	0.603
BAS2	0.457	0.770	0.575	0.502	0.576
BAS3	0.428	0.791	0.574	0.440	0.566
BAS4	0.455	0.791	0.592	0.489	0.591
BAS5	0.480	0.786	0.617	0.448	0.610
BE1	0.503	0.621	0.801	0.548	0.587
BE2	0.506	0.613	0.818	0.522	0.561
BE3	0.387	0.507	0.770	0.451	0.485
BE4	0.456	0.563	0.810	0.510	0.540
BE5	0.460	0.634	0.758	0.431	0.600
BL1	0.591	0.494	0.499	0.791	0.550
BL2	0.547	0.517	0.540	0.764	0.583
BL3	0.475	0.447	0.479	0.774	0.492
BL4	0.504	0.463	0.452	0.806	0.519
BL5	0.517	0.490	0.506	0.830	0.538
BL6	0.476	0.423	0.474	0.782	0.482
PQ1	0.533	0.608	0.561	0.556	0.804
PQ2	0.503	0.577	0.557	0.587	0.826
PQ4	0.442	0.618	0.579	0.516	0.814
PQ5	0.510	0.668	0.610	0.539	0.836

Source: Primary Data (Smart Pls 4)

(ii) Fornell and Larcker Criterion

Fornell and Larcker Criterion is one of the traditional criterion for the assessment of Discriminant Validity. When a composite explains the variation of its own indicators rather than the variance of other composites, it has demonstrated discriminant validity. The square root of the AVE of each construct is compared to the correlations of the latent variables, with the idea being that the square root of the AVE of any given construct should be greater than the highest correlation between any two constructs. **Table 5** shows values along the diagonal lines are bigger than those along their columns (Fornell & Larcker, 1981; Henseler et al., 2015).

Table 5: Fornell and Larcker Criterion

	BA	BAS	BE	BL	PQ
BA	0.759				
BAS	0.585	0.781			
BE	0.588	0.746	0.792		
BL	0.657	0.599	0.624	0.791	
PQ	0.606	0.755	0.704	0.669	0.820

Source: Primary Data (Smart Pls 4)

(iii) Hetrotrait Monotrait Ratio (HTMT)

HTMT ratio is one of the latest and superior method to measure the discriminant validity (Hamid et al., 2017). The threshold limit for HTMT Ratio less than 0.90. Further, bootstrapping procedure shows that the lowest and upper limits of the 95 per cent confidence interval are displayed in the columns with the labels 2.5 per cent and 97.5 per cent. Here value equal to or more than 1 reflects lack of discriminant validity (Henseler et al., 2015). **Table 6** shows HTMT value and confidence interval. In this table, Discriminant validity of BA, BL, PQ, BAS and BE are less than 0.90 and confidence interval is less than 1. Hence discriminant validity has been established.

The outer model is observed to be reliable and valid based on the outcomes of internal consistency, indicator reliability, convergent validity, and discriminant validity.

Table 6: Hetrotrait Monotrait Ratio (HTMT)

	BA	BAS	BE	BL	PQ
BA					
BAS	0.734 (0.677;0.79)				
BE	0.728 (0.672;0.783)	0.877 (0.838;0.913)			
BL	0.802 (0.755;0.846)	0.695 (0.641;0.746)	0.716 (0.662;0.769)		
PQ	0.762 (0.707;0.813)	0.898 (0.863;0.93)	0.829 (0.781;0.872)	0.777 (0.727;0.822)	

Source: Primary Data (Smart Pls 4)

4.2 Assessment of Structural Model (Inner Model)

Assessment of Structural Model is second step after the discriminant validity has been established. It includes exogenous and endogenous variables. It represents assessment of collinearity, Significance of path coefficients, Coefficient of determination R^2 , Effect size f^2 , Predictive relevance Q^2 and goodness of fit parameters SRMR.

4.2.1 Assessment of Collinearity

For the assessment of multicollinearity, this research work represents Inner Variance Inflation Factor (VIF) and outer VIF. Outer VIF shows multicollinearity between indicator and latent variables. On the other hand, Inner VIF shows multicollinearity between the exogenous and endogenous variables. As per (Hair et al., 2019) Ideal VIF value is less than 3, possible collinearity issue is when VIF is equal to 3 and less than 5 and critical issue arises when VIF value is 5 or more than 5. **Table 7** shows that outer VIF value of all the twenty-five indicators ranges between 1.4 to 2.406. All these values are less than 5. Same in Inner VIF values ranges between 1.996 to 2.858 that are less than 5. All the VIF values are ideal and problem of multicollinearity does not exist.

Table 7: Assessment of Multicollinearity

Indicator	Outer VIF	Composite	Inner VIF
BA1	1.4	Brand Awareness	1.996
BA2	1.433		
BA5	1.688		
BA6	1.719		
BAS1	1.651	Brand Associations	2.498
BAS2	1.691		
BAS3	1.789		
BAS4	1.76		
BAS5	1.724		
BL1	1.948	Brand Loyalty	2.234
BL2	1.766		
BL3	1.818		
BL4	2.129		
BL5	2.406		
BL6	2.063		
PQ1	1.792	Perceived Quality	2.858
PQ2	1.928		
PQ4	1.81		
PQ5	1.909		

Source: Primary Data (Smart Pls 4)

4.2.2 Significance & Relevance of Path Coefficients

The projections assessed from structural model relationships are known as Path Coefficients. These Path coefficients are the hypothesized associations between composites. To explain the results of structural model, test of significance of all structural model relationship is required. This testing is done using t statistics, p value and bootstrapping confidence interval. The link

between these two variables is significant and has an acceptable level of statistical significance when the t value is greater than 1.96 and the p value is less than 0.5 (Chin, 1998).

Table 8: Significance of Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics ((O/STDEV))	p values
BA -> BE	0.106	0.107	0.033	3.248	0.001
BAS -> BE	0.434	0.434	0.04	10.805	0.000
BL -> BE	0.154	0.156	0.035	4.385	0.000
PQ -> BE	0.209	0.208	0.049	4.273	0.000

Source: Primary Data (Smart Pls 4)

Table 8 shows t statistics and p value that serve as the basis to support or not to support null hypothesis. This depends upon the level of significance.

Table 8 shows that the relationship between BA and BE is found to be significant with p value 0.001 and t statistics 3.248. This hypothesis is supported as Brand awareness have a significant association with overall brand equity at 0.05 significance level. The relationship between BAS and BE is found to be significant with p value 0.000 and t statistics 10.805. This hypothesis is supported as Brand Associations have a significant association with overall brand equity at 0.05 significance level. The relationship between BL and BE is found to be significant with p value 0.000 and t statistics 4.385. This hypothesis is supported as Brand Loyalty have a significant association with overall brand equity at 0.05 significance level. The relationship between PQ and BE is found to be significant with p value 0.000 and t statistics 4.273. This hypothesis is supported as Perceived Quality have a significant association with overall brand equity at 0.05 significance level. **Figure 4.2** shows the path coefficients and p value.

4.2.3 Coefficient of Determination R²

R² is also known as Coefficient of Determination. R² shows the consolidated effect of independent constructs on dependent construct (Hair et al., 2017). R² values of 0.75, 0.50, and 0.25 are taken as significant, reasonable, and fragile (Hair et al., 2019). As mentioned in **Figure 4.2 and Table 9** R² value of BE 0.630 is found to be reasonable.

Table 9: Assessment of R²

	R-square	R-square adjusted
BE	0.630	0.628

Source: Primary Data (Smart Pls 4)

4.2.4 Assessment of effect size f²

Effect size f² evaluates degree to which one independent construct explains certain Dependent construct.

$$f^2 = (R^2_{\text{included}} - R^2_{\text{excluded}}) / (1 - R^2_{\text{included}})$$

According to Cohen, (1988) f^2 with 0.02 shows weak effect, 0.15 shows medium effect, and 0.35 has a large effect. **Table 10** shows effect size of various Exogeneous Variables.

Table 10: Effect size f^2

	f-square	Effect
BA -> BE	0.015	Weak
BAS -> BE	0.204	Medium
BL -> BE	0.029	Weak
PQ -> BE	0.041	Weak

Source: Primary Data (Smart Pls 4)



Figure 4.2: Structural Model

4.2.5 Predictive Relevance Q^2 and PLS predict

The use of blindfolded techniques allows for the evaluation of the structural model's quality. Results above 0, 0.25, and 0.50 show that the PLS-path model has a small, medium, and large predictive relevance, respectively, according to Hair et al., 2019. Evaluation of prediction power is done using Further PLS predict (Shmueli et al., 2016). Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE) are part of it. The following scenarios are possible in PLS prediction:

- (i) PLS- SEM RMSE (or MAE) analysis compared with LM RMSE (or MAE) reflects prediction error for all items then model lacks prediction power.
- (ii) PLS- SEM (or MAE) analysis compared with LM RMSE (or MAE) reflects prediction error for majority of items then model has low prediction power.
- (iii) PLS- SEM RMSE (or MAE) analysis compared with LM RMSE (or MAE) reflects prediction error for a smaller number of items then model moderate prediction power.
- (iv) PLS- SEM (or MAE) analysis compared with LM RMSE (or MAE) reflects prediction error for none of the items then model has higher prediction power.

Table 11 shows that structural model establishes a moderate prediction power

Table 11: Q^2 and PLS predict

	Q^2 predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
BE1	0.442	0.682	0.515	0.692	0.516
BE2	0.421	0.698	0.515	0.703	0.514
BE3	0.287	0.844	0.628	0.849	0.631
BE4	0.367	0.768	0.571	0.771	0.574
BE5	0.417	0.672	0.505	0.66	0.476

Source: Primary Data (Smart Pls 4)

4.2.6 Model fit Parameter – SRMR

SRMR stands for Standardized Root Mean Square Residual is one of the global index used to support or not whole model. Value of SRMR should be less than 0.08 (Henseler et al., 2014; Hu & Bentler, 1998) The SRMR of this structural model is 0.058.

4.2.7 Summary of Hypothesis Testing

Hypothesis	Results
“H1: Brand awareness have a significant association with overall brand equity.”	Supported
“H2: Brand loyalty have a significant association with overall brand equity.”	Supported
“H3: Perceived quality have a significant association with overall brand equity.”	Supported
“H4: Brand association have a significant association with overall brand equity.”	Supported

4.2.8 Importance Performance Map Analysis

Importance Performance Map Analysis (IPMA) display the percentile score and strength of an independent variable effect. Here, percentile score means Performance and Effect means

Importance (Hair et al., 2017). **Table 12** shows that BAS has significant effect on BE Importance and rated high by respondents on performance. PQ and BA have insignificant effect on BE importance and rated high by respondents on performance. BL has insignificant effect on BE importance and rated low by respondents on performance.

Table 12: IPMA Analysis

	Importance	Performance
BA	0.106	69.855
BAS	0.434	72.033
BL	0.154	64.618
PQ	0.209	71.587
Average	0.22575	69.52325

Source: Primary Data (Smart Pls 4)

CONCLUSIONS

Theoretically, the study's outcomes provide support for the notion that brand loyalty, brand association, perceived quality, and brand awareness are all significant components of brand equity. All these dimensions are the prime factors that have a significant influence on brand equity. The structural model in **Figure 4.2** illustrates the relationship between the brand equity dimensions and the brand equity. It is of the utmost importance that businesses and NGOs establish connections with one another. Additionally, in 2015, the Ministry of Corporate Affairs issued a directive for major corporations to establish partnerships with non-governmental organizations (NGOs), stating that doing so would aid in the eradication of unethical practices and the more efficient allocation of their resources and efforts. Moreover, it will aid NGOs in fulfilling obligations pertaining to project monitoring. This research endeavors to establish a connection between corporations and non-governmental organizations.

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