Evaluating Customer-Based Brand Equity: A Case Study of the Top 5 Restaurants in Ballari

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Abstract: In the contemporary restaurant industry, where evolving consumer preferences and heightened competition define market dynamics, the role of branding has become indispensable for business sustainability and growth. With increasing options available to consumers, restaurants must build strong brand equity to stand out, cultivate customer loyalty, and ensure repeat patronage. Brand equity not only adds intangible value to a restaurant but also functions as a critical differentiator in a saturated marketplace. The objective of this study is to identify investigate the Consumer-driven brand value from five prominent family restaurants in Ballari: Kritunga, Hotel Abhiruchi, Royal Fort, Hotel Pola, and Anushree Family Restaurant. The research framework is anchored on four key dimensions of CBBE: Customer commitment to brand, Consumer-perceived value, Consumer brand recognition, and Brand-related perceptions. These aspects collectively represent Brand power and brand worth customers associate with restaurant brand name. The research was executed in Top five well-known family Culinary establishment at Ballari Kritunga, Hotel Abhiruhi, Royal fort, Hotel Pola and Anushree family restaurant. The study makes use of ANOVA, MANOVA and Techniques of Structural Equation modelling to assess Dimensions of customer-driven brand value To achieve the comprehensive understanding, these research employs a quantitative methodology and employs advanced Analytical procedures such as variance analysis (ANOVA) and multivariate variance testing (MANOVA)Structural Equation Modelling (SEM). These methods facilitate robust evaluation and comparison of brand equity dimensions across the selected restaurants, identifying patterns and relationships that influence customer perceptions and preferences. ANOVA is utilized to assess the variation in individual brand equity components among the five restaurants, while MANOVA explores the collective impact of multiple dependent variables. SEM is employed to model the structural relationships among the four Perceived brand worth dimensions and their impact on the overall customer-based brand strength score. These results are anticipated to offer actionable insights for restaurant managers and marketers to refine branding strategies, enhance customer engagement, and drive business performance. This study adds to the expanding literature on service branding in the hospitality sector and offers a localized, data-driven perspective on brand value creation. It underscores the essential nature of strategic Brand administration within an increasingly competitive environment and provides empirical evidence to guide branding efforts in the regional restaurant industry.

Keywords: *Consumer-Driven Brand Value, Brand Commitment, Product Excellence Perception, Brand Recognition, Brand Image Connections ANOVA, MANOVA, SEM, Family Restaurants, Ballari.*

I. INTRODUCTION

According to the available literature on Brand Management, the Brand Equity is 130 years old. (Murphy, et.al 2003). A brand is essentially a relationship – primarily between the customer and the company's offerings, as well as its interactions with strategic partners and regulatory bodiesand investors, and society in large. The brand attempts to answer a set of organizational challenges in the form of enlightened customers as its intangible long-term assets. Perceived brand worth as a marketing decision-makingtool. It signifies the value attribute to a product specifically because of its brand name. Perceived brand value plays a pivotal role in shaping customer preference and loyalty. As strategic framework for measurement, it focuses on customer's perceptions, attitude, and responses towards a brand. Equity Particularly in the restaurant industry—where customer experience, brand image, and service quality are critical

differentiators—understanding and managing CBBE can provide a significant competitive advantage. This study explores the dynamics Customer-Based Brand Equity with special reference to top restaurants, aiming to understand how factors such as brand awareness, brand associations, perceived quality, and customer loyalty contribute to building a strong brand.

In the context of restaurants, customer preferences are influenced by a variety of factors—ranging from taste, hygiene, and ambiance to digital convenience and emotional association with the brand. As such, successful restaurant brands understand that building strong customer relationships involves more than just offering good food; it requires creating a holistic, memorable, and consistent brand experience A brand encompasses more than just a name, logo, slogan. It encapsulates.A collection of beliefs, experiences, narratives, and connections that collectively influence a consumer's decision to choose one product or service over another. A powerful brand not only attracts new customers but also fosters loyalty, encourages advocacy, and allows businesses to command premium pricing.

Brand Equity is a marketing asset and is unique in establishing the differentiation among various brands in terms of their different ways of influencing the buying behavior (Ambler 2003) Brand Equity is the process of identifying the dimensions understanding them and investing to build these dimensions into intangible assets and ultimately the Brand Wealth (Yoo, Donthu and Lee 2000).Keller (2003) identified the conceptual components of brand equity, are emanated from the perspective of individual customer behavior and positive, negative associations with the brand.

The research till date has significantly proved that Brand Management and establishing consumer value bears the economic importance.
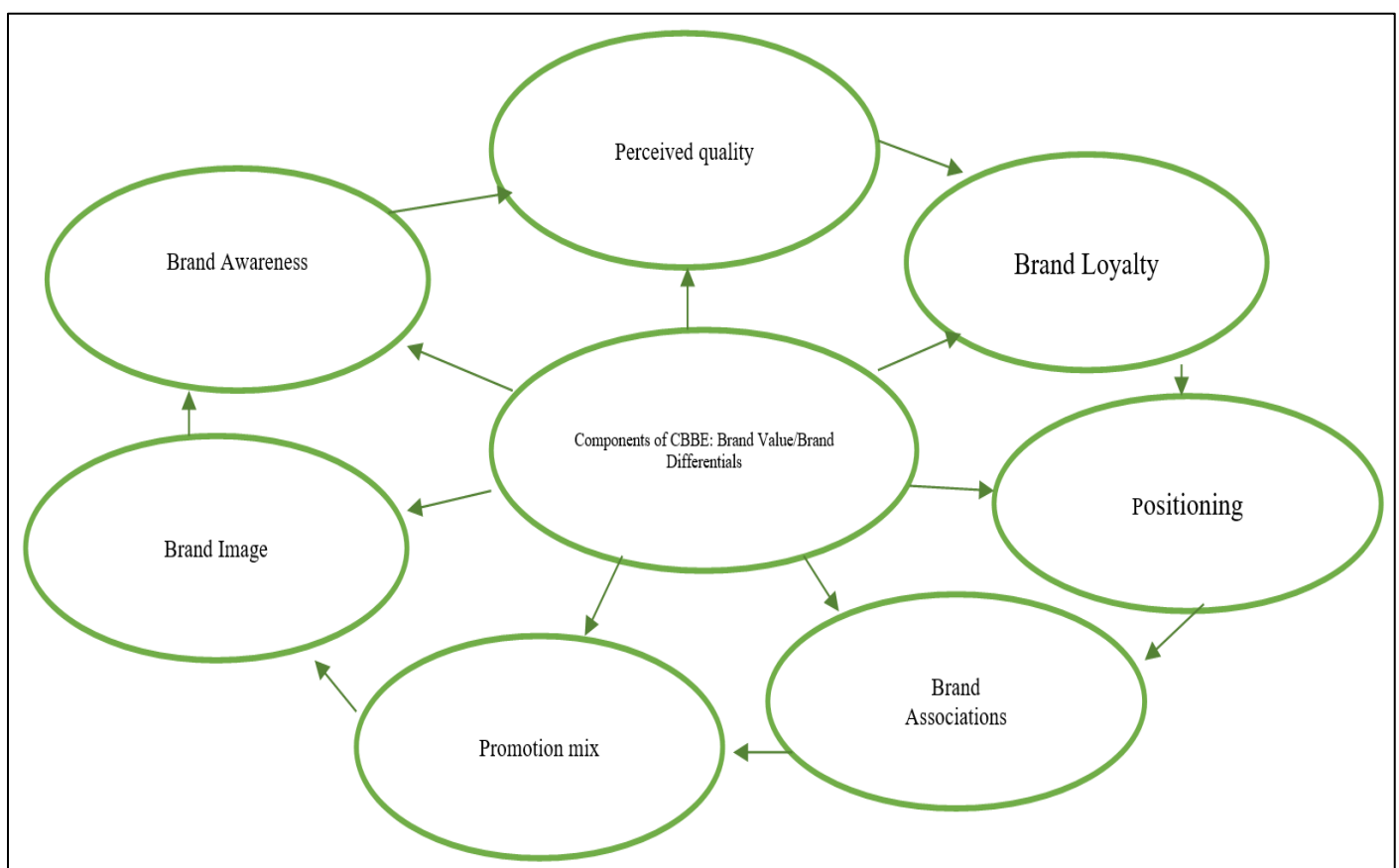

Fig 1 Brand Building Dimensions
Source: Adapted from Building Strong brands by David A. Aaker Copyright © 1995

II. LITERATURE REVIEW

Aaker (1991, 1996)has proposed the model on Building strong brands as shown in the diagram below.

➢ *Aaker D. A. Aaker - California Management Review, 1996 - cmr.ucpress.edu*

• Tuominen Pekka (1999)identified that brand equity is a relationship concept as well as a managerial concept with the significance of financial intangible asset and even it can be treated as customer concept from the perspective of theindividual customer.On the whole, the researcher has identified that legal instrument,logo,company, risk reducer, identity system, the image in consumer minds, value system, Personalityrelationships, valueadditionevolving.
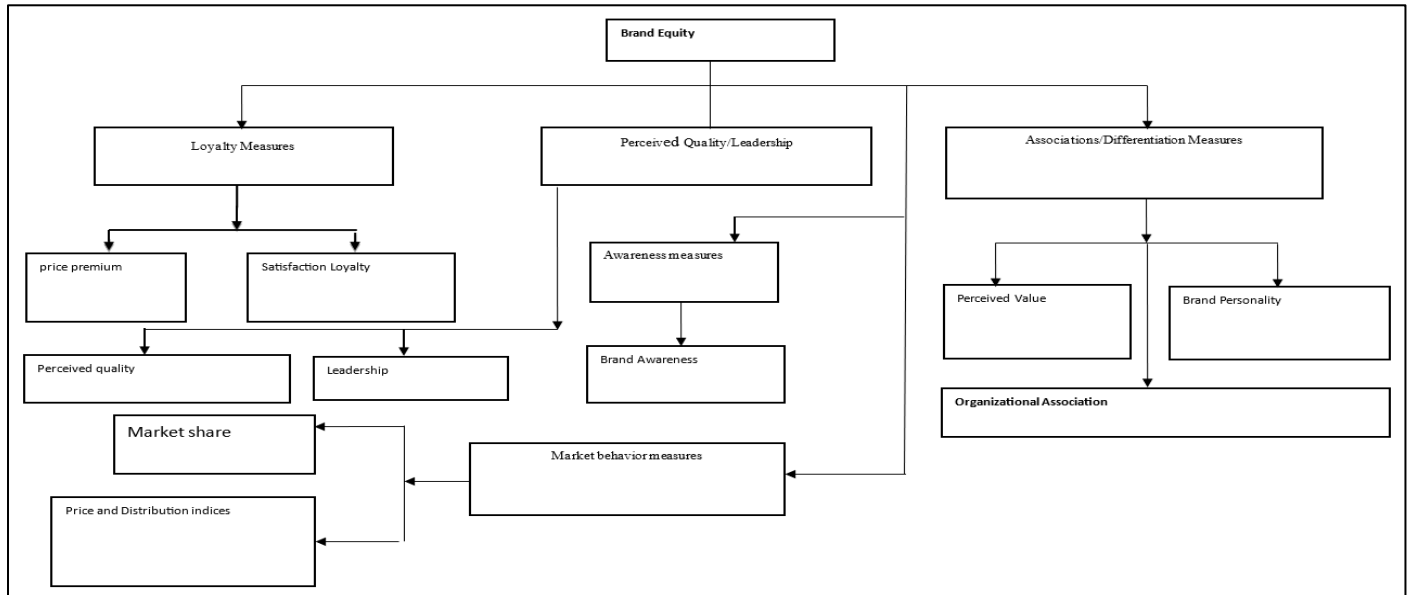
Fig 2 Brand Equity Parameters
Source: Adapted from Building Strong Brands by David A. Aaker – California Management Review,1996- cmr.ucpress.edu
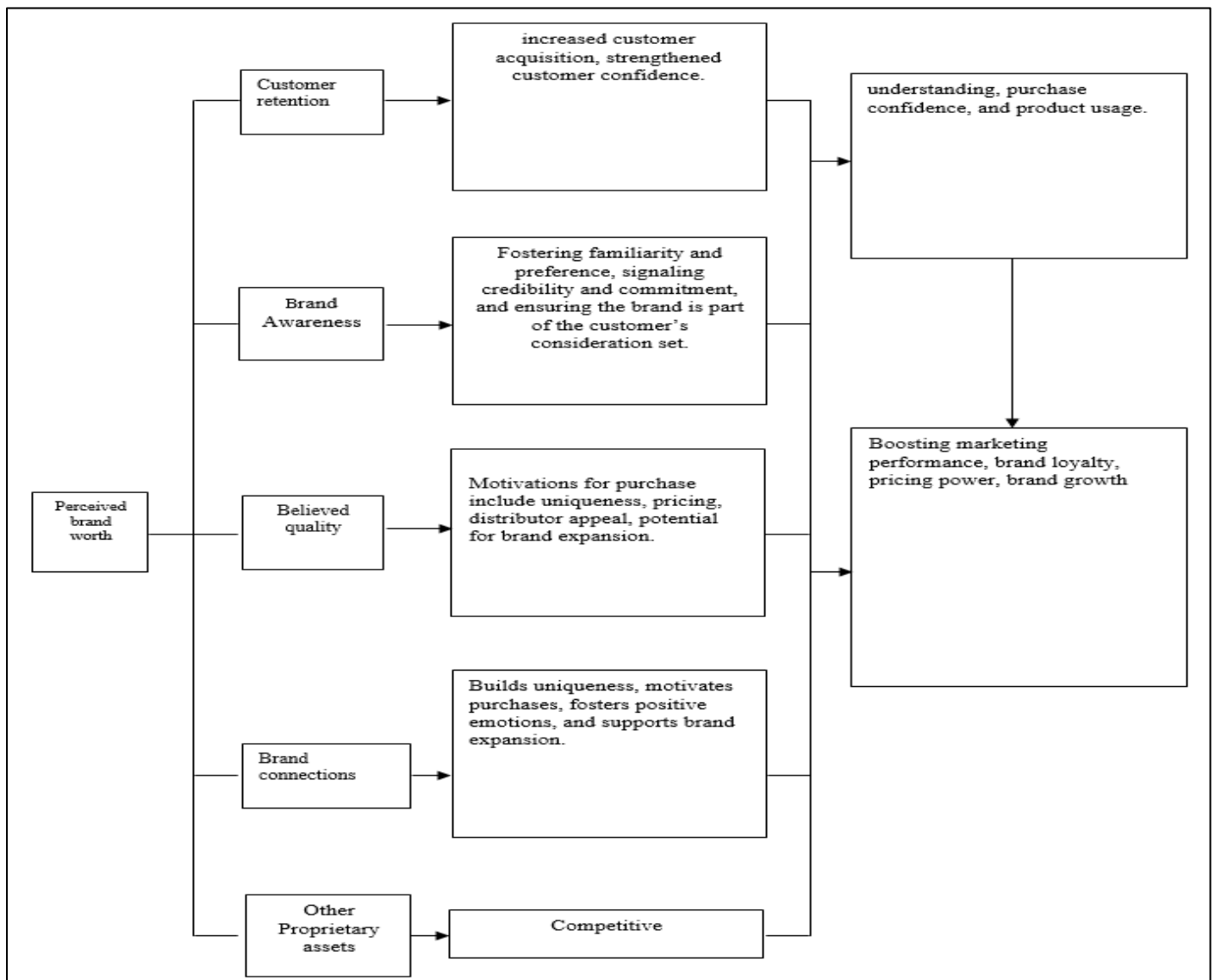

Fig 3 Conceptual Model of Brand Equity
Source: Ita.hse.f1/1999/1/Ita_1999_01_a4

- As per Aaker (1991, 1996, 1999), brand equity comprises brand loyalty, brand recognition, perceived value, brand connections, and additional proprietary resources like trademarks, copyrights, and patents. However, since this research emphasizes the Customer-Based Brand Equity (CBBE) framework, the fifth component—proprietary resources—will not be included in the scope of this study.

- Thompson et.al (2014): Perceived quality is described as the consumer's assessment of the brand's overall merit or superiority.based on both Customers evaluate products based on both inherent features and external signals. Buyers usually associatePremium brands known for reliability and integritywhich influences their overall satisfaction and loyalty. Brands that consistently deliver quality are seen as more reliable and valuable, leading to strong consumer attachment. The perception of quality is not merely about the physical product but also the brand image and customer experience it provides.

- Hazee, Vaerenbergh, and Armirotto (2017): Brand equity significantly impacts consumer perception by acting as a signal of high product or service quality argue that strong brand equity reduces customers uncertainty during Evaluation and judgment process and builds confidence While making a purchase. This means Consumers are more inclined to select a brand they trust, even if they have limited knowledge about the specific product. Over time, this trust builds loyalty and repeat purchases. Effective brand management, therefore, CBBE directly impacts consumer behavior through brand equity. Companies invest heavily in brand-building activities to foster this trust and minimize perceived risk.

- Phung, Ly, & Nguyen (2019) outline three critical ways in which brand awareness influences consumer behavior. First, Buyers are more inclined to buy brands they perceive as can readily recall. Second, in the absence of detailed product knowledge, customers tend to rely on familiar brand names. Third, strong Brand recognition strengthens brand connections As well as recall, which increasesProbability of becoming chosen. Their research confirms that building Brand recognition is able to significantly boost purchase probability and customer loyalty, particularly in crowded markets.

- Marques et al. (2020) further argue That the effect exerted by the brand awareness varies based Concerning a brand's market stage. For new brands, the primary goal is to achieve brand recognition so they can enter the customer's consideration set. In contrast, established brands focus more on maintaining or improving recall to stay competitive. Their research points out that different levels of awareness call for tailored marketing strategies. This insight emphasizes that awareness-building should evolve along with the brand lifecycle.

- Kim, Baloglu et.al (2021) propose that Brand recognition consists of consumers ability to Recognize a brand and identify it within a particular product category. Their research highlights how both spontaneous recall and recognition influence consumer behavior. They also suggest that brand awareness significantly affects brand choice, especially in high-involvement product categories. Furthermore, the study indicates that strong brand recall can reduce perceived purchase risk among

consumers. This comprehensive view strengthens the connection between awareness and brand trust

- Tran et al. (2021) state that perceived quality represents the consumer's general assessment of a product's excellence. Encompassing functionality, reliability, and consistency. It acts as a signal of the product's expected performance and brand promise. A higher perceived quality tends to positively shape brand associations, making customers more inclined to purchase and recommend the brand. This concept connects perceived quality closely with brand trust and market performance. psychological sacrifices. Their perspective suggests that value is not just functional but also emotionally driven. Customers form value.

- Sarker et al. (2021) described perceived value as an emotive judgment formed by comparing what the customer receives (service usefulness) with what they give up (costs and effort). This definition includes monetary, temporal, and psychological sacrifices. Their perspective suggests that value is not just functional but also emotionally driven. Customers form value perceptions based on overall brand experience, not just pricing. It supports a customer-centric approach, highlighting the subjectivity in value judgments. The model aligns with modern consumer behavior theories.

III. RESEARCH GAP

While the studies individually explore Brand recognition, Brand worth, Perceived excellence, and Customer value perception, few studies have integrated all these variables into a comprehensive model to understand how they jointly influence consumer behavior, especially in specific sectors like restaurants or servicesmost studies are not industry-specific or are focused on generic product categories. There is insufficient research examining Consumer-Driven Brand Valueemerging service sectors like local restaurants, cloud kitchens, or digital-first brands, where brand building is still evolving brand awareness in different market stages, but few empirical studies explore how brand strategies should evolve across a brand's lifecycle, especially in the restaurant or service industry. Existing studies lack a focus on digital platforms (e.g., Instagram, food delivery apps, Google reviews) and how these impact brand awareness, perceived quality, and value, particularly for younger, tech-savvy consumers. Few studies analyze how long-termbranding efforts influence loyalty and equity over time. Most are cross-sectional; thus, there's room for longitudinal studiesTo reflect the changing dynamics of branding perception.

IV. PROBLEM STATEMENT

In the highly competitive restaurant industry, establishing and sustaining strong Consumer-Perceived Brand Value remains the critical challenge. While elements Such as brand recognition, perceived excellence, and consumer-perceived worth are known to influence consumer behavior, limited research exists on their integrated impact within the restaurant sector. Moreover, most existing studies are generic and do not consider evolving digital platforms or

service innovations like cloud kitchens. There is a significant research gap in understanding how these components collectively drive customer loyalty and brand trust in modern restaurant settings. Addressing this gap is essential to develop effective, customer-centric branding strategies for restaurants in Ballari and across India.

➤ *Objective*

To examine the components of Brand Value among Restaurants within Ballari

• *Hypothesis*

✓ H (0): The elements of customer-driven brand value do not defer significantly
✓ H (1): The elements of customer brand value defer significantly

➤ *Objective 2:*

To verify the model fit Related to consumer-perceived brand value among Restaurants within Ballari

• *Hypothesis*

✓ H(0):The proposed model for measuring components Related to consumer-perceived brand value is not thegood fit
✓ H(1):The proposed model for measuring Elements of customer-driven brand equity are a good fit

V. DATA ANALYSIS AND INTERPRETATION

➤ *Objective*

To examine these components of Consumer-Oriented Brand Equity among Restaurants within Ballari

• *Hypothesis*

✓ H (0): The elements of customer-driven brand value do not defer significantly
✓ H (1): The components of consumer brand equity defer significantly

This above objective constitutes designed to analyze the components of Brand value. Consumer Knowledge, Brand perception, Brand Identity, Brand recognition, Customer loyalty are Its five major components Belonging to Consumer Based Brand value.

The emerging hyper-competitive and experience-driven restaurant industry, where choices abound and consumer preferences shift rapidly, building and sustaining strong brand equity is paramount for survival, differentiation, and long-term profitability. Consumer-Based Brand Equity (CBBE) provides a crucial lens for understanding this competitive advantage, as it focuses directly onThe brand's perceived importance among customers. Unlike financial valuations, CBBE is rooted in consumer perceptions, associations, attitudes, and behaviours towards a brand. For restaurants, which operate intensely within the service and experiential domain, cultivating positive CBBE translates

directly into customer attraction, retention, willingness to pay premium prices, resilience against competition, and ultimately, sustained success.

The study specifically targets the vibrant and evolving restaurant landscape of Ballari, Karnataka**.** Ballari, undergoing significant economic and demographic shifts, presents a fascinating microcosm. It's burgeoning urban population, growing middle class, influx of students and professionals, and unique cultural heritage create a dynamic market where dining choices are expanding rapidly. Understanding how restaurants build value in the minds of Ballari's diverse consumers is not just academically interesting but holds immense practical significance for both established eateries and new entrants navigating this competitive space. Therefore, the core objective the purpose of this investigation is tocomprehensively analyse key components of Customer-Perceived Brand Valuespecifically within connection withrestaurants operating in Ballari**.**

Guided by established CBBE frameworks (Aaker 1991 and Keller 1997), this analysis will focus on dissecting and understanding the interplay of five fundamental components:

• Brand Awareness**:** This foundational element examines the extent to which consumers in Ballari recognize and recall restaurant brands. How easily do specific restaurant names or concepts come to mind when considering dining options? Is awareness driven by location, signage, advertising, word-of-mouth etc.

• Brand Image**:** Moving beyond mere recognition, this component del vesinto the perceptions consumers hold about specific restaurants. What associations do they form? Is the restaurant perceived as affordable or premium, family-friendly or romantic, offering authentic local cuisine or international Flavours, reliable or inconsistent? These perceptions shape expectations and choices.

• Perceived Brand Identity: This explores how consumers interpret the restaurant's intended self-presentation – its personality, values, and core offerings as communicated through its name, logo, ambiance, menu design, service style, and marketing messages. Does the perceived identity align with the restaurant's intended image?

• Brand Knowledge: This encompasses the depth and structure of information consumers have stored in their memory about a restaurant. It combines awareness and image but adds layers of specific details – knowledge of signature dishes, price points, service quality, unique selling propositions, and past experiences (both personal and heard through others).

• Brand Loyalty: Representing the pinnacle of CBBE, this component measures the strength of consumer attachment. Are patrons in manifest repeat patronage, resistance to switching to competitors, willingness to recommend (advocacy), and potentially paying a price premium? Commitment to its ultimate indicator of strong Brand Value. components this CBBE are verified across top five restaurants in Ballari, which quite common spelled by the residents. The Likert scale is market at 5 points (5 = Highly preferred 1 = Least Preferred)

Table 1 Restaurants preferred to dine out

Elements of CBBE		Kruthunga N= 200	Abhiruchi N= 200	Royal Fort N =200	Anushree N= 200	Pola Paradise N=200
Brand Knowledge	Mean	3.88	3.92	3.86	3.93	3.84
	SD	0.77	0.87	0.77	0.85	0.88
Brand Image	Mean	3.39	3.63	3.46	3.55	3.51
	SD	0.81	0.89	0.83	0.91	0.83
Brand Identity	Mean	3.80	3.69	3.78	3.94	3.61
	SD	0.74	0.85	0.82	0.89	0.86
Brand Awareness	Mean	3.75	3.80	3.73	3.89	3.70
	SD	0.65	0.80	0.71	0.73	0.72
Brand Loyalty	Mean	3.59	3.51	3.48	3.63	3.46
	SD	0.84	0.83	0.78	0.85	0.85

Key Observations from the table 1 are tabulated reveal the mean scores of CBBE elements.

- Overall Moderate Positivity**:** All mean scores fall between 3.39 and 3.94. This indicates generally positive, but not outstanding, perceptions across all restaurants and all CBBE dimensions. No restaurant or dimension shows a mean consistently above 4.0 ("Agree") or below 3.0 ("Neutral").

- Anushree Leads Overall**:** Anushree has the highest mean score in 3 out of 5 dimensions (Brand Knowledge, Brand Identity, Brand Awareness) and is tied for the highest in Brand Loyalty. This suggests it is currently perceived as the strongest brand overall among these five

- Brand Image is the Weakest Dimension**:** Across all restaurants, Brand Image has the lowest mean scores (range 3.39-3.63). This indicates that how consumers feel about the brand

- Emotionally and its associations is a relative weakness compared to awareness, knowledge, etc.

- Brand Awareness & Knowledge are Strongest: Brand Awareness and Brand Knowledge consistently have the highest or near-highest means for each restaurant. Consumers are relatively aware of these restaurants and know what they offer.

- Brand Loyalty Shows Room for Growth: Loyalty scores (3.46-3.63) are generally lower than Awareness and Knowledge scores. While positive, this suggests repeat patronage and commitment need strengthening across the board.

- Pola Paradise Trails: Pola Paradise has the lowest mean score in 4 out of 5 dimensions (Brand Knowledge, Brand image, Brand familiarity, Customer loyalty) Along with second-lowest in Brand Image. It consistently lags behind the others.

- Abhiruchi's Image Strength**:** Abhiruchi has the highest Brand Image score (3.63), significantly higher than Kruthunga's (3.39). This is Abhiruchi's high scored component of Consumer Based Brand Equity.

- Kruthunga's Loyalty vs. Image: Kruthunga has relatively strong Brand Loyalty (3.59, 2nd highest) but the lowest Brand Image score (3.39).

This suggests customers return despite potentially weaker emotional connections or associations.

- Royal Fort - Mid-Pack: Royal Fort's scores are generally in the middle of the pack across dimensions, lacking a

clear standout strength or weakness compared to the others.

- Moderate Consensus SDs): Standard Deviations (SDs) are mostly between 0.65 and 0.91. This indicates a moderate spread of opinions around the mean for most dimensions and restaurants. Opinions aren't extremely polarized, but there's variability. Brand Awareness tends to have slightly lower SDs (more consensus), while Brand Image and Brand Loyalty have slightly higher SDs (more variance in opinions).

➢ *Restaurant-Specific Summary:*

- Kruthunga (N=200): Strongest in Brand Identity (3.80) and Brand Loyalty (3.59). Weakest in Brand Image (3.39). Awareness and Knowledge are solid but not leading.

- Abhiruchi (N=200): Standout leader in Brand Image (3.63). Relatively strong Brand Awareness (3.80). Weakest in Brand Loyalty (3.51) and Brand Identity (3.69).

- Royal Fort (N=200): Most consistent performer, generally scoring in the middle range for all dimensions. No clear lead, no clear lag. Brand Image (3.46) and Brand Loyalty (3.48) are its relative lows.

- Anushree(N=200): Overall Leader**.** Highest scores in Brand Knowledge (3.93), Brand Identity (3.94), and Brand Awareness (3.89). Tied highest in Brand Loyalty (3.63). Only Brand Image (3.55), while strong, is not the absolute leader.

- Pola Paradise (N=200): Overall Lagger**.** Lowest scores in Brand Knowledge (3.84), Brand Image (3.61), Brand Recognition(3.70), and Customer Loyalty(3.46). Brand Perception(3.51) is its strongest dimension but still only mid-table.

➢ *Strategic Implications Based on the mean Scores of Consumers Based Brand Equity.*

- All Restaurants: Need to focus on improving Brand Image (emotional connection, desirable associations) and Brand Loyalty (repeat business, commitment).

- Anushree: Capitalize on strong Awareness, Knowledge, and Identity. Focus marketing on reinforcing positive Image and converting awareness/knowledge into even stronger loyalty. It has the strongest platform to build from.

- Abhiruchi: Leverage its strong Brand Image. Address because positive image isn't translating into higher Brand Loyalty or stronger perceived Identity. Investigate potential weaknesses in value, experience consistency, or differentiation.
- Kruthunga: Understand the disconnect between relatively strong Loyalty and weak Image. Why do customers return despite weaker emotional associations? Focus on improving the emotional resonance (Image) of the brand to solidify loyalty.

- Royal Fort: Needs differentiation. Identify which dimension offers the best opportunity to improve and stand out (likely Image or Loyalty based on scores). Benchmark against leaders.
- Pola Paradise: Requires significant improvement across the board, especially in establishing a clearer Brand Identity and building Awareness & Loyalty. Investigate core weaknesses in customer experience or value proposition

Table 2 Restaurants Preferred to Dine Out

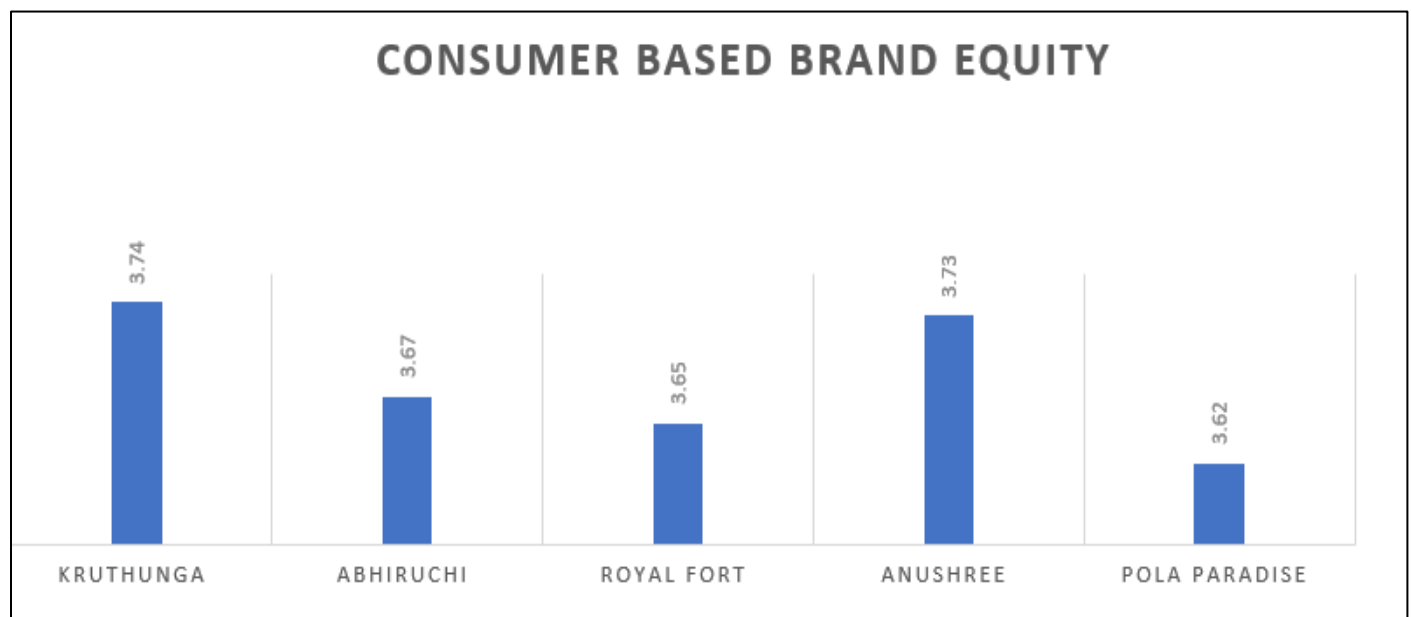| CBBE	Krutunga N=200	Abhiruchi N=200	Royal Fort N=200	Anushree N=200	Pola paradise N=200
Mean	3.74	3.67	3.65	3.73	3.62
SD	0.62	0.69	0.65	0.75	0.69

➢ *Verification of Hypothesis*

Fig 4 Consumer Based Brand Equity
Source: Primary Data

Table 3 is tabulated to verify the hypothesis of Hypothesis Regarding the elements of customer-driven brand value do not defer significantly. From the table it is found that, significant difference in how customers perceived brand knowledge, image, identity,Awareness, or loyalty across the five restaurants.

For all five CBBE dimension the null hypothesis (Ho)that all group means are equal is accepted. There is no statistically.

Table 3 One Way ANOVA

		Sum of Squares	DF	Mean Square	F	Sig.	Remarks
Brand Knowledge	Between Groups	1.276	4	.319	0.461	0.765	
	Within Groups	688.955	995	.692			
	Total	690.231	999				
Brand Image	Between Groups	3.614	4	.904	1.218	0.301	
	Within Groups	737.785	995	.741			
	Total	741.399	999				H(0) : Accepted
Brand Identity	Between Groups	4.854	4	1.214	1.725	0.142	
	Within Groups	700.070	995	.704			
	Total	704.924	999				
Brand Awareness	Between Groups	4.576	4	1.144	2.172	0.070	
	Within Groups	524.140	995	.527			

	Total	528.716	999				
Brand Loyalty	Between Groups	3.256	4	.814	1.170	0.322	
	Within Groups	691.960	995	.695			
	Total	695.216	999				

➢ *Strategic Implications for Restaurants in Ballari:*

• *Highly Competitive Homogeneity:*
The lack of significant differences across all brand equity dimensions suggests that customers view these five restaurants similarly. From a brand perception standpoint, the market appears undifferentiated.

• *Urgent Need for Differentiation:*
To stand out, restaurants must strategically differentiate themselves. This may involve focusing on unique value propositions such as:

✓ Exclusive menu offerings
✓ Superior service quality
✓ Unique ambiance or dining experience
✓ Loyalty programs or price-based promotions
✓ Enhanced digital or community engagement

• *Focus on Execution Excellence:*
In the absence of differentiation in brand perception, a competitive edge may lie in consistent operational excellence, leading to improved customer satisfaction and word-of-mouth.

• *Re-Evaluate Branding Measures:*
It is worth revisiting the measurement tools and scales used to capture brand perceptions. They must be validated to ensure they reflect the actual drivers of customer preferences in the local Ballari market context.

• *Explore Additional Factors:*
Since the measured brand equity dimensions did not capture meaningful differences, consider evaluating other influencing factors such as:

✓ Customer service
✓ Wait time
✓ Price-value perceptions
✓ Accessibility and convenience

The ANOVA results suggest a statistically flat landscape in brand perception across the five restaurants studied. This finding is both a challenge and an opportunity. By identifying and acting on areas where real customer value can be delivered beyond the current CBBE metrics restaurants can build stronger, more distinctive brand identities in a crowded marketplace.

The analysis is further deepened and focussed to study the significant difference among the different elements of CBBE and top five restaurants in Ballari. MANOVA analysis is with the help of Post hoc multiple comparisons.

To investigate whether statistically significant differences exist among the five restaurants in Ballari (Kruthunga, Abhiruchi, Royal Fort, Anushree, Pola Paradise) across multiple brand equity elements simultaneously. MANOVA is complemented with Post Hoc Multiple Comparisons to detect pairwise group differences within each CBBE element.

Table 4 MANOVA –Multi Variate Analysis

| Post hoc multiple comparisons		Sig. Value	Remarks
Brand Knowledge	Kruthunga	> 0.05	H (0) Accepted
	Abhiruchi	> 0.05	
	Royal Fort	> 0.05	
	Anushree	> 0.05	
	Pola Paradise	> 0.05	
Brand Image	Abhiruchi and Royal Fort	0.049	H (0) : Rejected
	Kruthunga	> 0.05	H (0) Accepted
	Anushree	> 0.05	H (0) Accepted
	Pola Paradise	> 0.05	H (0) Accepted
Brand Identity	Kruthunga and Pola Paradise	0.020	H (0) : Rejected
	Abhiruchi	> 0.05	H (0) Accepted
	Royal Fort	> 0.05	H (0) Accepted
	Anushree	> 0.05	H (0) Accepted
Brand Awareness	Kruthunga and Anushree	0.05	H (0) : Rejected
	Abhiruchi	> 0.05	H (0) Accepted
	Royal Fort	> 0.05	H (0) Accepted
	Pola Paradise	> 0.05	H (0) Accepted
Brand Loyalty	Kruthunga	> 0.05	H (0) Accepted
	Abhiruchi	> 0.05	H (0) Accepted
	Royal Fort	> 0.05	H (0) Accepted
	Anushree	> 0.05	H (0) Accepted
	Pola Paradise	> 0.05	H (0) Accepted
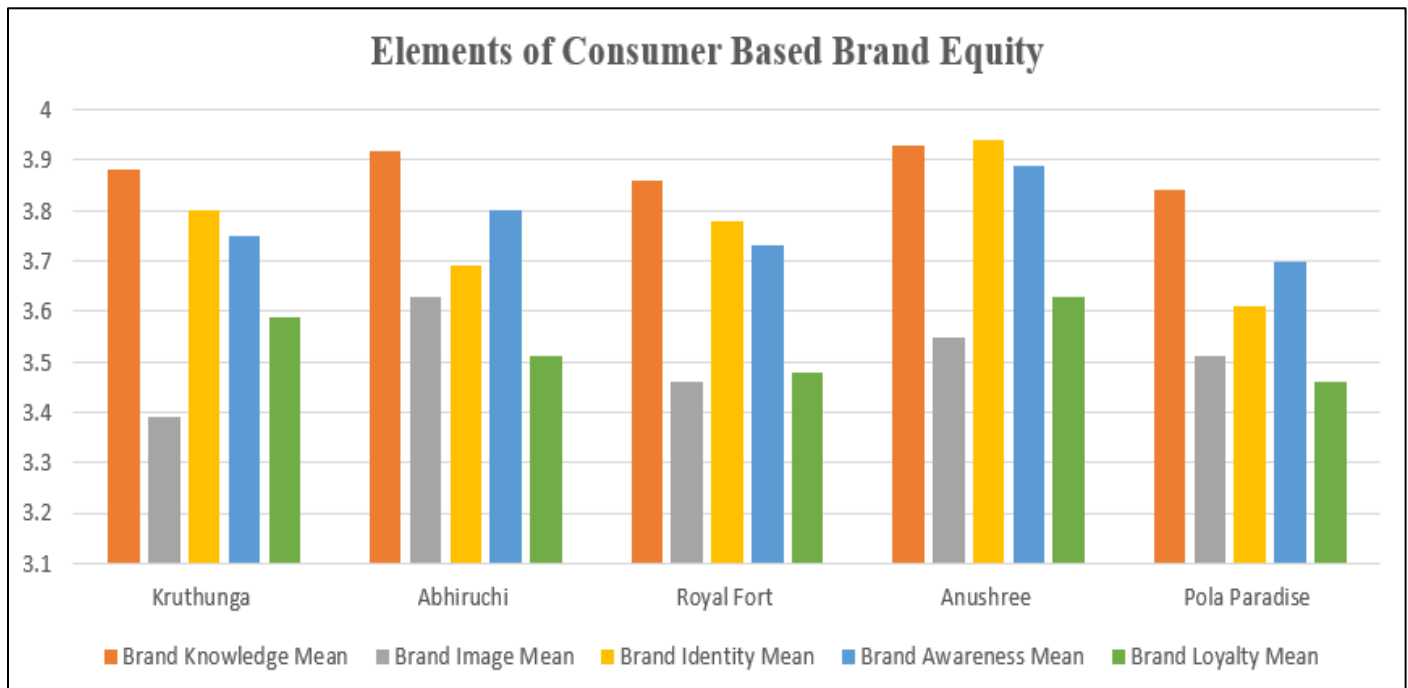
Fig 5 Elements of Consumer Based Brand Equity
Source: Primary Data

➢ *Detailed Interpretation by Dimension:*

• *Brand Knowledge:*

✓ Post Hoc Results**:** All pairwise comparisons have p-values > 0.05.
✓ Interpretation: Customers perceive no significant difference in brand knowledge across any of the five restaurants. The knowledge of these brands appears to be uniformly distributed**.**

• *Brand Image:*

✓ Significant Pair: Abhiruchi vs Royal Fort (p = 0.049)
✓ Interpretation: A meaningful statistical variation exists Withinthis perceptionRegarding brand perceptionbetween Abhiruchi and Royal Fort. This suggests thatone brand may be perceived more positively or distinctlyin terms of brand image. Other restaurants do not significantly differ in this dimension.

• *Brand Identity:*

✓ Significant Pair: Kruthunga vs Pola Paradise(p = 0.020)
✓ Interpretation: Customers differentiate Kruthunga and Pola Paradise based on brand identity, indicating a perceived uniqueness in their brand persona or positioning.

• *Brand Awareness:*

✓ Significant Pair: Kruthunga vs Anushree (p = 0.050)
✓ Interpretation: A borderline significant difference is observed, suggesting Kruthunga and Anushree differ slightly in how well they are recognized or recalled by customers. This may warrant deeper investigation.

• *Brand Loyalty:*

✓ Post Hoc Results: All comparisons > 0.05
✓ Interpretation: No significant difference exists in customer loyalty among any of the restaurants, implying a uniform level of repeat patronage or emotional attachment across all five.

➢ *Strategic Implications from MANOVA Analysis:*

• *Evidence of Differentiation Exists (but limited):*
While overall ANOVA showed no significant differences, MANOVA reveals specific brandpairs where differentiation exists. This means some elements of CBBE are perceived differently between certain restaurants, which could serve as focal points for branding strategies.

• *Kruthunga Emerges as a Differentiated Player:*
Kruthunga shows up in two of the three significant comparisons (Brand Identity and Awareness), suggesting it may be distinct in positioning or visibility compared to others. This is a strategic strength worth reinforcing and communicating.

• *Need to Investigate Pairwise Gaps Further:*
The differences in brand image between Abhiruchi and Royal Fort**,** andbrand identity between Kruthunga and Pola Paradise, could stem from visual identity, marketing style, or service ethos. Further qualitative research (e.g., customer interviews or focus groups) could pinpoint the drivers.

• *Uniform Loyalty and Knowledge:*
The lack of significant differences in Brand Loyalty and Knowledge highlights a saturated market in terms of customer awareness and retention. Future efforts may need to

focus on deepening emotional bonds or offering compelling value to move the loyalty needle.

- *Opportunity for Strategic Brand Positioning:*
  Restaurants should build on dimensions where they already differ (e.g., Kruthunga's brand identity) and consider positioning shifts in less differentiated dimensions like Brand Loyalty or Knowledge to gain competitive edge**.**

  While the one-way ANOVA suggested broad similarities across brand equity perceptions**,** MANOVA reveals subtle but meaningful differentiation in Brand Image, Identity, and Awareness among select restaurants. These insights highlight specific brand pairs with distinct

perceptions and provide valuable direction for targeted branding efforts in Ballari's competitive restaurant market.

➢ *Objective 2:*
  To verify the model fit Related to customer-perceived brand value among Restaurants withinBallari

- *Hypothesis*

✓ H (0): The proposed model for measuring components Consumer-driven brand equity does not represent the good fit.
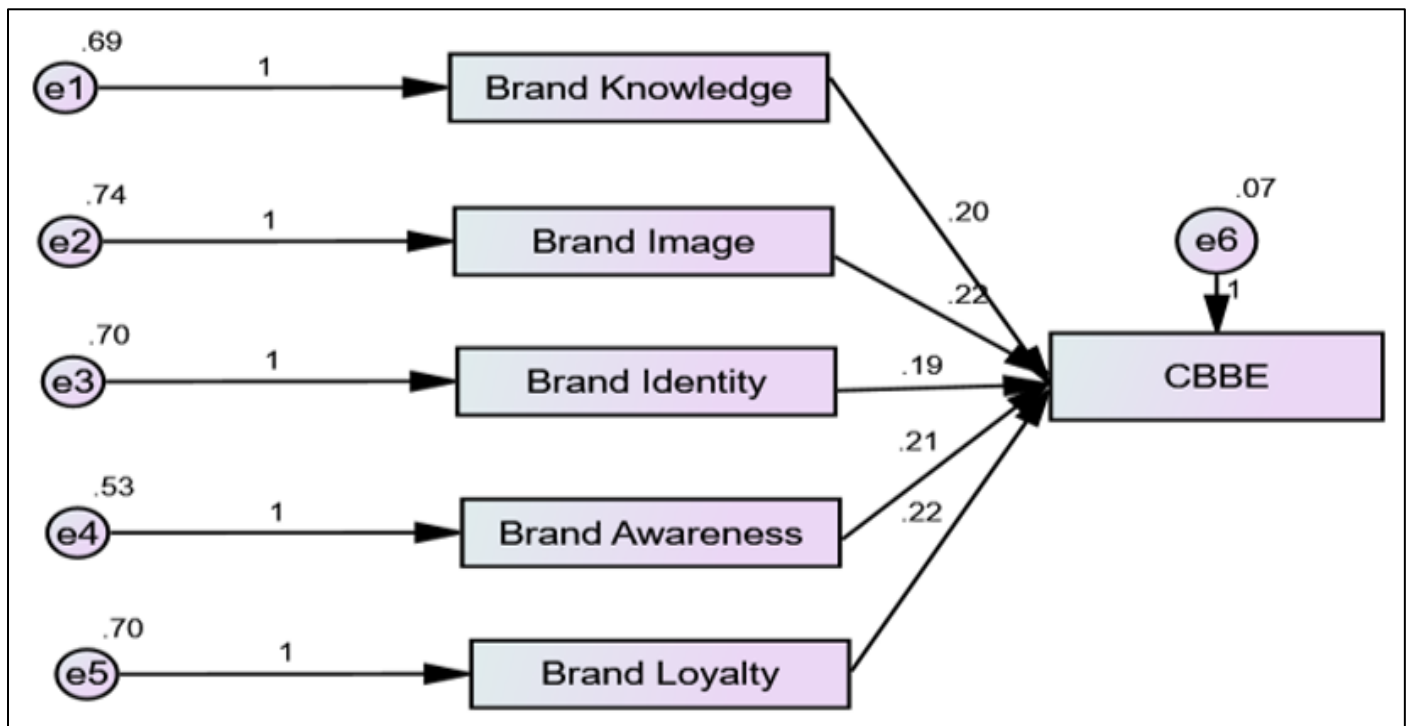✓ H (1): The proposed model for measuring Elements of customer-perceived brand value is the good fit.

Fig 6 Path Analysis
Source: Compiled by the Researcher

Table 5 Goodness of Model Fit

Model Fit Indices	P value Results	Suggested P Values	Remarks
Chi square	0.000	P >0.05	Model is not a good fit to the data
Comparative Fit Index (CFI)	0.961	>0.90 Hu and Bentler,1999	Results are marginally adequate to claim the Model is a good fit to the data
Goodness of Fit Index (GFI)	0.949	>0.90Hair et al., 2006	
Adjusted of Goodness of Fit Index (AGFI)	0.148	>0.9 Daire et al., 2008	Model is not a good fit to the data
Normated Fit Index (NFI)	0.860	≥0.9Hu and Bentler,1999	Results are marginally adequate to claim the Model is a good fit to the data
Incremental Fit Index (IFI)	0.752	Approaches 1	Model is moderately a good fit to the data
Tucker Lewis Index (TLI)	0.342	≥0.9Hair et al.,1998	Model is not a good fit to the data
Root Mean Square Error of Approximation (RMSEA)	0.0386	<0.08Hair et al.,2006	The proposed model is a good fit of data
Parsimony Goodness of Fit Index (PGFI)	0.216	<0.5 Mulaik et al.1989	The proposed model is a good fit of data
Conclusion : Minimum is achieved-Default model ,Chi-square = 1499.15, Degrees of freedom = 10,Probability level = 0.000			

Source*:* Primary data, R. Renganathan et.al (November 2012)

Table 6 Path Analysis

Dependent Variables		Independent Variables	Regression Estimate	S.E	P Value
Consumer Based Brand Equity	<---	BMG- Brand Image	0.218**	.010	< 0.01
Consumer Based Brand Equity	<---	BI – Brand Identity	0.193**	.010	< 0.01
Consumer Based Brand Equity	<---	BAW- Brand Awareness	0.212**	.011	< 0.01
Consumer Based Brand Equity	<---	BL-Brand Loyalty	0.216**	.010	< 0.01
Consumer Based Brand Equity	<---	BK- Brand Knowledge	0.197**	.010	< 0.01

The path analysis suggests that all five Aspects of Consumer Consumer-Driven Brand Equity BrandImage, Identity, Recognition, Commitment, As well asKnowledge— have Meaningfuland BeneficialeffectsonConsumer-Based Brand Equity, supporting the structure Regarding model conceptually.

Although the significant chi-square value was observed (p = 0..000), which typically indicates a poor model fit, it is sensitive to large sample sizes and should be interpreted with caution. Multiple other fit indices (CFI, GFI, AGFI, RMSEA, and PGFI) fall within acceptable or excellent ranges, suggesting that the model provides a reasonably good fit to the data. However, some indices (NFI, TLI, IFI) fall below ideal thresholds, which indicates room for improvement in the model structure or measurement. Based on the majority of fit indices and strong path coefficients, the Alternative

Hypothesis (H_1)isaccepted. This supports the theoretical structure of CBBE as comprising Brand Image, Identity, Awareness, Loyalty, and Knowledge, all of which significantly contribute to consumer brand equity in the Ballari restaurant context.

➢ *Strategic Implications*

Restaurants in Ballari should invest holistically in strengthening all five brand equity components, as they collectively drive customer perception and brand value. The regression coefficients portray moderately strongly path coefficients indicating the restaurants in Ballari holistically invest in building long-term priority areas for creating strategic brand differential and stronger Customer-Driven Brand ValueDiscussions.

This research provides an nuanced Insight into Consumer-Based Brand Equitywithin itscompetitive restaurant landscape within Ballari, Karnataka. The findings present a complex picture, challenging initial assumptions while offering valuable strategic direction.

The descriptive analysis (mean scores) painted a landscape of moderate positivity. No restaurant or dimension achieved consistently "strongly agree" levels (mean > 4.0), indicating significant room for improvement across the board. Anushree emerged as the relative leader, particularly in Brand Awareness, Knowledge, and Identity, suggesting a solid foundation. Conversely, Pola Paradise consistently lagged, highlighting potential weaknesses in its value proposition or customer experience. Crucially, Brand Image surfaced as the weakest dimension universally, while Brand Awareness and Knowledge were the strongest. This suggests restaurants are generally good at being known and understood but struggle to create distinctive, emotionally

resonant associations. The moderate Brand Loyalty scores further underscore this, indicating customers are aware and knowledgeable but not deeply committed. The initial One-Way ANOVA results were striking and counter-intuitive to the mean score variations. Accepting H_0 for all five dimensions implied that, statistically, customers perceived no significant differences in any single CBBE dimension across the five restaurants. This pointed towards a market characterized by competitive homogeneity in brand perception – customers see these top players as largely interchangeable on these established brand equity measures. This finding underscores a critical challenge: differentiation is either minimal or not captured effectively by these traditional CBBE components within this specific market context. However, the MANOVA with Post Hoc tests revealed a more textured reality beneath the surface homogeneity. While confirming no differences in Brand Knowledge and Loyalty, it identified specific pairwise differences:

- Brand Image: Abhiruchi held a significantly more positive image than Royal Fort.
- Brand Identity: Kruthunga was perceived as having a significantly stronger identity than Pola Paradise.
- Brand Awareness: A borderline significant difference suggested Kruthunga might be slightly less aware than Anushree.

These findings are crucial. They indicate that while the *overall levels* of each dimension might be statistically similar across the group (ANOVA), specific relationships and comparisons between certain restaurants reveal points of differentiation (MANOVA). Kruthunga, appearing in two significant comparisons, hints at potential distinctiveness in identity and awareness relative to others.

Finally, Path Analysis confirmed the theoretical validity of the proposed CBBE model (Brand Image, Identity, Awareness, Loyalty, and Knowledge) within the Ballari restaurant context. All five dimensions demonstrated significant positive paths to overall CBBE, supporting H_1 for the model fit. While some fit indices (NFI, TLI, IFI) suggested potential for refinement, the majority (CFI, GFI, AGFI, RMSEA, PGFI) and the strong, significant path coefficients validated the core structure. This confirms that investments in these five areas collectively build brand equity, even if their absolute levels show homogeneity across competitors currently in the restaurant business.

VI. FINDINGS OF THE STUDY

- Moderate Overall CBBE: All restaurants exhibit generally positive but not outstanding CBBE across all

dimensions (means 3.39-3.94). Anushree leads descriptively; Pola Paradise lags.

- Dimension Strengths & Weaknesses: Brand Awareness and Knowledge are the strongest dimensions universally. Brand Image is the weakest dimension across all restaurants. Brand Loyalty shows moderate levels, indicating room for growth and commitment to build strong brands.
- Homogeneity in Dimension Levels (ANOVA): Statistically, customers perceive *no significant differences* in the levels of any single CBBE dimension (Brand Knowledge, Image, Identity, Awareness, and Loyalty) across the five restaurants.
- Specific Differentiation Emerges (MANOVA): Despite overall homogeneity, specific pairwise differences exist:

✓ Abhiruchi has a stronger Brand Image than Royal Fort.
✓ Kruthunga has a stronger Brand Identity than Pola Paradise.
✓ Kruthunga may have lower Brand Awareness than Anushree (borderline significant).
✓ No significant differences were found in Brand Knowledge or Brand Loyalty between any restaurants.

- Validated CBBE Model (Path Analysis): The theoretical model, comprising Brand Image, Identity, Awareness, Loyalty, and Knowledge, is a good fit for explaining CBBE in Ballari restaurants. All five components significantly contribute to overall brand equity. The regression coefficients Are observed to be statistically significant at 1% level of significance.
- Strategic Imperative: Its combination of moderate scores, overall homogeneity on individual dimensions (ANOVA), specific pairwise differences (MANOVA), and validated model structure highlights an urgent need for strategic differentiation beyond current practices.

VII. CONCLUSION

The present study offers critical insights Within the state to Consumer-Based Brand Equity among leading restaurants among Ballari. This overarching conclusion represents one of moderate brand strength within a context of competitive homogeneity. While the core CBBE model (Aaker, Keller) is validated as structurally sound and relevant, its individual components currently fail to distinguish the top players significantly *as a group* when viewed in isolation (ANOVA results). Customers generally know what these restaurants offer, but they lack strong, distinctive emotional connections (Image) and deep loyalty. However, the research also reveals pockets of differentiation (MANOVA results). Abhiruchi's relatively stronger image, Kruthunga's potentially clearer identity, and Anushree's descriptive leadership provide starting points. These specific differences, though limited, are valuable signals in an otherwise flat landscape. They suggest that differentiation *is* possible but requires more focused effort than currently employed.

The validated path model reinforces that holistic investment in all five CBBE dimensions remains essential for building brand equity. Yet, the findings on homogeneity and specific weaknesses (Image, Loyalty) demand context-specific Brand management strategies Holistically the Ballari restaurant market presents a challenge of perceived similarity on established brand equity pillars. Success will hinge on moving beyond moderate, homogenous perceptions by strategically amplifying existing points of differentiation, aggressively addressing universal weaknesses (especially Image and Loyalty), and potentially discovering new, locally relevant drivers of customer preference that complement the foundational CBBE model. The validated model provides the roadmap; the imperative now is for restaurants to navigate it with greater distinctiveness and emotional appeal tailored to the Ballari consumer

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