

# The Link Between Brand Values and Consumer Attitudes



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## GfK Türkiye

The GfK Group is the 5th largest market research company in the world that provides marketing research services to more than 12,000 clients. Its network consists of more than 120 subsidiaries and affiliates located in more than 90 countries, with a highly qualified workforce of over 5,500 employees.

The GfK Group is active in the areas of Custom Research, Retail & Technology, Consumer Tracking, Media and Healthcare.

Knowledge is at the core of our culture, tools and investments because:

- Knowledge is the basis for effective decision-making.
- Knowledge is essential for business growth.
- Knowledge is delivered by actionable, insightful research.

With a wealth of experience in the provision of top quality 'branded products' in the fields of data collection and analysis, we supply day-to-day information services to a wide range of companies.

Therefore, we do not simply meet quality standards. We seek to raise them. Our infrastructure reflects the global scale of our business; international expert teams, academically trained themselves, confer on an ongoing basis and work closely with leading universities to develop new tools and approaches for our clients. In addition, we have our own GfK Academy, and carry out our own research and development.

As a member of GfK Group, GfK Türkiye operates in two business areas, namely Custom Research and Retail & Technology. Being the Turkish branch of an international group makes it possible for us to use the latest data collection techniques, to apply advanced statistical analysis and to reach the latest developments in the sector.

GfK Türkiye provides quantitative, qualitative and panel services with more than 180 full-time employees. Thanks to the country's strategic position in the region, GfK Türkiye takes the responsibility of regional coordination in many multi-country market research projects. A separate unit serves to foreign companies that require marketing research in Turkey.

GfK Türkiye fulfils the research needs of many sectors, mainly Fast Moving Consumer Goods, Durable Goods, Automotive, Finance,

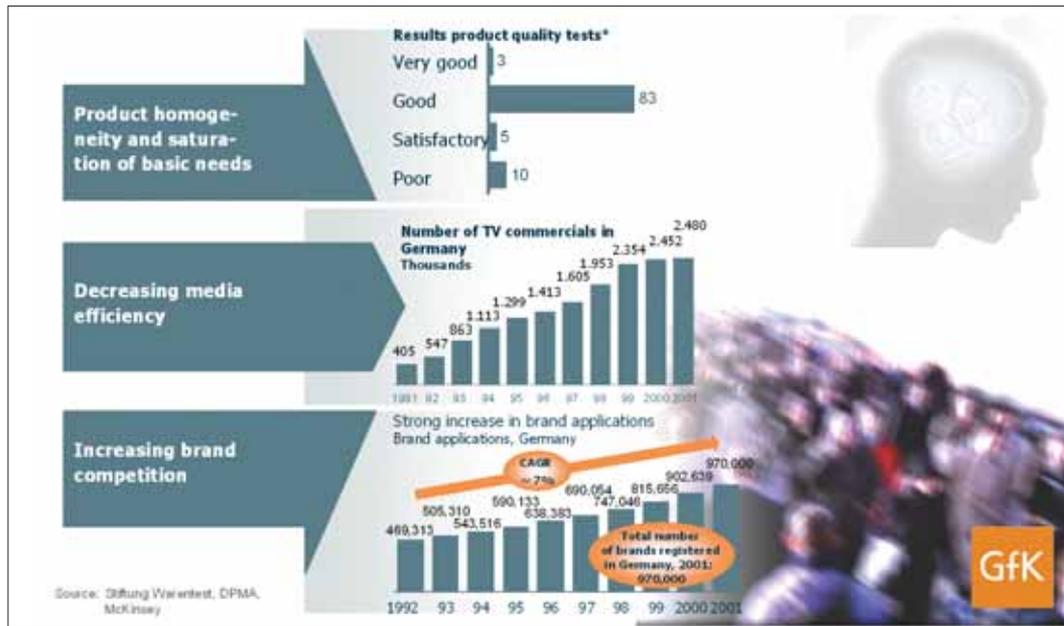
Information Technologies and Healthcare, by offering tailor-made research solutions or applying the standard GfK tools.

GfK Türkiye adopts a proactive understanding during the research process, from defining the needs initially, to providing suggestions. It executes fieldwork and data processing stages in-house, adhering to the core values of quality, confidentiality, reliability and speed.

GfK Türkiye, which applies strategies towards its corporate values – 'Client driven', 'Our people', 'Innovation', 'Global expertise local knowledge' and 'Growth' – will continue to strengthen its innovative position in the sector by investing in people and technology.

## GfK.Growth from Knowledge

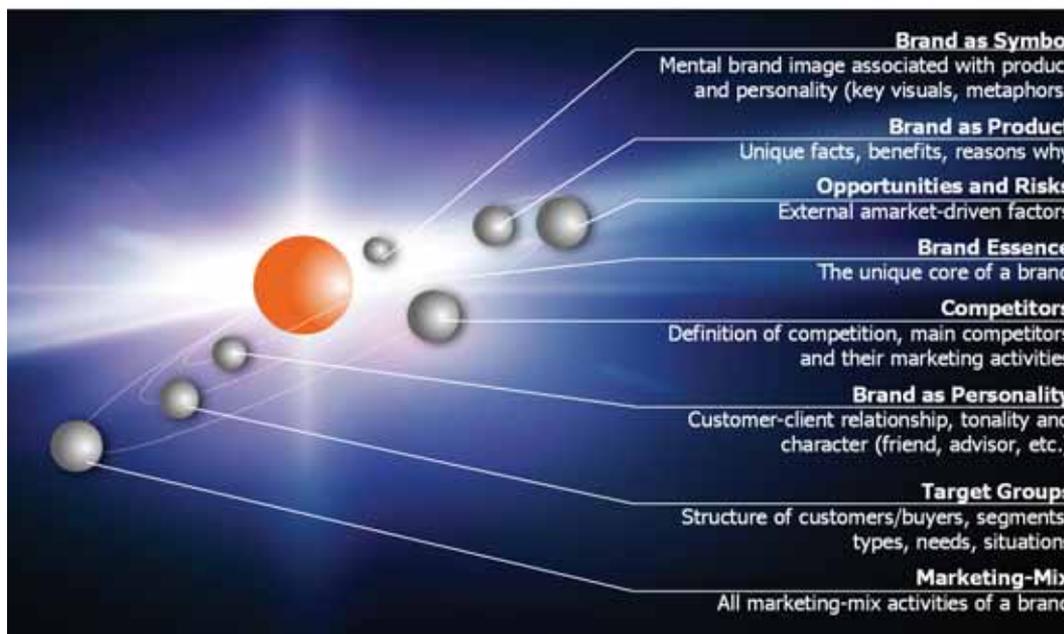
Gaining attention and differentiation from competition is becoming more and more difficult.



**Challenges for traditional brand management.**

The environmental constraints that brand management is facing these days are quite challenging. There is inflation of products and brands and also of communication measures. Furthermore, the brands and products are becoming more and more homogenous, making it more difficult for a brand to differentiate itself from its competitive environment. Additionally, the behaviour of the consumers has changed, i.e. they are seeking more emotional benefits instead of functional product features. Due to the flood of information consumers are facing, they are over-loaded and their behaviour shows a cursory response to information. This indicates the necessity of a modern brand management, using the benefits of the GfK Philosophy of Brand Management. According to our philosophy, the strength of a brand can only be evaluated from the consumer's point of view. The consumers determine a brand's success or failure through their purchasing choices.

Brand Worlds  
Multi-dimensional and unique - an overview of the most important aspects



**Strong brands have a unique profile, which differentiates them from their competitors!**

They need to provide the consumers with unique benefits, which are relevant to them. This leads to a strong identification with the brand and, consecutively, leads to high customer loyalty, which ensures the success of a brand. A strong brand is perceived with respect to its outstanding quality and its emotional strength.



Brand strength should be evaluated from a consumer's point of view;

- consumers associate strong brands with a relevant benefit,
- one that differentiates the brand from its competitors,
- leads to a strong identification,
- and thereby increases loyalty.

The unique profile, that a brand needs to differentiate itself from its competitive environment, can be achieved with the help of different potential positioning characteristics. The positioning of the brand is reflected by how it appears to the consumer, which for example can be the brand symbols, brand image, the style of advertising, their distribution channel, product features, the brand name, logo or its price.

In the Brand's Trajectory  
The optimum tools for every phase

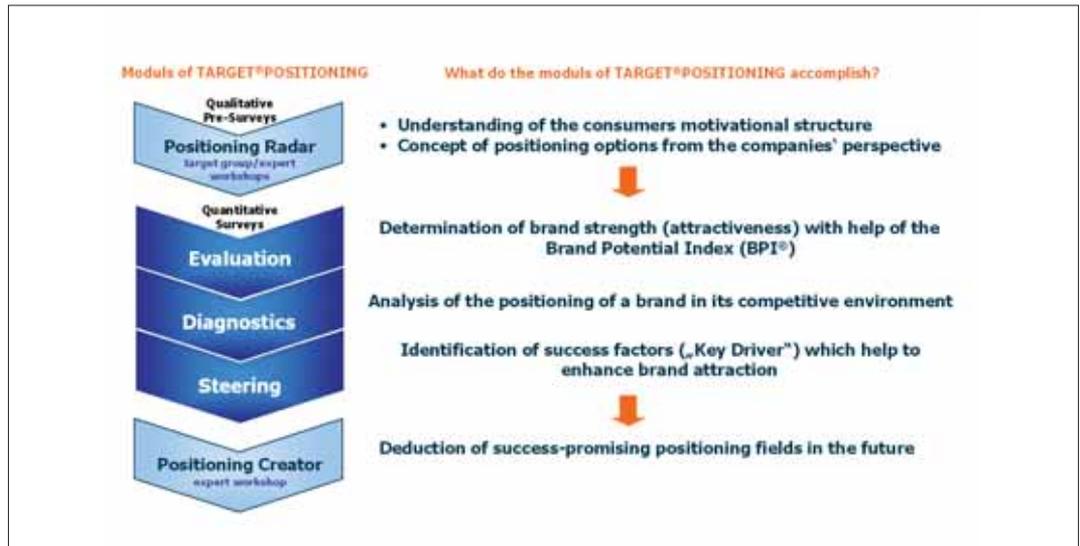


**Good Management starts with Good Measurement.**

Successful brand management requires systematic brand research in order to measure the strength of its brand among the targeted consumers. This is why GfK have developed a comprehensive system, which supports the companies in every phase of their strategic and tactical brand management: from positioning to success monitoring.

GfK TARGET\*POSITIONING is a state of the art modern brand research approach to strategically steer the positioning of a brand with respect to its competitive environment and different target groups. It therefore provides comprehensive decision support regarding the strategic management of a brand.

**Graphic: 1** Process TARGET® POSITIONING Overview



ends with a brand being more or less attractive in the consumer's point of view. Of course, a brand which is more attractive than other brands will in the long run be more successful, i.e. more likely to achieve a higher market share, loyalty and Price-Premium. High attractiveness and a high monetary success are the things that form a strong brand.

All these dependencies are measured and future activities can be adapted according to the results. This leads to activities that are optimised regarding their suitability to improve brand attractiveness and success.

With help of this analysis, strengths and weaknesses along the purchasing decision process can be derived.

- Generation of interests
- Acquisition of customers
- Customer bonding

GfK TARGET® POSITIONING transfers the results into concrete strategic and operative recommendations for brand management. It precisely and reliably evaluates the strength of a brand and suggests positioning fields to ideally manage it.

The challenge of a successful positioning strategy has its seeds in the ability to permanently distinguish a product from the competition's products in respect to those dimensions (functional product characteristics, images), which are relevant and realisable from the consumers' perspective. This especially applies to saturated markets and thus requires expressive answers to three key questions of brand positioning:

**Brand Diagnosis**

- What creates the differences in attraction of diverse brands?
- How do my consumers experience my brand; what are the emotional and functional characteristics that are responsible for how

extension respectively.

- conception of umbrella brand decisions and corporate image strategies.

GfK TARGET® POSITIONING provides an empirically funded and, for the daily business, realisable answer to each of these problems for fast moving consumer goods, service, long-lasting consumer goods or for the business-to-business section. This is realised with the help of a modular approach, including the following steps: (Graphic: 1)

**In this article, we will focus on the Brand Evaluation module.**

The centre of the GfK 'brand philosophy' is formed by the Share of Soul measured via Brand Potential Index (BPI®). (Graphic: 2)

The aim of all marketing activities should be to improve the attractiveness of the own brand by influencing the consumers' perception.

All marketing activities have an influence on



Like trust and many other constructs, brand attraction is a latent construct which can not be observed directly, and for this reason GfK operationalise this construct via BPI®.

The Brand Mapping and the Strengths/Weaknesses Analysis show how the different brands are perceived collectively in a market. But they do not allow a prediction with regards to the order of preference of these brands (Graphic: 3).

This order of preference, however, can be revealed by using the Brand Potential Index (BPI®). The BPI® is a measurement for the emotional and intellectual valuation of a brand compared with its competitive products from a buyer's perspective. This measurement for attraction can be interpreted as a behavioural aspect of brand value.

GfK's Brand Potential Index (BPI®) is a key metric that reflects the overall psychological power of a brand in the consumer's mind. Based on the BPI® one can derive strategies and optimise marketing actions to manage the brand effectively.

The BPI® is generated from a total of 10 different facets which are considered to be vital indicators for the positioning success of a brand, both in theory and practice. These criteria



my brand and its competition are positioned in the consumers' perception?

- Which brands are most similar to my brand and from which brands does my brand differ significantly?

**Brand Evaluation**

- How attractive is my brand compared with the competition from the consumer's perspective?

**Brand Therapy**

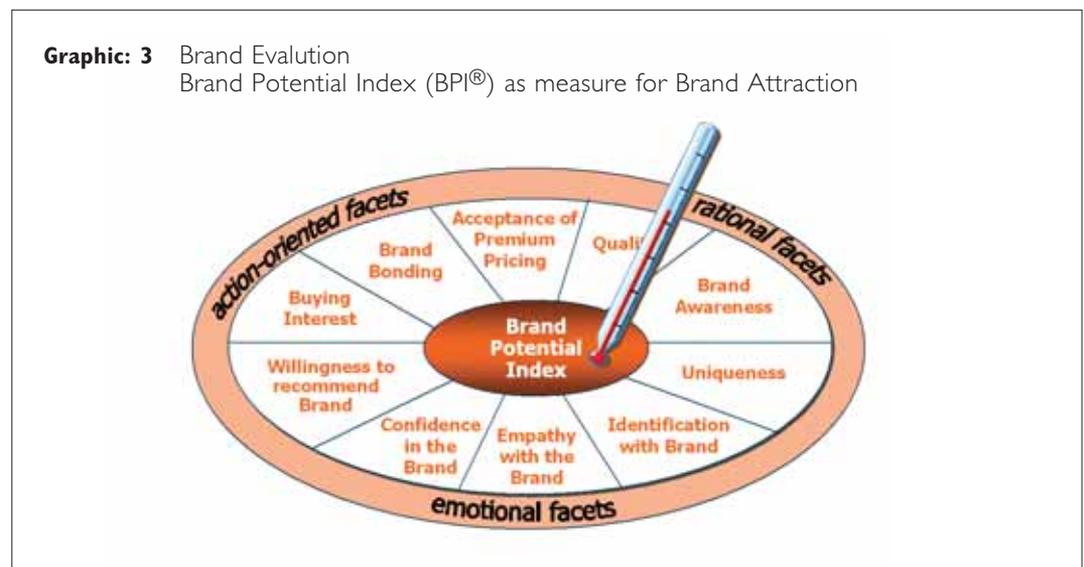
- Which brand characteristics are particularly qualified to enhance my brand attraction from the consumers' perspective?
- Which functional or emotional brand characteristics are in the position to develop or improve a competitive advantage in comparison to my competition?

Precisely GfK TARGET® POSITIONING provides Decision Support for the:

- evaluation of the brand's current positioning followed by the presentation of possible options for action.
- quest for options to reposition brands.
- simulation for potential success of an already intended new positioning or line

the consumers' perception of the brand. This starts with awareness, which is the pre-condition for a certain image of the brand, and

**Graphic: 3** Brand Evaluation Brand Potential Index (BPI®) as measure for Brand Attraction



measure the three relevant dimensions of brand attraction: the rational and emotional values of a brand as well as the consumers' intention to act in the future action-oriented facet. The correlation of these facets with the brand attraction was consistently verified for the BPI® in a multitude of studies and branches. In this way this measurement allows a valid picture of the relative brand attraction in its competitive environment and indicates the positioning success from the consumers' perspective.

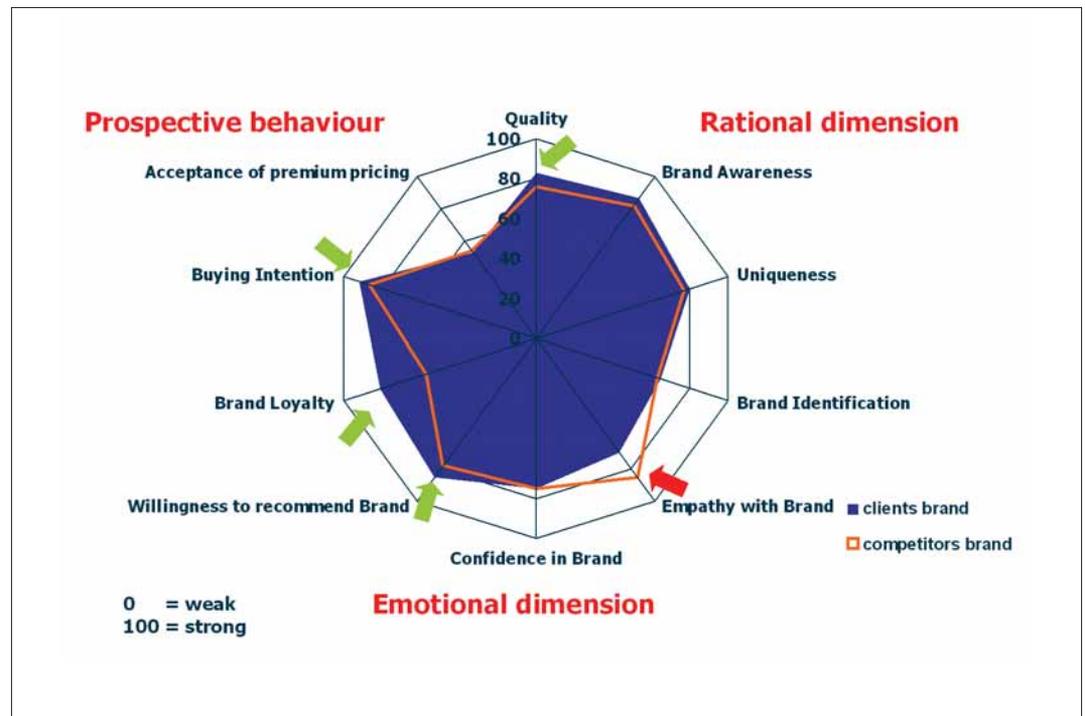
- In conclusion, Brand Evaluation using the BPI®;
- Points out the attraction of the brand in its competitive environment,
  - Shows the success of the positioning in the consumer's mind,
  - Points out strengths and weaknesses on the different facets of brand attraction, illustrating the background of brand success,

With the combination of the attitude (Share of Soul) and behaviour-oriented brand strength one can assess the brand's growth potential. If for instance brand X is more attractive than its strongest competitor and many target consumers have it as well in their relevant set, then the brand shows initially growth potential. Loss potential exists if brands of competitors are more attractive than brand X. Subject to this loss potential are the loyal and occasional customers respectively.

In Summary, the Gain and Loss analysis contribute the following:

- the gain and loss potential of a brand – which can both be important strategic target groups for the future – can be identified.
- the gain potential for the client's brand are those consumers, who are currently not (loyal) buyers of the brand but evaluate the brand better than the competing brands in terms of BPI®, which is an indicator for future positive behaviour (e.g. buying the brand).
- the loss potential of the clients brand are those consumers, who are currently (loyal) buyers of the brand but evaluate the brand worse than the competing brands in terms of BPI®, which is an indicator for future negative behaviour (e.g. not buying the brand any more).
- the future development of market shares becomes obvious.

Facets of the Brand Potential Index (BPI®)



Gain and Loss analysis: Brand attraction differentiates in true loyalty and fragile loyalty as well as weak and strong buying propensity.

