

‘Saya/ Kami akui bahawa saya telah membaca karya ini dan pada pandangan saya/
kami karya ini adalah memadai dari segi skop dan kualiti untuk tujuan
penganugerahan Ijazah Sarjana Muda Pengurusan Teknologi (Pemasaran Teknologi
Tinggi)’

Tandatangan :

Nama Penyelia : ENCIK MUKHIFFUN BIN MUKAPIT

Tarikh : JUN 2014

Tandatangan :

Nama Panel : DR CHEW BOON CHEONG

Tarikh : JUN 2014

THE COMPARISON BETWEEN DETTOL AND LIFEBOUY BRAND IN TERM
OF BRAND EQUITY BASED ON CUSTOMER PERSPECTIVES IN MALACCA

MURNI AQILAH BINTI MURSHID

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“Saya akui laporan ini adalah hasil kerja saya sendiri kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya”

Tandatangan :

Nama : MURNI AQILAH BINTI MURSHID

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DEDICATION

Firstly, the dedication for this research is to my Creator, Allah for the blessing in order to complete my research. Secondly, the dedication I issued to my great parents, who never stop giving of themselves in countless ways in term of money, time, prays, hope and support in order to make sure my research can completed successfully and finally I can graduate successfully. Thirdly, the dedication I issued to my beloved brothers and sisters who stands by me when things look bleak and difficult. Fourth, I issued the dedication to my friend which support and teach me in order to complete the research. Thus, to all my family and friend, these dedications are making for you all in helping me to complete the research. Thank a lot for you all kindness and I hope Allah will always bless our life.

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ABSTRACT

Nowadays, economic environment becomes more competitive. Besides that, introducing a new brand in the market becomes more costly and challenging. Thus, companies must find new strategies to implement in order to increase the capacity and competitiveness. So, the manufacturer and the marketers need to put a lot of effort in term of innovation of product, brand, promotion, and packaging in order to achieve the competitive advantage. Thus, one of the efforts to maintain the competitive advantage is by managing and building strong brand equity. That's why many marketers and researchers apply different approaches to investigate brand equity. The various approaches were classified into three main perspectives which are customers-based perspective, financial perspective and combined perspective. This research was covered on customer-based perspectives in order to approach brand equity of Dettol and Lifebuoy at AEON JUSCO and TESCO in Malacca. In addition, Independent sample T-test was applied in order to compare the mean score of brand equity and brand equity factors between Dettol and Lifebuoy brand. Thus, the result shows the most important factor that gives a difference between Dettol and Lifebuoy brand in term of brand equity factors is Brand Loyalty. In conclusion, the researcher analyzed that the brand loyalty is the important aspect in order to build brand equity.

ABSTRAK

Pada masa kini, persekitaran ekonomi menjadi lebih berdaya saing. Di samping itu, memperkenalkan jenama baru dalam pasaran juga menjadi lebih tinggi dari segi kos dan lebih mencabar. Oleh itu, syarikat-syarikat perlu mencari strategi baru untuk meningkatkan keupayaan dan daya saing antara satu sama lain. Oleh sebab itu, pengeluar dan pemasar perlu meletakkan banyak usaha seperti melakukan inovasi terhadap produk, jenama, promosi, dan pembungkusan bagi mencapai kelebihan daya saing. Oleh itu, salah satu usaha untuk mengekalkan kelebihan daya saing adalah dengan mengurus dan membina ekuiti jenama yang kukuh. Itulah sebabnya banyak pemasar dan penyelidik menggunakan pendekatan yang berbeza untuk menyiasat ekuiti jenama. Pendekatan tersebut dikelaskan kepada tiga perspektif iaitu perspektif berasaskan pelanggan, perspektif kewangan dan gabungan kedua-dua perspektif. Kajian ini merangkumi perspektif berasaskan pelanggan untuk menentukan ekuiti jenama antara Dettol dan Lifebuoy di AEON JUSCO dan TESCO, Melaka. Di samping itu, Sampel Bebas Ujian-t telah digunakan untuk membandingkan skor min ekuiti jenama dan faktor-faktor ekuiti jenama antara Dettol dan Lifebuoy. Kesimpulannya, kajian menunjukkan faktor penting yang memberikan perbezaan antara Dettol dan Lifebuoy dari segi faktor-faktor ekuiti jenama adalah Kesetiaan Jenama dan ianya menjadi aspek penting dalam usaha membina ekuiti jenama.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1.1 Background of study

Nowadays, most of the consumers buy a product with the help of popular brand rather than inspecting the products. In addition, the risk may be reduced considerably through the use of brands. (Bharadwaj et al., 1993) Its mean by buying the branded product, the consumer can decrease their risk and increase their confidence in using the product. Thus, marketing of product needs successfully to ensure that the success of marketing for the brand. After producing a product, identification of the product should be given. For this, brand is used to identify the product. Branding constitutes an important part of the product. So, building a brand for a product or services requires a great deal of time, management, money, promotion, packaging, etc. Thus, branding, process is not only giving a name to a product, but also a technique by which the quality or the product of various producers are differentiated from the others competing. So every manufacturer or marketer is trying its best to make the consumers develop a positive attitude toward the brand of their product and buy that brand repeatedly.

At the same time, there is a consumer that is constantly changing from one brand to another brand due to the forces that influence them to switch their first brand. In the market, each brand has a certain characteristics and image that

differentiate the brand with the others brands. In addition, every brand has its standard quality and features. Thus, the consumer will choose and stick to the one brand, according to their faith, trust on quality that are preferred, their experience towards the brand preferred. Thus, this consumer situation will known as brand loyalty which consumers develop a positive attitude towards the brand and has intention to repurchase the preferred brand and hence the manufacturer is said has gained greatest asset. (Agrawal, 2004)

Unfortunately, not all consumers will accept new product at the same rate. Thus, marketers will need to aim the initial marketing mix at potential early adopters, especially those identified as opinion leaders in order to increase consumer awareness of the product and sales. Marketing activates of a brand that can create a value for the brand by improving the customer's ability to recall or recognize the brand by creating, maintaining or changing favourability, strength or uniqueness of brand association. Marketers must also understand the adoption process to effectively market to new customers. (Agrawal, 2004)

Thus, in this research will be focuses on the investigation of the brand equity between Dettol and Lifebuoy brand based on customer perspectives with the help of internationally recognized brands for antibacterial shower gel: Dettol, and Lifebuoy. Moreover, this research is based on the assumption that a loyal consumer will give added value to the brand. Self-completed questionnaire is constructed to collect the different views of the consumers towards the brand (Dettol and Lifebuoy). The quantitative method is chosen for this research design to measuring the customers-based brand equity (brand equity based on customer perspectives).

1.2 Problem Statement

As today's economic environment becomes more competitive and introducing a new brand becomes more costly, companies must find new strategies to increase their capacity and competitiveness. (Lipponen et al., 2004) So, the manufacturer and the marketers need to put a lot of effort in terms of innovation of product, brand, promotion, and packaging in order to achieve the competitive advantage. So, one of the efforts to maintain the competitive advantage is by managing and building strong brand equity. It is important for manufacturers to build strong brand equity, especially from the consumer's perspective. Currently, there are many brands of Antibacterial soap in the market, so companies need to know how to maintain their customer loyalty on their brand and to analyze again the contribution of consumer in building the brand equity for their brand. Thus, this research will help the manufacturer of Antibacterial soap to view the contribution of consumer in building their brand equity based on the customer perspective. Hence, give the manufacturer maintain their competitive advantage and strong brand in the market.

1.3 Research Question

The process of branding involves creating mental structures and helping consumer's organized knowledge about the product accordingly that drives the decision-making. Finally provides value to the firm. (Kotler and Keller, 2006, pp. 276) According to Saunders et al. (2012), research question is not just generating research ideas or straightforward matter. It is important that the question is sufficiently involved to generate the sort of project that is consistent with the standards expected for the researcher. In this research, the descriptive question will be asked for carrying the research. So, the research questions are:

- 1.3.1 What the differences of Brand Equity scores of Dettol and Lifebuoy brands in terms of customer perspectives?
- 1.3.2 What the different factors of Brand Equity scores of Dettol and Lifebuoy brands in terms of customer perspectives?
- 1.3.3 What's the biggest difference among the factors of Brand Equity scores for Dettol and Lifebuoy brands in terms of customer perspectives?

1.4 Research Objectives

According to Saunders et al. (2012), research question that researcher used is a base to write a set of research objectives. The good research objectives are the objectives that can operate the research questions. So, for this research the objectives are:

- 1.4.1 To determine the differences of Brand Equity scores for Dettol and Lifebuoy brands in terms of customer perspectives.
- 1.4.2 To determine the different in factors of Brand Equity scores for Dettol and Lifebuoy brands in terms of customer perspectives.
- 1.4.3 To determine the biggest differences among the factors of Brand Equity scores for Dettol and Lifebuoy brands in terms of customer perspectives.

1.5 The scope and limitation of the research

The scope of a research proposal summarizes the research topic, describing the major problem or issue. The focus of this research is to determine the differences of brand equity between Dettol and Lifebuoy brand based on customer perspectives. The limitations of this research are data that are collected is only from the consumer of Dettol and Lifebuoy in Malacca (AEON JUSCO and TESCO). Besides that, the time given for the research is short, so only consumer in Malacca is chosen in answering the questionnaire because they are the consumer for selected brand. In this research about 100 respondents are chosen for achieving good outcomes and results. In addition, there is a limit to the number of questions that be ask in the questionnaire in order to get as much as information to get a strong result in this research. The limited question should be done in order to avoid any unwillingness of response from the respondents that can effect on the result of the research.

1.6 Important of the research

This research were help researcher and Antibacterial manufacturer to understand the factor of brand equity which makes the brand (Dettol and Lifebuoy) in maintain their brand equity level and giving an advantage to create a strong brand in the market. The relevant why this research want to compare the brand equity level between Dettol and Lifebuoy is to determine which factors of brand equity (Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty) most giving a difference for both brands in term of mean score, hence giving a larger difference in term of the brand equity level based on customer perspectives.

1.7 Summary

Generally, chapter 1 is about the background of the research which is to determine the differences of brand equity between Dettol and Lifebuoy brand in term of customer perspectives. This chapter also view the problem statement of this research, research question, and research objective, a limitation of this research, and importance of this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Building a strong brand in a marketplace is the goal of every organization and company. It provides a host of benefits for a firm, including less vulnerability to competitive marketing actions, larger margins, greater intermediary cooperation and support, and brand extension opportunities. (Delgado-Ballester and Munuera-Aleman, 2005) Almost every marketing activity works, successfully or unsuccessfully, to build, manage, and exploit brand equity. (Yo, Donthu, and Lee, 2000) In the past decade, brand equity constructs have been focus of a tremendous number of researches. (Yoo and Donthu, 2001)

2.2 Concept of brand

The concept of branding holds tremendous importance for many years; it is the key to distinguish the products and services from one to another. A brand can be defined as “a name, term, sign, symbol or design, or a combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”. (Kotler 1991, pp. 442) Similarly, a brand can be defined as “a label designating ownership by a firm, which experience, evaluate, have felt towards and build associations with to perceive value.” (Brakus et al, 2009) In addition, brands basically create perceptions in the mind of the consumer

that it is unique and there is no other similar product or service in the market. Therefore, a brand is to say to be strong entity if it is consistent over a long period of time in providing the product or service which consumers and prospective purchasers can rely and trust, which will lead to a Brand promise. (Srinivasan, Park & Chang, 2005) Generally, brand is an important image of a company and products to distinguish their products from others competitors. Thus, in this research Dettol and Lifebuoy brand are used in order to determine the differences of brand equity between both brands in term of customer perspectives.

2.3 Overview of Dettol and Lifebuoy

Dettol and Lifebuoy is the famous brand of Antibacterial products. Both brands have their own customer in market nowadays. However, Lifebuoy is the oldest brand, compare to Dettol brand. The brand Dettol was launched in India in 1933 in the Antiseptic liquid form as a treatment for cuts and wounds. Almost 50 years, Dettol was present only as an antiseptic liquid. Although it was being used in hospitals and nursing homes for first aid and disinfectant uses like cleaning wards, washing linen, etc. Consumers were also using it for bathing, mopping, shaving and other secondary purposes. While it started its journey as the ‘cuts and wounds’ brand in the country, over the years it had taken over the role of ‘protector from germs’ in every situation. Consumers see Dettol as an ‘expert’, as something which is effective and versatile and guarantees protection from germs. It has been likened to a bodyguard who protects them from the unclean and unhygienic outside world. The brand’s versatility stems from multiple uses of the antiseptic liquid which offers protection in so many different forms. Usage of the brand gives rise to many emotions in the consumers’ minds. From making them feel safe and secure about the well-being of their family in making the mother feel that she has done the best for her family, the brand evokes positive imageries and emotions. Thus, it is only fitting that the brand’s tagline says “Be 100% Sure”. (Kalia. V, 2009)

Lifebuoy is a famous and distinctive brand of soap that was created by the Lever Brothers soap factory in 1894. It was the first soap to use carbolic acid, which gave it a red colour and strong, medicinal scent. Lifebuoy is still manufactured today and the leading brand of soap in many developing countries including India. Today Lifebuoy is sold in all over the World. In 1894, William Hesketh Lever launched Lifebuoy in the UK as the Royal Disinfectant Soap. Lever grew up in industrialized Bolton, Lancashire, which was a typical English city of the Industrial Revolution era, with thousands of people living in slums where disease ran rampant. The lever was actively seeking the perfect formula for a soap product that could combat germs and still be affordable to everyone. In what could be termed as a major scientific breakthrough of the era, he found just that in carbolic acid. Next, the Brand went global in 1911 and began distributing in countries such as US, Germany, Switzerland, Canada, India, etc. (Thakker. J, 2013)

2.4 Overview of Brand Equity

It is imperative to acknowledge that brand equity is an inseparable part of marketing and essential for the companies to create core-competencies and build strong brand experience that will impact the consumer decision making process. (Norjaya Mohd. Yasin and Abdul Rahman Zahari, 2011) According to Hong-Kumm Kim et al., (2003) explain that the issue of brand equity has emerged as one of the most crucial topics in marketing management in the 1990s.

Brand equity management becomes a strategic component of business management in many firms. According to Aaker (1991) defined brand equity as “A set of brand assets and liabilities linked to a brand; its name and symbol, which add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers”. Meanwhile, Brondoni (2001, pp. 12) defined brand equity as “a corporate intangible asset based on the knowledge of a specific brand in a market”. Besides that, according to McDaniel et al., (2011) explain, brand equity is the value of company and brand name. In other definitions, according to Clow et al., (2012) explain that brand equity is a set of characteristics that are unique to a brand. It helps

to fight, the brand parity problem. In essence, brand equity is the perception that a good or service with a given brand name is different and better. Brand equity can be viewed as the value added to the product or services (Keller, 1993) or the perceived value of the product in consumers' minds. (Kimetal, 2008)

Basically, brand equity embraces the following dimensions: *brand loyalty, brand awareness, perceived quality of the brand, and brand image*. (Hossien, 2011) All of the mentioned elements determine how the customer perceives a particular brand. According to Muhammad Imtiaz Subhani and Ms. Amber Osman (2009) explained that brand equity low if buyers don't care about the brand and high brand equity if the consumers are focused on the brand and other elements of the brand (logo, jingle and etc.) and also having lesser respect of other brand offerings. (Aaker, 1991)

According to Lassar, Mittal and Arun (1995), the existing extent literature has evaluated the brand equity from two different points of view; financial perspective and customer perspective. Financial perspective usually refers to the company's brand value. While, the customer perspective appraises brand equity based on the customers' perceived brand value from the anchor of marketing decision making. (Kim, Kim, and An 2003) Thus, in this research the customer perspective will be the main focused builds the brand equity.

2.5 The relationship between brand equity and factors of brand equity

Basically, brand equity embraces the following factors: brand loyalty, brand awareness, perceived quality of the brand, and brand association. Similarly, according to definition Aaker (1991), brand equity consists of several factors which is brand loyalty, brand awareness, brand association, perceived quality and other brand propriety assets such as patents, trademark and channel relationship. Meanwhile, Keller (1991) argues that brand equity comprises of two components which is brand awareness and brand image. Generally, from many researchers said that the brand equity embraces brand loyalty, brand awareness, perceived quality of the brand, and brand association.