

AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR TOWARDS BRAND EQUITY AND PREMIUM PRICE

Abdullah M.I., Sarfraz M., Arif A., Azam A.*

Abstract: The research is undertaken to investigate the impact of brand equity on consumer willingness to pay the premium price by using an extended model of the theory of planned behavior. Role of consumer attitude, subjective norms, and perceived behavioral controls in shaping consumer intention towards paying a premium price for a brand are explored. The theory is further extended to demonstrate the role of brand equity towards consumer intention to pay a premium price. This research is conducted explicitly in Pakistan. The data was analyzed statistically by performing regression analysis with SPSS. The findings indicate that there is a significant impact of brand equity, attitude, subjective norms, and perceived behavioral controls on consumer intention to pay a premium price for the brand. The research findings depict that consumers are willing to pay a premium price for a brand if the high brand equity is established.

Key words: brand equity, consumer behavior, theory of planned behavior, Pakistan

DOI: 10.17512/pjms.2018.18.1.02

Article history:

Received September 04, 2018; *Revised* September 30, 2018; *Accepted* November 15, 2018

Introduction

The concept of brand equity has been out in the market for the past few decades. This phenomenon has been practiced in the global arena with the purpose of achieving a unique, distinctive and bright image of the brand in the mind of customers and this objective is achieved through creating strong brand equity (Keller, 2003). As brands come across so many obstacles while building a lasting presence in the mind of the customer, strong brand equity ensures to achieve a competitive advantage in the market by creating value for both customers and organization (Naeini et al., 2015). Aaker (1996) defines that brand equity, as “*a set of assets including liabilities connected to brand’s name and symbols that can add or subtract from product’s value to the firm and the customer*”. The primary criteria for deciding any organization’s strategic success or failure in the market is its ability to create and maintain strong brand equity (Nodehi and Azam, 2014). In today’s globally competitive environment, the survival of any organization is rooted to customer satisfaction, and the most important phenomenon that

* **Muhammad Ibrahim Abdullah**, **Ayesha Arif**, Department of Management Sciences, COMSATS University Islamabad, Lahore Campus, Lahore, Pakistan; **Muddassar Sarfraz**, Department of Management and HR, Business School, Hohai University, Nanjing, PR China; **Afshan Azam**, College of Business Administration, Al Yamamah University, Riyadh KSA

✉ Corresponding author: miabdullah@ciitlahore.edu.pk

✉ muddassar@hhu.edu.cn; ayesha.arif@hotmail.com; azamafshankhan@gmail.com

influences customer satisfaction is brand equity (Abbas et al., 2015). The aspect of brand equity is increasingly popular as the brand is considered the most valuable asset of the organization (Lee, 2011). The importance of brand equity cannot be denied because of its financial interests for organization and customers (Nodehi and Azam, 2014). The initial step of creating brand equity is to establish a salience approach to the brand with the customers. Kotler et al. (2005) define a brand as a name, a sign, an expression, a symbol, design or a combination of these. Farquhar (1989) states that “*brand is a name, symbol, mark or design that increases the value of product beyond its functional purpose*”. Concepts of brand suggested by Kotler and Farquhar indicate that the fundamental purpose of creating brand equity is to establish a recognizable and exclusive image of the brand in the mind of the customer that separates the branded product from all the other products operating in the market and offering the same functional purpose as the branded product. The success of any brand depends on the proper implication and management of brand equity (Abbas et al., 2015).

Brand equity is one of the most core concepts of marketing, and it has been out there as the area of research for past few decades and considering its importance, its appeal is emerging rapidly for all the aspiring international brands. The underlying purpose of brand equity is to create a superior quality image brand (Naeini et al., 2015). Brand equity helps the brands in boosting their profit margins through claiming premium price from the customers that is why with every coming day its importance is increasing (Ailawadi et al., 2003).

According to Riad and Tanwir (2012), brand equity adds that dimension to the product or service that makes it different from all the non-branded products and services offering the same function as a branded product. Moreover, that particular spark of a brand that appears due the specific dimension added to the branded product makes a brand strong, and this strength of brand enables it to emerge in new competing markets easily and touch the new horizons of success (Rshidi and Rahmani, 2013). Brodie (2009) also consider brand equity is the most valuable and precious for a company as it creates the unique and distinctive value to the firm as well as the customer. Every competing brand is aware of the increasing importance of building brand equity in the international market. In this era of tight competition and globalization, the first and foremost condition of survival for brands is to stay alive in the mind of the customer. An international customer is becoming more and more brand conscious with every coming day, and customers are more satisfied with the brand having high brand equity (Bilal and Malik, 2014). Brand signaling theory proposes that strong brand credibility leads to the substantial brand equity and this credibility is gained through making customer loyal by creating a strong brand association with brand’s high-perceived quality (Erdem and Swait, 1993). Signaling theory suggests that brand equity is a source of making the brand credible by providing value to the customer in the form of information and this credibility makes the customer attracted towards the brand (Erdem et al., 2002). High brand equity creates positive value in customer’s minds that makes

a customer so much loyal and it even makes the customer to pay a premium price for the brand (Naeini et al., 2015). Brand equity cannot be built in a short-term period; one must create long-term strategies to shape high brand equity (Lee, 2011). However, once an organization succeeds to develop high brand equity, it makes it all easy to imply the promotional activities while reducing the promotional cost (Abbas et al., 2015).

Brand equity has gained acknowledgement from both practitioners and researchers as a source of success factor for any brand (Naeini et al., 2015). Keller (2003) has proposed the mechanics of developing successful brand equity. According to him, the brand does not just appear out as a success in the blink of an eye, but it is a symmetrical process that leads towards the substantial brand equity. This process starts with creating the brand identity in customer's mind. Further, this identity is used to make meaning of a brand for the customer. Moreover, when a customer has perceived an image, now it is the task of the brand to provide a brand response in the form of tangible and intangible characteristics that catches customers' attention and then provokes customer to an association with the brand that offers a positive return for both customer and brand. Brand equity provides financial and non-financial benefits for both the organization and customers (Lee, 2011). Keller (2003) describes the condition of a long-term process for creating strong brand equity. While conducting these long-term strategies, the customer cannot disregard the importance of short-term marketing efforts in building substantial value for the brand because often these small marketing efforts build brand equity and take up the brand to the hill of the success (Schultz and Schultz, 2007). In this modern age, the importance of building a brand equity is vital and crucial than hovering over the product phenomenon (although its importance can also not be denied) because products come and go, they succeed or fail but certainly you just cannot afford to lose the goodwill of your brand name that comes from brand equity. Once it is gone, it won't come back comfortable hand, and it is the brand name and image that lasts forever and ever in the mind of customers, so it is entirely up to the marketer handling that brand to decide what image of the brand he wants and how he wants to execute that image to set in the mind of customer (Kotler, 1984). All the conceptualizations about brand equity indicate that it is the phenomenon, which adds value to the brand regarding customer's associations and perceptions about the brand (Lee, 2011).

The Rationale of the Study

Brand equity represents the most significant and vital attribute allocated to the brand (Nodehi and Azam, 2014). The significance of brand equity cannot be ignored because of its importance in strategic and managerial decisions (Naeini et al., 2015). All the practitioners agree that brand equity is a source of gaining a competitive advantage that is crucial for the success of any brand (Lee, 2011). All the marketing plans are executed more efficiently once a brand has developed high brand equity (Abbas et al., 2015). The Choice theory by Dr. William Glasser, M.D.

perfectly explains the link between strong brand equity and consumer willingness to pay a premium price. Choice theory suggests that customer's motivation in buying a premium brand is the uniqueness a brand offers. The psychological reason why customer so prefers uniqueness can be justified by Choice theory, according to which customer when coming across more than one option, always seeks for the choice that offers some factor of uniqueness in comparison to all the alternatives available. Anselmsson et al. (2007) suggest that uniqueness plays a vital and central role in building brand equity. According to Anselmsson et al. (2014) consumers are motivated to pay a premium price when they are either provided with real benefits or perceived benefits and brand equity creates the perceived benefits in customer's mind. The concept of brand equity needs to be researched under Pakistan environment as in order to successfully execute a strategy to build a brand globally. The concept of brand equity must be studied in different markets (Buil et al., 2013). Maryam (2014) discusses Pakistan's culture, and its consumer's attitude towards brands and this research focuses on Pakistan's customer's attitude and behavior towards brands. Pakistan's brands are flourishing with the passing time and customer is becoming brand conscious, but some restraints make Pakistan's customer reluctant towards their spending on brands (Shehzad et al., 2014). These restraints account for cultural and incomes wise while Pakistan is the underdeveloped country. As research suggests that in the case of luxury fashion products, high brand equity positively influences the customer attitudes and choices towards brands (Kim et al., 2012).

Literature Review

The theory has been used to predict the behaviors (Watson et al., 2014) and to study the link between attitudes and actions (Beedell and Rehmanm, 2000; Webb and Sheeran, 2006). It is a social cognitive model that sheds light on the factors resulting in a particular behavior (Ajzen, 1991) and has been applied successfully in studying the behaviors (Liao et al., 2007). Research has been conducted that empirically validate the theory of planned behavior where attitudes, subjective norms and perceived behavioral controls positively and significantly influence the particular intention towards brands (Chu et al., 2016). To date, this theory has been used to study the range of intentions and behaviors from a different path of life (Kim et al., 2013; Cook et al., 2002; Arvola et al., 2008) customer satisfaction (Liao et al., 2007), and so on. However, there is not much research conducted in the brand equity perspective that has been done in the context of the theory of planned behavior. Theory of planned behavior has been given global attention over the last two decades (Amaro and Duarte, 2015; Botetzagias et al., 2015).

Attitude towards Brand

Attitudes are considered a relatively permanent aspect that can assist to summarize the reason behind any psychological factor and can help in determining the intentions and behaviors (Kraus, 1995). Attitudes are silent believes that are

perceived about the outcome of specific behaviors Chen and Dhillon (2003). According to the theory of planned behavior, attitudes towards performing an act are positively related to the behavioral intentions (Ajzen, 1991; Ajzen and Fishbein, 1980). TPB defines attitude toward a behavior as “*the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question*” (Ajzen, 1991). This suggests that a positive attitude is a motivation towards an intention to perform a specific behavior, which means that a favorable individual attitude towards behaviors will lead to his stronger intention to perform a behavior (Ajzen, 1991). The attitude towards behavioral intentions is formed based on the cost-benefit evaluation of the outcomes of behavior (Cheng et al., 2006). The positive evaluation of the outcome results in the positive attitude, which depicts an individual’s intention to perform a behavior (Ajzen, 1991; Cheng et al., 2006; Lee, 2005), which in other words means that an individual’s positive attitude leads to his firm intention to perform a behavior.

Subjective Norms towards Premium Brands

According to the theory of planned behavior, the second determinant of behavioral intention is subjective norms. In the context of theory, subjective norms are defined as “*the perceived social pressure to perform or not to perform the behavior*” by the individual (Ajzen, 1991). Subjective norms refer to the individual perception of society’s opinion about individual particular behavioral intention. In other words, the subjective norm is the perceived opinion of those specific people of society whose point of view matters to an individual while performing a particular behavior (e.g., relatives, close friends, co-workers/colleagues, or business partners). It is depicted as the function of normative beliefs where normative belief is referred to as “*perceptions of significant others’ preferences about whether one should engage in a behavior*” (Eagry and Chailen, 1993). The theory suggests that this social pressure tends to leave more significant impact on behavioral intention when complied with individual motivation (Mathieson, 1991). Moreover, according to Taylor and Todd (1995), the impact of subjective norms on behavioral intention is more significant when the actual behavior provides the consumer with tangible and beneficial consequences. Subjective norms tend to leave a profound impact on purchase behavior (Pavlou and Fygenson, 2006). Studies have been conducted in the domain of marketing and consumer behavior that depicts the significant impact of subjective norms on behavioral intentions (e.g., Baker et al., 2007; Cheng et al., 2006; East, 2000; Laroche et al., 2001; Lee, 2005). Psychological behaviors can affect individual attitude towards luxury brands (Mahmood et al., 2014).

Perceived Behavioral Controls

According to the theory of planned behavior, perceived behavioral control is the third determinant of behavioral intention. Perceived behavioral control can be described as “*the perceived ease or difficulty of performing the behavior*” (Ajzen,

1991). It is a function of control beliefs that refers to an individual's perception about performing a behavior while considering the resources and opportunities presences or absence and individual's assessment of the level of importance of such resources/opportunities for the achievement of outcomes (Ajzen and Madden, 1986; Chang, 1998). These controls believe can be personal or situational (Mathieson, 1991). Perceived behavioral controls tend to significantly, and positively influence the behavioral intention when an individual is self-confident in his ability to perform a behavior (Baker et al., 2007; Cheng et al., 2006; Conner and Abraham, 2001; Taylor and Todd, 1995).

Behavioral Intention: Consumer Willingness to Pay a Premium price

In the context of the theory of planned behavior, the behavioral intention is considered as the central core of model and refers to the extent of the individual's intentions to perform or not to perform one specific behavior (Ajzen, 1991). In this underlying research, behavioral intention under study is consumer intention to pay a premium price. The research would be conducted to determine the impact of consumer's attitude, subjective norms, and perceived behavioral controls towards the brand and how these three determinants form consumer intention to pay premium price.

Research Methodology

Different statistical techniques have been applied to the data to establish constructive results as it is best suited for the business domain (Amram and Dryer, 2008). The research's primary focus is to study the impact of attitude, subjective norms and perceived behavioral controls on customer intention to pay the premium price under the application of the theory of planned behavior. Moreover, it is to check the significant impact of brand equity on customer intention to pay a premium price as an extension of the theory of planned behavior. Quantitative research approach has been used to determine the significance of relationship of the dimension of brand equity (Aaker, 1991) with customer-based brand equity and brand equity's impact on consumer willingness to pay a premium price as an extension to the theory of planned behavior. It measured the significant impact of attitude, subjective norms, and perceived behavioral control on consumer intention to pay a premium price. SPSS (Statistical Package for Social Science) is used for data analysis where different SPSS techniques have been used to check hypotheses under the research. Reliability of the questionnaire measures has been checked to ensure the validity of measures. Reliability of measure is ensured the uniformity of measures under different situations (Sekaran, 2003). Correlation and simple linear regression have been applied to check the intensity of the relationship between attitude, brand equity, subjective norms, and perceived behavioral controls with consumer intention to pay premium whereas (Aaker, 1991) brand equity impact on customer base brand equity has also been analyzed and measured. 1450 questionnaires were filled and received only 1237 of them fulfilled the criteria

of the middle-class customer based on the income so the rest of the questionnaires were disposed of and 1237 questionnaires were catered for the research purpose.

Theoretical Model and Hypothesis Development

The research framework provides the following hypotheses:

H1: Brand awareness has a significant positive impact on customer-based brand equity.

H2: Brand association has a significant positive impact on customer-based brand equity.

H3: Perceived quality has a significant positive impact on customer-based brand equity.

H4: Brand loyalty has a significant positive impact on customer-based brand equity.

H5: Customer-based Brand equity has a significant positive impact on consumer willingness to pay a premium price.

H5: Attitude has a significant positive impact on consumer's willingness to pay a premium price.

H6: Subjective norms have a significant positive impact on consumer's willingness to pay a premium price.

H7: Perceived behavioral controls have a significant positive impact on consumer's willingness to pay a premium price.

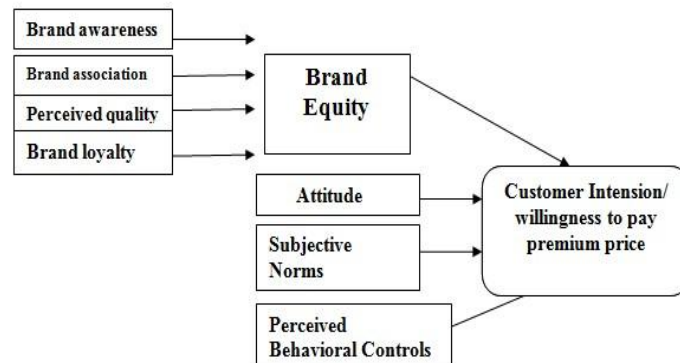


Figure 1. Theoretical Model

Results and Discussion

Reliability of the data confirms that the results from the selected variables are without errors and they generate the same results in some other study setting. Reliability is denoted by Cronbach's Alpha (α). Reliability is not just a measurement of the data, but it is also estimation for the main objective of the research. The reliabilities of the individual scales i.e. intention to pay premium

price is recorded at ($r=0.832$), brand equity at ($r= 0.856$), attitude at ($r= 0.774$), perceived behavioral controls at ($r= 0.769$) and subjective norms at ($r=0.745$), brand awareness at ($r=0.736$), brand association at ($r=0.736$), perceive quality at ($r=0.724$) and brand loyalty at ($r=0.829$).

Table 1. Gender distribution of respondents

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Male	113	47.7	47.7	47.7
Female	124	52.3	52.3	100.0
Total	237	100.0	100.0	

Table 2. Cronbach's Alpha reliability

Variables	No. of Items	Cronbach's Alpha
Intention/willingness to Pay Premium Price	7	.832
Brand Equity	4	.856
Attitude	6	.774
Perceived Behavioral Controls	3	.769
Subjective Norms	3	.745
Brand Awareness	5	.736
Brand Association	9	.736
Perceived quality	4	.724
Brand loyalty	3	.829

Correlation matrix explains that attitude has a significant positive correlation with Subjective norms, brand equity, perceived behavioral controls and premium price with r -value .330, .453, .401 and .490 respectively having $p < 0.01$.

Table 3. Correlation matrix of Theory of Planned Behavior with extension to brand equity

Variables	Attitude	Subjective Norms	Brand Equity	Perceived Behavioral controls	Premium Price
Attitude	1	.330**	.453**	.401**	.490**
Subjective Norms	.330**	1	.105	.197**	.255**
Brand Equity	.453**	.105	1	.339**	.589**
Perceived Behavioral controls	.401**	.197**	.339**	1	.466**
Premium Price	.490**	.255**	.589**	.466**	1

Similarly, subjective norms have a significant positive correlation with attitude, perceived behavioral controls and premium price with r -value .330, .197 and .255 respectively having $p < 0.01$. In the same way, brand equity has a significant

positive correlation with attitude, brand, perceived behavioral controls and premium price with r -value .453, .339 and .466 respectively having $p < 0.01$.

Table 4. Correlation matrix of brand equity dimensions

Variables	Brand Awareness	Perceived Quality	Brand Association	Brand Loyalty	Brand Equity
Brand Awareness	1	.402**	.244**	.120**	.053**
Perceived Quality	.402**	1	.492**	.266**	.355**
Brand Association	.244**	.492**	1	.418**	.417**
Brand Loyalty	.120	.266**	.418**	1	.563**
Brand Equity	.053	.355**	.417**	.563**	1

This correlation matrix explains that brand awareness has a significant positive correlation with perceived quality and brand association with r -value .402 and .244 respectively having $p < 0.01$.

Table 5. Model regression

	B	SE	Adjusted R ²	F	t	P
Constant	-.198	.378	.459	51.016	-.523	.601
Brand Equity	.412	.054			7.686	.000
Attitude	.276	.096			2.879	.004
Subjective Norms	.115	.054			2.134	.034
Perceived Behavioral Control	.287	.066			4.375	.000

The beta value of brand equity is 41.2% (.412) with p-value .000 explains that there is a positive and direct relationship between brand equity and premium price. While the beta value for attitude is 28% (.276) with p-value .004 explains that there is a positive and direct relationship between attitude and premium price

Conclusion

This study has been conducted in the context of Pakistani customer behavior towards apparel brand. The purpose of this research is to give the answers to some important questions that have not been researched much before in developing countries. This study concludes that developing countries customer have limited resources of income but despite this fact, in the recent era customer has become brand conscious, which owes to brand equity as brand equity has played its major role towards shaping customer behavior, choices, attitudes and preferences. Themarketers are putting great focus on creating the strong brand equity. Moreover, customer attitudes, subjective norms, and perceived behavioral controls (which formulate the three factors of the theory of planned behavior) have been significantly and positively influenced by the brand resulting in positive customer

intentions to pay a premium price for brands. The results of this study have conformance with the prior research findings, which scrutinize that there is a direct and positive relationship between brand equity and premium price intension (Anselmsson et al., 2014). It means that a marketer needs to put more focus on creating strong brand equity as it not only creates high value for the customer, but also for the company by ultimately making them able to charge a premium price from the customer (Naeini et al., 2015). This research concludes that brand equity as an extension of the theory of planned behavior has a significant positive impact on customer intention to pay the premium price. Which means customer attitudes, subjective norms, perceived behavioral controls and extension to theory factor, which is brand equity all significantly and positively influence customer intention/willingness to pay a premium price.

Managerial Implications

The results of the research provide some useful insights into brand building efforts for the marketers who have to design their policies considering developing countries environment. Middle class customers regularly to boost their social status in the society with their limited means of income. Wearing a premium brand seems the most immediate solution to them. However, on the same middle-class customers might feel reluctant to pay a premium price for the brand because of limited resources of income. This is where the marketers have to play their roles; marketers anticipate the customer needs and want to wear high standard brand and create good brand equity, design policies that formulates the positive attitude of the customer towards the premium brand, make strategies that hit the subjective norms and perceived behavioral controls positively. All these policies and strategies combined will change the customers' mindsets, making them believe that paying a premium price for the brand is all worth in the end. Moreover, as the results suggest that brand awareness does not significantly affect brand equity but that does not signify that marketers need to ignore this dimension while creating brand equity. It has to be given equal importance, as it is an initial step that leads to other aspects that ultimately build brand equity. So, brand awareness might not be the sufficient, but it is the necessary dimension of brand equity.

References

- Aaker D.A., 1996, *Measuring brand equity across products and markets*, "California Management Review", 38(3).
- Ailawadi K.L., Lehmann, D.R., Neslin S.A., 2003, *Revenue premium as an outcome measure of brand equity*, "Journal of Marketing", 67(4).
- Ajzen I., 1991, *The theory of planned behavior*, "Organizational Behavior and Human Decision Processes", 50(2).
- Ajzen I., Fishbein M., 1980, *Understanding attitudes and predicting social behaviour*.
- Amaro S., Duarte P., 2015, *An integrative model of consumers' intentions to purchase travel online*, "Tourism Management", 46.

- Ajzen I., Madden T., 1986, *Prediction of goal directed behaviour: Attitudes, intentions and perceived behavioural control*.
- Amram Y., Dryer C., 2008, *The integrated spiritual intelligence scale (ISIS): Development and preliminary validation*, [In:] 116th annual conference of the American Psychological Association, Boston, MA (pp. 14-17).
- Anselmsson J., Johansson U., Persson N., 2006, *A conceptual framework for understanding Customer-based brand equity and price premium in grocery categories*, Working Paper Series 2006/4, Lund, Institute of Economic Research.
- Anselmsson J., Johansson U., Persson N., 2007, *The understanding price premium for grocery products: a conceptual model of customer-based brand equity*, "Journal of Product & Brand Management", 16(6).
- Anselmsson J., Vestman Bondesson N., Johansson U., 2014, *Brand image and customers' willingness to pay a price premium for food brands*, "Journal of Product & Brand Management", 23(2).
- Arvola A., Vassallo M., Dean M., Lampila P., Saba A., Lähtenmäki L., Shepherd R., 2008, *Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour*, "Appetite", 50(2-3).
- Baker W.E., Al-Gahtani S.S., Hubona G.S., 2007, *The effects of gender and age on new technology implementation in a developing country: Testing the theory of planned behavior (TPB)*, "Information Technology & People", 20(4).
- Bilal A., Malik F.M., 2014, *Impact of Brand Equity & Brand Awareness on Customer's Satisfaction*, "International Journal of Modern Management and Foresight", 1(10).
- Brodie R.J., 2009, *From goods to service branding: An integrative perspective*, "Marketing Theory", 9(1).
- Buil I., Martínez E., De Chernatony L., 2013, *The influence of brand equity on consumer responses*, "Journal of Consumer Marketing", 30(1).
- Beedell J., Rehman T., 2000, *Using social-psychology models to understand farmers' conservation behaviour*, "Journal of Rural Studies", 16(1).
- Botetzagias I., Dima A.F., Malesios C., 2015, *Extending the theory of planned behavior in the context of recycling: The role of moral norms and of demographic predictors*, "Resources, Conservation and Recycling", 95.
- Chang M.K., 1998, *Predicting unethical behavior: a comparison of the theory of reasoned action and the theory of planned behavior*, "Journal of Business Ethics", 17(16).
- Chen S.C., Dhillon G.S., 2003, *Interpreting dimensions of consumer trust in e-commerce*, "Information Technology and Management", 4(2-3).
- Cheng S., Lam T., Hsu C.H., 2006, *Negative word-of-mouth communication intention: An application of the theory of planned behavior*, "Journal of Hospitality & Tourism Research", 30(1).
- Chu S.C., Chen H.T., Sung Y., 2016, *Following brands on Twitter: an extension of theory of planned behavior*, "International Journal of Advertising", 35(3).
- Cook A.J., Kerr G.N., Moore K., 2002, *Attitudes and intentions towards purchasing GM food*, "Journal of Economic Psychology", 23(5).
- Conner M., Abraham C., 2001, *Conscientiousness and the theory of planned behavior: Toward a more complete model of the antecedents of intentions and behavior*, "Personality and Social Psychology Bulletin", 27(11).
- Eagly A.H., Chaiken S., 1993, *The psychology of attitudes*, Harcourt Brace Jovanovich College Publishers.

- East R., 2000, *Complaining as planned behavior*, "Psychology & Marketing", 17(12).
- Erdem T., Swait J., Louviere J., 2002, *The impact of brand credibility on consumer price sensitivity*, "International Journal of Research in Marketing", 19(1).
- Farquhar P.H., 1989, *Managing brand equity*, "Marketing research", 1(3).
- Kim K.H., Ko E., Xu B., Han Y., 2012, *Increasing customer equity of luxury fashion brands through nurturing consumer attitude*, "Journal of Business Research", 65(10).
- Kim E., Ham S., Yang I.S., Choi J.G., 2013, *The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry*, "International Journal of Hospitality Management", 35.
- Kotler P., Wong V., Saunders J., Armstrong G., 2005, *Principles of Marketing*, 4th European Edition, Harlow, Prentice Hall.
- Kraus S.J., 1995, *Attitudes and the prediction of behavior: A meta-analysis of the empirical literature*, "Personality and Social Psychology Bulletin", 21(1).
- Laroche M., Bergeron J., Barbaro-Forleo G., 2001, *Targeting consumers who are willing to pay more for environmentally friendly products*, "Journal of Consumer Marketing", 18(6).
- Lee M.J., 2005, *Effects of attitude and destination image on association members' meeting participation intentions: development of meeting participation model*, Doctoral dissertation, Kansas State University.
- Lee G.C., 2011, *Customer-based brand equity: A literature review*, "Journal of Arts Science & Commerce".
- Liao C., Chen J.L., Yen D.C., 2007, *Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model*, "Computers in Human Behavior", 23(6).
- Mathieson K., 1991, *Predicting user intentions: comparing the technology acceptance model with the theory of planned behavior*, "Information Systems Research", 2(3).
- Naeini A., Azali P.R., Tamaddoni K.S., 2015, *Impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices*, "Management and Administrative Sciences Review", 4(3).
- Nodehi A., Azam A., 2014, *On the Impact of Brand Equity on Consumers' need Fulfillment (Tehran Home Appliances Brands)*, Indian Journal of Scientific Research, 7(1).
- Pavlou P.A., Fygenon M., 2006, *Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior*, "MIS Quarterly".
- Rshidi H., Rahmani Z., 2013, *Brand and its effect on brand loyalty*, "Economic Journal".
- Schultz D.E., Schultz H.F., 2004, *IMC, the next generation: five steps for delivering value and measuring returns using marketing communication*, McGraw-Hill.
- Shehzad U., Ahmad S., Iqbal K., Nawaz M., Usman S., 2014, *Influence of Brand Name on Consumer Choice & Decision*, "IOSR Journal of Business and Management" (IOSR-JBM), 16(6).
- Swait J., Erdem T., Louviere J., Dubelaar C., 1993, *The equalization price: A measure of consumer-perceived brand equity*, "International Journal of Research in Marketing", 10(1).
- Taylor S., Todd P., 1995, *Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions*, "International Journal of Research in Marketing", 12(2).
- Watson M.C., Johnston M., Entwistle V., Lee A.J., Bond C.M., Fielding S., 2014, *Using the theory of planned behaviour to develop targets for interventions to enhance patient*

communication during pharmacy consultations for non-prescription medicines, "International Journal of Pharmacy Practice", 22(6).

Webb T.L., Sheeran P., 2006, *Does changing behavioral intentions engenders behavior change? A meta-analysis of the experimental evidence*, "Psychological Bulletin", 132(2).

ROZSZERZENIE TEORII PLANOWANYCH ZACHOWAŃ NA KAPITAŁ MARKI I CENĘ PREMIUM

Streszczenie: Podjęte badania mają na celu przeanalizowanie wpływu wartości marki na skłonność konsumentów do płacenia ceny premium za pomocą rozszerzonego modelu teorii planowanych zachowań. Dokonano analizy roli postawy konsumentki, subiektywnych norm i postrzeganych kontroli behawioralnych w kształtowaniu intencji konsumenta w zakresie płacenia wyższej ceny za markę. Teoria ta jest dalej rozwijana, aby pokazać rolę marki w dążeniu konsumenta do zapłacenia wyższej ceny. Badania wykorzystane w niniejszym artykule przeprowadzono w Pakistanie. Dane analizowano statystycznie, przeprowadzając analizę regresji za pomocą oprogramowania SPSS. Ustalenia wskazują, że istnieje znaczący wpływ wartości marki, postawy, subiektywnych norm i postrzeganych kontroli behawioralnych na intencję konsumenta, aby zapłacić wyższą cenę za markę. Wyniki badań wskazują, że konsumenci są gotowi zapłacić wyższą cenę za markę, jeśli ustanowiony zostanie wysoki kapitał własny marki.

Słowa kluczowe: Wartość marki zachowania konsumentki, teoria planowanego zachowania, Pakistan

计划行为理论对品牌资产和溢价的推广

摘要: 本研究旨在通过使用计划行为理论的扩展模型来研究品牌资产对消费者支付溢价的意愿的影响。探讨了消费者态度, 主观规范和感知行为控制在塑造消费者意图为品牌支付溢价方面的作用。该理论进一步扩展, 以证明品牌资产对消费者支付溢价的意图的作用。这项研究在巴基斯坦进行。通过SPSS进行回归分析, 对数据进行统计分析。调查结果表明, 品牌资产, 态度, 主观规范和感知行为控制对消费者意图为品牌支付溢价有重大影响。研究结果表明, 如果建立高品牌资产, 消费者愿意为品牌支付高价。

关键词: 品牌资产, 消费者行为, 计划行为理论, 巴基斯坦