

Employee based Brand Equity: A Study of Food Sector of Pakistan

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ABSTRACT

The importance of brands in the present era has grown up. The business environment has turn into brands war. The brands are striving for proficient services to customers. The customer services are possible with competent and skillful workforce. This research highlights the brand equity based on employees. The objective of this study is to analyze the factors that contribute in the development of employee based equity and its outcomes. The antecedents are brand endorsement, brand loyalty, brand image, and brand consistent behavior. The outcome of employee based brand equity is employee loyalty. The study is conducted in the food sector of Pakistan. The data is based on perception of employees regarding the antecedents and outcomes of employee based equity. Total 325 employees of food sector in five major cities i.e., Gujrat, Gujranwala, Sialkot, Islamabad, and Lahore. This research is based on hypotheses that brand endorsement, brand loyalty, brand image, and brand consistent behavior have positive impact on employee loyalty. The statistical analysis show that all hypotheses are accepted and significant contribution in the results. The findings also confirm that employee based brand equity is the separate thing based on its on variables and perceptions. The finds have implications for marketing and human resource managers.

Keywords: employee based brand equity, brand loyalty, brand endorsement, brand consistent Behavior, brand image

1. Introduction

Brand has intrigued the discussion by number of scholars. This discussion is underway from number of years. This concept of brand has been applied to various settings. There are activities carried by the organization to promote branding within and outside the organization. There are an ongoing efforts and activities carried by organizations under various heads to create and promote branding. There are also hiring of various specialists for the aforementioned purpose. The organizations also have adapted various models for estimating brand value. The value

estimations are based on various agreements. The main objective of all brand efforts and investments is to create and deliver value for customers. This also helps them to convince the end user to buy the organization value.

The organizations are still striving to find best suit model to gauge the customer value and build brand as that particular value. There are number of viewpoints in this regard. However, the employee based brand equity has gained very distinctive position. The focus is on employees to empower them suitable value for customers.

By considering the importance of branding for value and employee role for building and maintaining employee based brand equity is key for success for organization for sustain in the present market with hyper competitive environment. First the theoretical underpinning is based on premises that employees are key contributors to the brand and building brand value. For said purpose hypothetical foundation is developed. The hypothetical system of the review and meanings or ideas of employee based brand equity is observed and analyzed in the food sector. The research is based on the following variables as independent variables i.e., brand endorsement, brand loyalty, brand image, and brand consistent behavior. Whereas, the employee loyalty is the dependent variable. The premises is studied from branding efforts perceived by the employees. Therefore, all the independent and dependent variables are studied from the employee perspective for development of brand equity.

Research Questions

This research has following research question:

1. What is role of brand loyalty in employee loyalty?
2. How brand endorsement promotes the employee loyalty?
3. What is role of brand consistent behavior is development of employee loyalty?
4. How brand image promotes the employee loyalty?

Research Objectives

Following are the research objectives of this research:

1. To analyze the role of brand loyalty in employee loyalty
2. To access the impact of brand endorsement promotes the employee loyalty
3. To evaluate the role of brand consistent behavior is development of employee loyalty
4. To measure the impact of brand image promotes on employee loyalty

2. Literature Review

This section presents the discoveries from literature review. The method involved with looking into writing for this review started currently two years prior, when searching for appropriate and intriguing point. Branding had consistently been intriguing and work in proficient administrations at last fixed the decision of point. In this survey, the subject has been drawn

closer through terms, like assistance promoting, Aaker and Keller have been innovators, a significant part of the inspected work depend on their standards. In the quest for pertinent articles for the subject, that gives admittance to global data sets what's more, diaries, have been used.

To characterize the (EBBE), as the variance impact that variety information has on an representative's reaction to their workplace. Jayawardhena et al (2007) have distinguished that B2B setting contrasts from business-to-purchaser with typically more modest number of clients contributing critical worth to business. It is characterized proficient administrations as administrations conveyed in ability in a field of information (Ritsema van Eck-van Peet et al., 1992). The public setting is a worry as the example will incorporate just Finnish clients and customers. This review isn't considering the BE (brand equity) and a portion of the outcomes can be specific to the business, organization and the time aspects. Additionally, the review is led interestingly furthermore, accordingly no cross-sectional information accessible for correlation.

Hypothetically, the all-out brand value could comprise of the three points of view that have come to unmistakable quality in the area of BE contemplates, in particular the monetary point of view, the client viewpoint, and the representative point of view. Also, the brand value study could think about the potential representatives and expected clients as a partner.

Brand Equity

Choudhury (2012), "clarifies the foundation of brand working to be identified with the violent business sectors with significant expenses and dangers, which have expanded the interest in the direction of brand the board". As per his writing survey, brand value has been on high need rundown of advertising examine, since its presence during the 1980. In past & now is one of the hotly debated issues in advertising in the previous ages (Kenneth & Sneath, 2015).

As brand value trendy expression for advertisers and researchers for the beyond few many years, different descriptions have been introduced. It characterizes that brand value as "a bunch of brand resources and liabilities connected to a brand, its name furthermore, image that add to or take away from the worth given by the item or a administration to a firm as well as to that association's clients".

Keller (1993) also characterizes the brand value as "differential effect of brand information on shopper reaction to the advertising of the brand". BE comprises of 6 parts: brand striking nature, brand exhibitions, brand symbolism, brand sentiments, brand decisions and brand connections. Keller noticed that structure a brand requests 4 successive advances, beginning from building brand mindfulness, then, at that point, making brand implications through symbolism and brand exhibitions.

This brand information is shaped in clients psyche and it affects what degree the brand value could have an impact on directing clients in their decisions and conduct. Various variables impact the arrangement of brand information, including however not restricted to related knowledge utilizing brand, special endeavors, or experiences with organization representatives

(particularly in assistance organization cases). Notwithstanding, to increment the worth of the brands, the aspects that structure brand value should be upgraded.

BE in various meanings and introduced yet in this concentrate on the complete brand value is characterized as a bunch of brand benefits and impediments that are associated with a brand and its types of partners (counting however not restricted to name, logo, images, work force, and so on) that increment or abatement the worth given by the organization.

This review will investigate which aspects are pertinent for the media organization industry from both representative and client perspective as the client assistance interface in proficient administrations is impacted profoundly by the common correspondence furthermore, trade of data. The significance of estimating brand value lies in its essential worth in coordinating advertising technique, serving in manufacturing strategic choices and open-handed a base to survey of a brand. Pfoertsch examine BE should be recognized as essential resources of the organization, base for serious gain and long haul productivity area. In this manner it is pivotal to see how to gauge brand value. Be that as it may, in their review they foster a combined, viewpoints into account. In the accompanying parts the advertising point of view, which in the examination has been frequently founded on the client view, will be expounded more exhaustively.

The idea of this review won't stand firm on making a general model which would incorporate the monetary viewpoint. This monetary viewpoint gives the assessment of brand value in money related terms like limited income.

Since brand value is certainly not another idea any longer, a tremendous measure of various models have been proposed according to alternate points of view and blends of these viewpoints. It noted review that more than 300 unique and the majority of them focus on the client viewpoint and the presumption that brand value originates from the brand information that they have. In the accompanying section the alternate points of view of brand value estimation are introduced.

Customer based brand Equity

Research on experimentally inspected the connection between administration devotion and brand value. Brand value comprises of client portion of consumer spent money (wallet) and value quality and the forerunners of brand value. It is administration dependability comprising of procurement goals and reliability of attitude. Research survey fostered a hypothetical exploration model that coordinates the products branding administrations. It is based on brand endorsement, brand loyalty, brand image, and brand consistent behavior.

Brand loyalty

Brand loyalty is developed as the most creators contend to be remembered for the value estimation, regardless of whether it is called devotion, responsibility or reliability. A devotion what has a similar definition, expectation to stay with the association and its image. Their

discoveries show that belief and quality impression of the assistance lead to steadfastness towards the specialist co-op and in this manner exertion ought to be coordinated to these forerunners. Loyalty is a significant piece of brand value in client based perspective, yet it is additionally fascinating to research whether dependability in the representative based view towards brand value is significant. Notwithstanding, their discoveries demonstration that, there are no critical contrasts, across various business sectors. A review are the significance of right things and develops that are contemplated.

Brand endorsement

King et al. (2012) express, representative brand value parts as level of employee eagerness to impart emphatically (association) with brand and promote brand. And in this prominently significant in work market, particularly in media office industry in Pakistan, where a large portion of the representatives know one another through friendly cooperation's with providers, industry occasions and different events. By and large, a significant part of the advertising of B2B proficient administrations depends on informal exchange as the interest groups are little and conventional media vehicles designated to this crowd are scant.

Brand dependability got scholastic consideration around fifty years before the development of the CBBE system. Like different parts of CBBE, shopper devotion has likewise gone through a reasonable and functional personality emergency. Subsequently, numerous diverse and functional methodologies occur in catching customer/brand steadfastness. Past writing shows numerous various definitions and distinctive operationalizations of customer dependability reflecting clear conduct markers identified with past and future, for example, rehash buy, goals and positive informal, just as secret attitudinal pointers, for example, value affectability, inclination and loving. A portion of these markers have been utilized by analysts in catching faithfulness as a component of CBBE also, despite the fact that the first CBBE structures by Aaker or Keller did exclude these pointers.

Brand steadfastness was not an unmistakable part of Kellers (1993) CBBE structure. Despite the fact that Aakers (1991) system included brand steadfastness as a particular part, his unique operationalization doesn't catch the conduct and attitudinal nature of steadfastness, characterized brand steadfastness as the connection that a client has to a brand. Nonetheless, characterized steadfastness by comparing fulfillment and eagerness to follow through on greater expenses (value premium) with seven things mirroring these ideas. Some food sector and neighborliness specialists followed after accordingly and included either value premium, fulfillment or both as marks, dependability to its aspects as it were. As of late, BE value premium as a mark of brand esteem by restricting it to premium value discernment without including the shoppers ability to pay for it. Different examinations likewise included brand an incentive for CBBE of inn and objective.

The basic job of dependability for the achievement of the food sector and neighborliness brands is obvious in most concentrates on that remembered steadfastness for CBBE, despite the fact that

a couple of scientists named it as brand value in their examinations. Another disarray comes from exchanging among Aakers and Kellers conceptualizations of CBBE. For instance, BE value model of Keller and utilized brand reverberation as a part of CBBE, which they estimated with social faithfulness and attitudinal connection.

One more stream of exploration likewise included devotion and different implications of it as all things considered one more part of BE or as a result of devotion. However all aspects remembered for both look like the marks of reliability. Essentially, Lu et al. (2015) likewise remembered both brand dependability and brand decision expectation for their investigations; notwithstanding, they kept faithfulness as the CBBE part, which therefore impacted brand decision goal as a result variable. Parting unwaveringness into various kinds (for example past versus future attitudinal versus social) and treating diverse faithfulness types as both a part and a result of BE may create applied turmoil other than potential discriminant legitimacy issues.

Brand consistent behavior

In spite of its significance, Aaker additionally forewarned regarding the idea of mindfulness when zeroing in on explicit brand components like name, images and symbolism in estimation and furthermore the trouble of contrasting mindfulness across various brands and items (1996, p. 115).

Most analysts went with the same pattern and utilized mindfulness as a particular brand value component impacting at least one of different parts. In any case, there are additionally various practices as to mindfulness part. Few scientists estimated this part with multi-thing scales while others utilized one-thing scales. A few specialists consolidated mindfulness with affiliations. The practice of consolidating brand mindfulness with affiliations undermines the honesty of these parts that are clearly particular from each other when operationalized accurately. Consequently, perceived the need to isolate them in future exploration for refinement to follow the hypothesis.

In spite of the fact that Keller (1993) utilized mindfulness in his underlying plan of the CBBE parts, his later work in 2003 supplanted mindfulness with notability, which framed the base to expand on the different parts, to be specific, execution, symbolism, decisions, sentiments and reverberation. Following this training, Pike et al. (2010) additionally utilized brand remarkable quality in objective brand setting; henceforth, a semantic examination of scale things uncovers a lot of similarity to mindfulness what's more, affiliations (e.g.this objective is extremely well known).

One more gathering of specialists favored utilizing commonality rather than mindfulness (DenizciGuillet and Tasci, 2010,Tasci and Denizci, 2009). For instance, Gartner et al. (2007) remembered commonality for their objective CBBE gauges by operationalizing it as an absolute factor where they surveyed appearance, catching wind of or not knowing about diverse vacationer destinations with various degrees of fame.

Essentially, utilized commonality to catch changing levels of mindfulness about brands and uncovered that it is a basic element of shoppers decisions on the fit and similarity of brands. A few specialists likewise utilized both mindfulness and commonality in their image value be that as it may, this might prompt repetition particularly in complex model testing because of the intrinsic connection among mindfulness and commonality. Different analysts utilized commonality in their scale things regardless of whether they named the part as mindfulness. For instance, Rajhs (2002) mindfulness aspects incorporated this brand is exceptionally recognizable to me and the attributes of this brand are new to me. Additionally, Wang and Finn (2013) utilized commonality as aspects in their mindfulness part: knew about it, known about yet never utilized it, known about and utilized it, as of now utilizing. Different analysts referenced commonality in clarifying the job of mindfulness. For model, Lee and Back (2008) perceived commonality as the gradual degrees of mindfulness that prompts brand fulfillment through brand commonality in the occasion setting. Commonality supplanting mindfulness or being remembered for it could be supported with the intrinsic significance of attention to commonality.

Brand Image

In this review the brand value is estimated according to the viewpoints of the current customers and clients. For some brand value models, mindfulness is a strong aspect of the model however in this examination setting. The fundamental exploration system was introduced in the basic section and it depends on writing survey. As per that structure the accompanying measures are picked for this review, introduced more exhaustively in beneath table. It portrays the picked builds and measures for the brand value estimation according to the point of view of the representatives and clients. The models have been taken on and adjusted dependent on the writing audit.

Conceptual Model

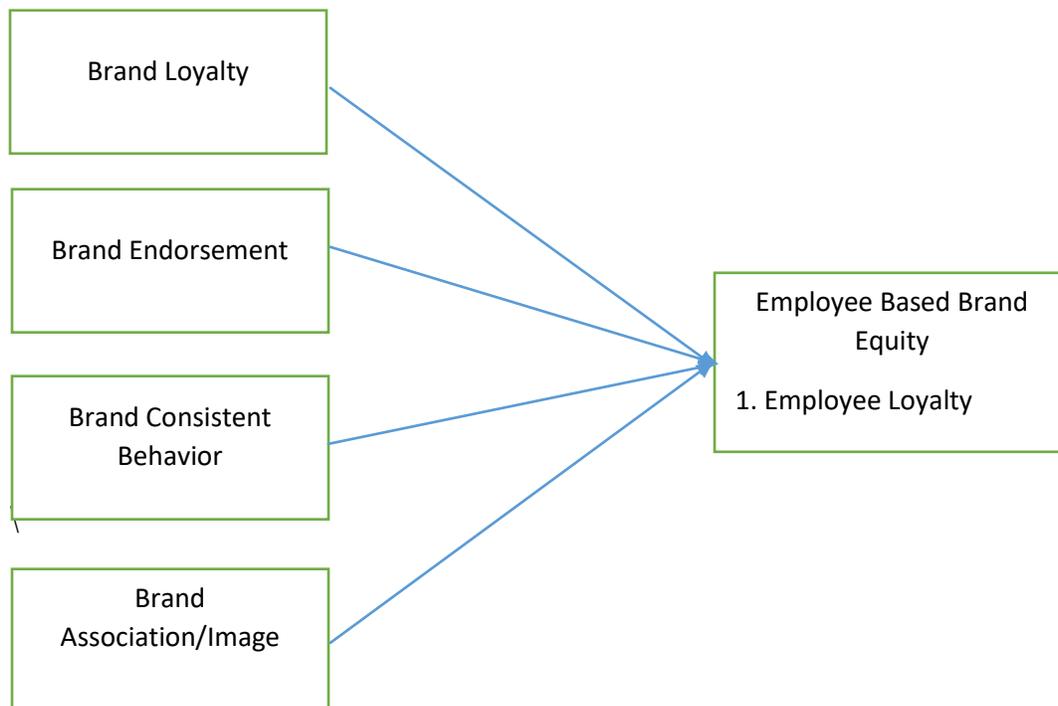


Table-2.1: Hypotheses of the Proposed Conceptual Model

H1	Brand loyalty has positive and significant impact on employee loyalty
H2	Brand endorsement has positive and significant impact on employee loyalty
H3	Brand consistent behaviour has positive and significant impact on employee loyalty
H4	Brand Association/Image has positive and significant impact on employee loyalty

3.

Research Methodology

This section presents the study plan and strategies utilized in this review all together to get information and how it was dissected.

Research design

As this review is led in the pitch of business and the board, recorded the significant focuses, that unmistakable information from different disciplines, having individual or business benefits, supervisors who give task frequently are pretty much as instructed as the analyst, and the exploration ought to have reasonable outcomes.

The motivation behind this examination is to discover how representatives and clients esteem the brand value for a B2B proficient assistance brand and regardless of whether there are relationships between components of brand value from both points of view. Brand value as an idea has been explored particularly in the past, at first in business to customer and quick shopper merchandise setting.

In any case, there research has reached out to different settings also and the aspects have been moved to quantify the value in various settings as well. What's more according to administrative viewpoint, organizations frequently degree the customer relationship to the organization and the representative association to the organization however disregard the significance of the representative customer association in particularly the enterprises of solid existence of the representative in conveying the yield along with the customer.

In the light of the outcomes, a hypothesis can be planned. In the implementation of information assortment, overview technique was picked to have the option to notice conceivable explanations behind specific connections between the explored aspects and the freedom to create models of these connections.

Furthermore, the overview system gave more command over the examination cycle and was a substantial choice for getting the bigger measure of information in more limited time span. As the information is gathered utilizing single information assortment strategy and broke down with relating examination systems, the exploration is mono technique. 5-point Likert scale is used to

inclined toward in past investigations as it stretches chance for all the more close-grained results. Along these lines, its decision for this review was likewise advocated.

4. Results and Discussions

Results are presented and explained in this section of the research. It explains what have been found from analysis, accept or reject hypotheses as presented before the methodology of this study.

Descriptive Statistics

Descriptive statistical analysis is supportive to explain the characteristics of the data apply in the research study. It also helpful and supportive in the organization of data into manageable shape. For this research work descriptive analysis is being done.

Demographics		
Gender	Frequency	Percentage
Male	178	54.77
Female	147	45.23
N= 325		100
Age (Years)		
20-25	89	27.38
26-30	78	24.00
31-35	76	23.38
36-40	54	16.62
40 and above	28	8.62
N= 325		100
Qualification		
Intermediate	122	37.539
Graduate	97	29.85
Master	85	26.15
Above Master	21	6.46
N= 325		100
Organization		
Fast Food	100	30.77
Desi Food	105	32.31
Chinese Food	20	6.15
Mixed	102	31.38
N=325		100

The sample characteristics are explained in the demographic table. The table is self-explanatory regarding numbers and percentage of each demographic measure i.e. gender, age, qualification, and organization of the respondents. It is very easy to identify the lowest and highest against each category.

Outer Loadings					
Item	Brand Association	Brand Consistent Behavior	Brand Endorsement	Brand Loyalty	Employee Loyalty
BA1	0.799				
BA2	0.766				
BA3	0.735				
BCB1		0.738			
BCB2		0.761			
BCB3		0.815			
BE1			0.707		
BE2			0.719		
BE3			0.705		
BE4			0.742		
BL1				0.779	
BL2				0.733	
BL3				0.756	
BL4				0.749	
EL1					0.702
EL2					0.781
EL3					0.760
EL4					0.697

The results show that brand endorsement has higher outer load value of 0.7882. This means there is greater level of validity. Majority of all the items lies between 0.7-0.8. The results also show that loadings of all items are above 0.69. The values above threshold holds that there is higher level of validity (Hair et al., 2013).

Outer VIF Values	
Items	VIF
BA1	1.356
BA2	1.247
BA3	1.245

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BCB1	1.254
BCB2	1.268
BCB3	1.380
BE1	1.261
BE2	1.309
BE3	1.239
BE4	1.356
BL2	1.447
BL3	1.435
BL4	1.475
EL1	1.301
EL2	1.463
EL3	1.401
EL4	1.306
BL1	1.508

Variance inflation factor (VIF) are given in the above table. The VIF values should be below 5 to holds that there is no or less amount of collinearity in the items of variables. The results show that all the VIF values are below 5.

Construct Reliability and Validity				
Variable Name	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Association	0.750	0.752	0.811	0.588
Brand Consistent Behavior	0.760	0.764	0.815	0.596
Brand Endorsement	0.787	0.787	0.810	0.516
Brand Loyalty	0.848	0.849	0.891	0.569
Employee Loyalty	0.817	0.822	0.875	0.542

The indicator loadings of CR must be greater than ≥ 0.7 to confirm reliability of variable. To found internal consistency reliability, Cronbach's alpha and composite 'reliability (CR) must be greater than ≥ 0.7 so, in this case entire values are greater than 0.7. Brand Association's CR value 0.750 is lowest in all constructs but larger than threshold of 0.7. The CR value of Employee Loyalty 0.848 is highest in all and meet the threshold. The CR value of Brand Consistent Behavior 0.761 are greater than standard of 0.7. Employee Loyalty figure of CR 0.850 an it is larger than 0.7. The AVE ought to be greater than 0.5 allows for convergent validity. All the values of AVE are lager then 0.5. The AVE value of Brand Consistent Behavior 0.599 is highest

in all and the AVE value of Brand Endorsement 0.516 is lowest but it is greater than the threshold of 0.5.

Fornell-Larcker Criterion					
	Brand Association	Brand Consistent Behavior	Brand Endorsement	Brand Loyalty	Employee Loyalty
Brand Association	0.767				
Brand Consistent Behavior	0.632	0.772			
Brand Endorsement	0.700	0.747	0.748		
Brand Loyalty	0.684	0.724	0.740	0.754	
Employee Loyalty	0.757	0.730	0.764	0.733	0.786

Fornell-larcker are given in above table. It is about discriminant validity of the instrument used in this research. As per rule of this criterion “AVE should be larger than squared latent variable correlation and AVE is placed along the diagonal” (Hair et al., 2013).

Heterotrait-Monotrait Ratio (HTMT)					
Variable Name	Brand Association	Brand Consistent Behavior	Brand Endorsement	Brand Loyalty	Employee Loyalty
Brand Association					
Brand Consistent Behavior	0.862				
Brand Endorsement	0.747	0.783			
Brand Loyalty	0.751	0.727	0.772		
Employee Loyalty	0.769	0.657	0.685	0.746	

Above table is about Heterotrait-Monotrait (HTMT) ratio. This helps to calculate of correlations among the variables. This is the average correlations among the variables. The threshold value

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for HTMT is ≤ 0.85 . HTMT is met in the results as Henseler et al (2015) identified and highlighted the threshold. If the values of HTMT are higher than threshold there is issue of multi-collinearity. Nitzl (2016) noted that HTMT is the measure used for evaluating discriminant validity.

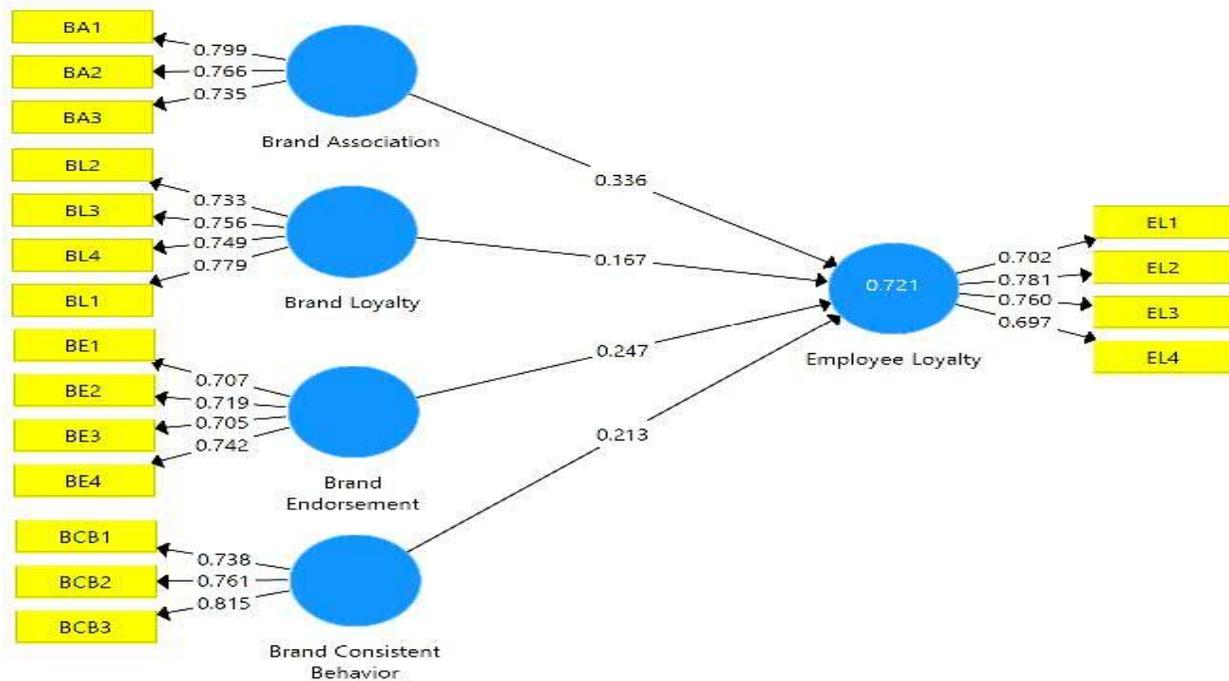
Fit Summary			
	Saturated Model	Estimated Model	Significance
SRMR	0.073	0.073	0.000
d_ULS	0.907	0.907	0.000
d_G	0.360	0.360	0.000
Chi-Square	633.580	633.580	0.000
NFI	0.837	0.837	0.000

Above table is about the table summary. The above table is about Standardized root means square residual (SRMR), d_ULS, d_G, Chi-Square, and Normalized Fixed Index (NFI) (Henseler et al., 2014). The SRMR value should meet the criterion value of ≤ 0.08 . The actual value in the present analysis is 0.073. SRMR values produced during the PLS modeling process reaffirms overall fit of model (Hair et al., 2014 & Henseler et al., 2014). Another process opted is complete bootstrapping. This helps to get p-value. P-values show the significance of various measures. The results show that SRMR, d-ULS, d_G, Chi-Square and NFI results are significant. The values are in range of 0 and 1. The NFI value near to one show the better the fit of model (Ringle et al., 2017). NFI is 0.837. This value is near to the 1 which is considered good (Bentler & Bonett, 1980; Dijkstra & Henseler, 2015).

Mean, STDEV, T-Values, P-Values					
Paths	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Brand Association -> Employee Loyalty	0.336	0.336	0.045	7.458	0.000
Brand Consistent Behavior -> Employee Loyalty	0.213	0.216	0.046	4.608	0.000
Brand Endorsement -> Employee Loyalty	0.247	0.245	0.062	3.991	0.000
Brand Loyalty -> Employee Loyalty	0.167	0.166	0.049	3.377	0.001

The Path coefficients, t-statistics and p-values shows that there is direct significant relationship among Brand Association and Employee Loyalty. The value 0.000 shows that there is direct significant positive relationship between religiosity and Credibility. The p-value 0.000 shows that there is direct significant relationship between Brand Consistent Behavior and Employee Loyalty. The results show that there is direct significant relationship between Brand Endorsement and Employee Loyalty. The p-value 0.000 shows that there is direct significant positive relationship between Brand Loyalty and Employee Loyalty.

Figure 4.1: The Measurement Model



5. Conclusion and Recommendation

The last part of this review gives an outline to the every one of the significant aftereffects of the exploration directed on the brand value estimation among customers and clients in B2B proficient administrations. Also, hypothetical commitments of the review to the value research are expounded, as the examination, to start with and introduced in the presentation of this theory. Down to earth suggestions to the business administrators are thought about, review can be taken to rehearse when settling on branding endeavors in organizations. In addition, the restrictions of this review are presented and checked on. At long last, recommendations for conceivable future bearings of exploration are explained.

To begin with, discovering what are the uncommon attributes of B2B branding. Besides, explore brand value in the perspective of clients and representatives. Ultimately, actually taking a look at what connection does representative based brand value and client based brand value.

The essential head part investigation was executed rather than factor examination because of low measure of cases under investigation. To see if the hypothetical builds load the experimental things under similar variables. In this stage all the client side develops and things breezed through the assessment however on representative side brand predictable conduct and saw esteem were forgotten about from further investigation or not breezing through assessment.

Limitations and Recommendations for Future

Despite the fact that this review didn't demonstrate measurably critical relatives between the representative and client develops of brand value, it should be noticed that the little measure of the outcome and accordingly this must be held as a reasonable constraint for this review notwithstanding the prior examined factors.

For dependability social aspects, also component of dedication are incorporated as an aide for future exploration. In spite of its significance, Aaker additionally forewarned regarding the idea of mindfulness when zeroing in on explicit brand components like name, images and symbolism in estimation and furthermore the trouble of contrasting mindfulness across various brands and items. Most analysts went with the same pattern and utilized mindfulness as a particular brand value component impacting at least one of different parts. In any case, there are additionally various practices as to mindfulness part. A mirror that a few scientists estimated this part with multi-thing scales while others utilized one-thing scales.

A few specialists consolidated mindfulness with affiliations. The practice of consolidating brand mindfulness with affiliations undermines the honesty of these parts that are clearly particular from each other when operationalized accurately. These different restrictions to be viewed as while summing up the aftereffects of this review are the public setting as the example will incorporate just Finnish clients and representatives. Moreover, this review isn't considering the powerful idea of the brand value and a portion of the outcomes can be specific to the business, organization and the time aspects.

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