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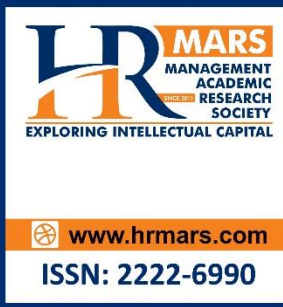
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Dimensions of Brand Equity in the Food Truck Business

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Abstract

The food truck business has become one of the new trends in the Malaysia food and beverage industry. The food truck operators embedded brand as part of their business and favourable brand image appear as the reason for the customer to visit the food truck. In view of brand awareness, brand image and perceived quality as the dimensions, therefore, the aim of this study is to examine the relationship among the dimension of brand equity. Brand equity was measured using three dimensions, namely brand awareness, brand image and perceived. Data were collected using survey questionnaire and involved 451 of food truck's customer that operated in Klang Valley. The findings confirmed that all dimensions of brand equity are correlated. From the theoretical perspectives, the findings provide brand awareness, brand image and perceived quality as the dimension of brand equity. This study also suggested that the food truck manager should focus on brand awareness and brand image to increase customer's perceived quality.

Keywords: Brand Equity, Brand Awareness, Brand Image, Perceived Quality, Food Truck

Introduction

Brand has been considered as one of the factors that could contribute to the success of a brand and a business (Prasad & Dev, 2000). By having a strong brand, the business is able to stand out among a company's competitors (Lee, 2014). According to Chieng & Goi (2011), brand is one of the most important part to differentiate the competitors. Strong brand name or brand equity has become added value because it will be reminisced by customers. As brand equity creates added value for the company, it also fostering long-term strengths as well as competencies (Hanaysha, 2016).

Brand equity can be measured in two ways, finance based and customer based (Siali, Jiayi, Shakur, & Ya'Kob, 2016). From the financial perspective, brand equity is measured or appraised from the asset value of a brand name (Singh & Pattanayak, 2016). The financial perspective represents in several ways such as monetary value and marketplace (Shuv-Ami, 2016) and the estimation of brand value (Baalbaki, 2012). Customer-based brand equity represents the customer's perception and response to a brand name that remains in their mind (Chieng & Goi, 2011). Positive perception builds a strong brand name and creates value; if the brand makes any mistake, the customer can accept it and this situation is beneficial to both the customer and the firm. Customer-based brand equity develops firms' understanding towards their customers and looking for the best way to meet the customer's expectations (Abdul Majid, Mohd Alias, Samsudin, & Tamby Chik, 2016; Tan, Devinaga, & Hishamuddin, 2013). Number of studies agreed that customer-based brand equity is the best approach to measure brand equity where brand found to be value to both customers and firms (Hsu, Oh, & Assaf, 2016; Kim, Kim, Kim, Kim, & Kang, 2008; Latif, Islam, Mohamad, Sikder, & Ahmed, 2015; Mohamed, 2014; Myagmarsuren & Chen, 2011; Satvati, Rabie, & Rasoli, 2016). The studies of customer-based brand equity were conducted in various industries, for example, automotive industry (Mohamed, 2014; Satvati, Rabie, & Rasoli, 2016), hospitals (Kim et al., 2008), tourism (Myagmarsuren & Chen, 2011), hotels (Hsu et al., 2016; Zhou & Jiang, 2011) and food and beverage industry (Latif et al., 2015).

In the general marketing literature, authors like Aaker (1992) and Keller (1993) have advocated brand equity among the multi-dimensional variables. Aaker (1992) proposed brand equity dimensions as brand awareness, brand loyalty, perceived quality, brand associations and proprietary brand asset; all of the assets become the source of the value created. Keller (1993) suggested that dimensions of brand equity could be represented as brand knowledge and contains brand awareness and brand image. Brand familiarity and brand trust have been suggested by Tan (2012) in order to extend Keller's view. In addition, Calvo-Porrall, Martinez-Fernandez, Juanatey-Boga and Levy-Mangin (2015) suggested brand reputation and brand commercial image as dimension of brand equity. There are also studies in the food and beverage industry that measured brand equity as brand awareness, brand image, brand loyalty and perceived quality (Abdul Majid et al., 2016; Lee, 2014). Aaker (1992) recommended that perceived quality should be included because it is one of the push factors in enhancing brand equity and to sustain in the business. For this study, the dimensions of customer-based brand equity are limited to brand awareness, brand image and perceived quality. As suggested by Alkhawaldeh et al. (2016), brand loyalty has been excluded as it is considered as the consequence of brand equity.

Through brand awareness, the consumer's expectation from the brand name is high, increasing willingness to pay more and remain loyal to the brand (Rodrigues & Martins, 2016). Andervazh, Shohani, Tamimi, Diyaleh and Alnasere (2016) found that brand awareness and brand perceived quality are the factors influencing customer loyalty to carbonated drinks products in Iran. An example of the significance of perceived quality is in the chain restaurant in Korea, where the impact of perceived quality in the brand name leads customers to continue their patronage and spread positive word-of-mouth (Hyun & Kim, 2011). Third, brand image is the memory related to the

brand (Lee, 2014). For instance, the favourable brand image of the Korean restaurant chain is able to influence customers' positive evaluation (Hyun & Kim, 2011). According to Tan, Ismail and Rasiah (2015), the combination of brand awareness and perceived quality in fast food restaurants is important in the initial stage of brand building. Wessel (2012) suggested that the branding and favourable brand image of food trucks in the United States creates brand awareness among customers and influence their purchasing behaviour.

Brand has become an important element in the food and beverage industry, especially in the food truck business (Durai, 2016). The image of the food trucks has shifted from convenience to the trendy looks in order to attract the customer to try and dine (Durai, 2016). Since food truck business has become one of popular businesses in the food and beverage industry, it is important for food truck operator to understand the dimensions of brand equity. To remain in the competition, the food truck operators have to improve the level of brand equity.

Problem Statement

A number of researchers have discussed the significant of brand equity in the food and beverage in Malaysia and limited to the context of family and fast food restaurants (Abdul Majid et al., 2016; Tan et al., 2015). For instance, findings show that customer-based brand equity in family restaurants gives positive influences the intention to repurchase (Abdul Majid et al., 2016). According to Tan et al. (2015), the local food entrepreneurs in Malaysia should have knowledge in the brand equity, in order to allow them to sustain in the food and beverage industry. Majority of food and beverage businesses operate in buildings while there are also businesses that operate in mobile settings, for example, food truck business and hawker. Study by Wessel (2012) suggested that brand is one of the important elements of marketing in food truck business. The elements of brand equity such as brand awareness on food truck business can be developed through social media (Ibrahim, 2011). As part of the brand equity, the brand image of the food truck is also important to attract customer to visit a food truck (Durai, 2016). However, LeComte (2016) suggested that brand image itself does not give so much impact to the customer because the customer will refuse to come again if the quality of the products served by the food truck operators do not meet their expectation. Perceived quality is therefore important to ensure the customer's visit (LeComte, 2016). Thus, it is interesting to understand the dimensions of brand equity and the relationship among the dimensions from the perspective of the food truck business. This study could contribute to the understanding of the relationship of the above dimensions of brand equity.

Literature Reviews

Food Truck Business

Brand refers to the name, term, sign, symbol, design or a combination of these, intended to identify the goods and services provided by a seller and to differentiate them from those of competitors (The American Marketing Association, 2015). Keller (2013) defined brand as name, logo or symbols of a product that reflects awareness, reputation and prominence in the marketplace. Kago (2014) used the term brand building for the activity that could differentiate the particular product by building a brand that can be related to buyers or customers. Generally, studies on branding consider brand

equity as part of the discussion (Coote Martin, 2015; Pullig, 2008; Seo & Jang, 2013). Aaker (1992) defined it as the set of brand assets and liabilities linked to a brand, its name and the symbol that add to or subtract from the value provided by a product or service to a firm or the customer of that firm. Meanwhile, Keller (1993) explained that brand equity is the differential effect of brand knowledge on consumer response to the marketing done by the brand. The definition of brand equity from various studies is presented in Table 1.

Table 1: Definition of brand equity

Author/s	Definition/s
Farquhar (1989)	Brand equity creates probability of differences in the revenue between company A with brand name and company B without a brand name that produces the same product. Brand equity known as the value added to a product
Aaker (1992)	A set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and to that firm's consumers.
Keller (1993)	The differential effect of brand knowledge on consumer response to the marketing of the brand.
Karbalaei et al., (2013)	Brand equity does not imply action but only perception because it will relate with the customer's belief and that will extends to familiarity
Rodrigues & Martins (2016)	Brand equity is a perceptual construction, a perception of consumers, which adds value to a branded product.

Source: Compiled by the researcher

The discussion on brand equity is well established in business research. Brand equity is supposed to be an important component of the business that presents a surface view of the brand. Global companies such as Nike, McDonalds and Coca-Cola have solid brand equity (Song, 2013). For instance, Nike's logo is recognized all over the world, and customers readily recognize Coca-Cola by the packaging which uses the same contour bottle worldwide. Therefore, branding becomes the signature of a company, allowing customers to differentiate it from others in the market.

The positive roles of brand equity in business research were popularized by researchers such as Aaker (1992) and Keller (2004), who also extended its meaning by developing the brand equity model. The Aaker Model consists of brand assets associated with five dimensions including brand loyalty, brand name awareness, perceived brand quality and brand associations, in addition to perceived quality and other proprietary brand assets (like patents, trademark and channel relationships). The brand asset gives value to both the business and the customer (Aaker, 1992). It is particularly important because the product information will influence the customer's confidence during the purchase decision. Usually, customers using an established brand name feel more confident and satisfied with their purchase.

The model proposed by Aaker has been extended by other researchers in different industries and circumstances. The studies range from the perspective of footwear (Siali et al., 2016; Tanveer & Lodhi, 2016), hospitals (Karbalaie et al., 2013) and tourism (Kashif, Samsi, & Sarifuddin, 2015), restaurants and fast food (Abdul Majid et al., 2016; Pham, Do, & Phung, 2016). For instance, Tanveer and Lodhi (2016) developed a conceptual model of brand equity based on brand loyalty, perceived quality, brand awareness and brand association in the context of branded shoes in Pakistan. In the context of hospitals, Karbalaie et al. (2013) found that brand equity has a positive impact on a hospital's image. Kaur (2016) adapted Aaker's theory of brand equity and related it to business performance and strategies for industrial branding. Meanwhile, Pham, Do and Phung (2016) improvised the dimension suggested by Aaker by adding customer authenticity. They relate brand equity with brand choice intention in the setting of ethnic restaurants. Keller (1993) extended the concept of brand equity and proposed an understanding of the relationship between brand and customer. The author claimed that in the marketing of a brand, the perspective of brand equity from the customer perspective could have a significant impact on the business. The model introduced by Aaker (1992), although it is good and complete, there is a list of brand assets that need to be administered by the company in order to ensure brand equity is achieved smoothly. The model is more suitable for large companies. Meanwhile, new and smaller companies require a simpler model to be followed and the model suggested by Keller (2004) is more suitable for them.

Brand equity is also understood as the differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge encompasses brand awareness and brand image (Keller, 1993). The brand equity concept provides a valuable perspective and common denominator to interpret potential effects and produce with various strategies and tactics for their brand (Keller, 2013). In building brand equity, business owners should focus on brand elements, designing marketing programmes and leveraging the secondary associations. Factors such as the brand's uniqueness and personal meaning attract customer to stay with the brand.

There are several studies that discuss on brand equity. As Karbalaie et al. (2013) stated, brand equity does not infer action but only perception because it will relate to the customer's belief and extend to familiarity. From the business perspective, brand equity could give effect on the differences in revenue of the same product, for example, a same product produced by two different companies (between a company with a renowned brand name and company without brand name) (Xu & Chan, 2010). This shows that brand equity significantly acts as the value added for a product or business (Farquhar, 1989). For popular food brands such as Starbucks and McDonalds, they also ensure that their brand names and products are better than their competitors' (Tan et al., 2010). By generating brand equity, the company will succeed in the competitive market (Calvo-Porrall, Martinez-Fernandez, Juanatey-Boga, & Levy-Mangin, 2015), where brand equity provides an additional impact on strategy development, marketing and competitive position (Malik, Naeem, & Nasir, 2011). Throughout this study, brand equity is described as the value added to a business, having a positive impact on customer behaviour. Since brand equity is closely related to the customer, a discussion of customer-based brand equity is needed.

Customer Based Brand Equity (CBBE)

As brand equity provides value for the business as well as the customer (Siali et al., 2016), it has been reviewed from two different perspectives, business and customer. These different perspectives are known as financial and customer based (Siali et al., 2016; Singh & Pattanayak, 2016). The financial approach focuses on brand value estimation (Baalbaki, 2012) while finance-based brand equity focuses on the monetary value of the firm (Shuv-Ami, 2016). Customer-based brand equity considers the customer where Chieng and Goi (2011) described CBBE as the customer's perception and response to a brand name in their minds. This positive perception leads to a strong brand name and creates value for the brand. Many studies have confirmed that CBBE is the dominant perspective in the sense that the information on customer behaviour is applicable in many industries, as already described. From the marketing perspective, Keller (1993) explained that CBBE is based on the statement that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as the result of their own experience. He also stated that CBBE develops from brand awareness and brand image. CBBE has been applied in the different settings of the hospitality industry, such as tourist destination (Cardona, 2014), Meeting, Incentives, Conferences and Events (MICE) destination (Sibireva, 2014), lodgings (Bishop, 2014; Hsu, Oh, & Assaf, 2016) and restaurants (Hyun & Kim, 2011; Han, Nguyen & Lee, 2015). Most tested CBBE by using the dimensions previously suggested in the models of Aaker and Keller: brand awareness, brand image, perceived quality and brand loyalty.

Measurement of Brand Equity

In numerous studies, CBBE is commonly explained as a multidimensional model (Aaker, 1992; Keller, 2008; Kimpakorn & Gerard, 2010; Tan, 2012; Parahiyanti & Hussein, 2014; Tan, Ismail & Devinaga, 2015). As previously outlined, Aaker (1992) classified brand equity into five dimensions: brand awareness, brand image or associations, perceived quality, brand loyalty and other proprietary assets. Since CBBE is based on the customer, the other proprietary brand assets are usually excluded from the dimensions of brand equity (Torres & Augusto, 2015).

Keller (1993) also suggested that brand equity is based on brand knowledge, for which there are two main measurements: brand awareness and brand image. This is relevant because brand awareness depends on the general awareness of the brand, while brand image is related to the customer's first impression. More recently, Keller and Lehmann (2005) extended measurement into five aspects: brand awareness, brand associations, brand attitude, brand attachment and brand activity.

The measurement of brand equity by Aaker (1992) was further extended into six dimensions by Kimpakorn and Tocquer (2010). Instead of just brand awareness, perceived quality and brand association, they suggested brand differentiation, brand trust and brand relationships. Tan (2012) indicated new measurements of brand equity are required particularly in the food and beverage industry. Despite the measurement of brand equity such as brand awareness, perceived quality and brand image, he suggested brand familiarity and brand trust as additional measurements. The result

of the study found that brand familiarity is positively related to brand image and brand trust (Tan, 2012). Calvo-Porrall, Martinez-Fernandez, Juanatey-Boga and Levy-Mangin (2015) also proposed additional measurements to Aaker's for their study in brand equity; brand reputation and brand commercial image. However, findings from their study indicate that neither of these influences customers' purchases intention.

Most of the studies on brand equity referred to the measurement suggested by Aaker (1992), although some researchers added some new dimensions. For instance, Parahiyanti and Hussein (2014) constructed brand equity from three dimensions, brand awareness, brand image and brand quality, the first two of which influence customer revisit intentions. Koapaha and Tumiwa (2016) and Singh and Pattanayak (2016) meanwhile measured brand equity by the same dimensions: brand awareness, brand association, perceived quality and brand loyalty, the former concluding that all of these positively influence customer behaviour. Consistent with the previous study, Singh and Pattanayak (2016) found that brand association (brand image) positively influences perceived quality and brand loyalty. It also worth noting that brand image and perceived quality have a strong influence on the development of brand loyalty (Hyun & Kim, 2011).

For the purpose of this study, brand equity will be constituted by measuring brand awareness, brand image and perceived quality and this is consistent with the suggestions of previous researchers on brand equity outlined above. This study excludes brand loyalty and other proprietary assets from the dimensions of brand equity. Meanwhile, proprietary brand assets are not pertinent to the CBBE model (Torres & Augusto, 2015) (Torres & Augusto, 2015). Therefore, brand awareness, brand image and perceived quality are considered to represent brand equity in the present study.

Brand Awareness

Widely considered as the core of brand equity, brand awareness indicates that the customer will choose a brand known during the purchase session (Hyun & Kim, 2011). In some situations, the customer will directly choose the brand that they are aware and familiar with (Koapaha & Tumiwa, 2016; Xuexin, 2012). For Starbucks, brand awareness is the factor that attracts customer to buy without any doubt in mind (Koapaha & Tumiwa, 2016). In the food truck business, brand awareness developed when the food truck was exposed in public areas and social media (Bohlman, 2011). Food trucks with favourable branding contributed to brand awareness among customers, influencing purchase behaviour (Wessel, 2012). Brand awareness evokes the consumer's expectations of a strong brand name, increasing willingness to pay more and to be loyal to the brand (Rodrigues & Martins, 2016). In facts, brand awareness helps customers to make decisions when they are faced with a lot of choices of brand in the market.

Brand awareness can be defined as the ability of the customer to identify or recall a particular product category (Aaker, 1994). It also corresponds to the recognition by the customer of a brand and the effect of continued exposure to the brand, which can be measured by brand recognition and brand recall (Keller, 2003). Similarly, Gordon (2010) considered identification (brand recall) and internalization (brand recognition) as the construct for brand awareness. Singh and Pattanayak

(2016) proposed that brand awareness can be measured by constructs such as awareness, recognition, knowledge and coming to mind quickly. In the study by Pham, Do and Phung (2016), they combined brand awareness and brand image as a single dimension.

Brand Image (Brand Association)

As mentioned earlier by Aaker (1992) and Keller (1993), apart from brand awareness, brand image is an important dimension of brand equity. Brand image is also known as brand association (Pham, Do & Phung, 2016; Keller, 1993; Aaker). Keller (1993) defined it as perceptions about a brand as reflected by brand associations held in consumers' memory. It can also be explained as the customer's feelings about the brand that may leave an impression in the mind (Zhang, 2015). Hanaysha (2016) defined brand image as the customer's overall perception towards a brand. Zhang (2015) considered brand image as a blanket definition, with meanings and messages, personification, cognitive or psychological elements. In this study, brand image could be explained as the perception of the customer of the image related with a brand.

The significance of brand image as the dimension of brand equity has been discussed in many previous studies (Hyun & Kim, 2011; Wijaya, 2013; Karbalaei et al., 2013; Latif et al., 2015). Wijaya (2013) stated that brand image has an important role in the development of brand because it is associated with the reputation and credibility of the brand, which later become the guideline for the customer to stay longer with the product or refuse it. Consequently, some companies form a specific logos and packaging that are not only able to attract customers but also possibly distinguish them from others (Karbalaei et al., 2013; Latif, Islam, Mohamad, Sikder, & Ahmed, 2015).

The discussion of brand image has been extended into various industries. In the hotel industry, Seric, Gil-Saura and Molla-Descals (2016) and Zhou and Jiang (2011) highlighted the active role brand image has in influencing customer behaviour. Meanwhile, from the perspective of tourism industry, brand image often gives an impact on customer's intention to revisit the tourism destination (Cardona, 2014). Singh and Pattanayak (2016) added that brand image is an important dimension affecting customer perceptions in the fast-food restaurants. Based on the above discussion, brand image has been chosen as part of brand equity due to its impact towards customer behaviour. In addition, brand image also has an influence on perceived quality because a good brand image could influence the perceived quality (Han & Sean, 2017, Chieng & Goi, 2011).

Perceived Quality

Perceived quality has also gained the attention of customers and business owners for its ability to affect brand equity. Customer perception of the quality offered is a part of brand equity because customers who accept the quality of the brand will show a positive attitude (Aaker, 1992). The perception of customers on the quality of the food truck business needs further investigation.

A study by Zeithaml (1988) suggested that quality is the conformity to expectations and it is divided into two types; objective and perceived quality. Objective quality is identified as conformity to previously determined standards while perceived quality represents a continuum of customer

evaluative judgments (Steenkamp, 1989). Aaker (1992) defined perceived quality as customer perceptions or overall feelings regarding the quality or superiority of a products or service, and therefore as part of brand equity, influencing customers to spend more on a brand they prefer. Perceived quality considers the significance of various aspects including consumer reports, image characteristics from advertising, product packaging, word of mouth and previous experience (Ambler, 1997). This shows that perceived quality can be assumed as one of the important elements of brand equity.

Hyun and Kim (2011) confirmed that perceived quality is important in creating brand loyalty in customers' minds. From the perspective of international shoe brands, Siali et al. (2016) suggested that perceived quality is an important element of brand equity in consumer purchase decisions. In the tourism industry, perceived quality, also known as destination brand quality, positively affects brand loyalty (Sibireva, 2014). Pham et al. (2016a) study of quick-service restaurants showed that perceived quality enhanced the customers' personal perception about product experience, their unique needs and consumption situation, and this perception influenced the decision-making process. When customers need to make a decision, they are likely to choose a brand with high perceived quality.

Brand Awareness, Brand Image and Perceived Quality

Based on the above discussion, there are relationships among the dimensions of brand equity. In the study by Chieng and Goi (2011), the three dimensions were found interrelated. Therefore, this study suggested that there is relationship between brand awareness and brand image and perceived quality.

H₁: Brand awareness has a significant positive relationship with brand image

H₂: Brand awareness has a significant positive relationship with perceived quality

H₃: Brand image has a significant positive relationship with perceived quality

Methodology

Research Design

This study used survey questionnaire to collect the data and it was distributed to the food truck's customers in Klang Valley. This study is cross sectional in nature and used stratified probability sampling in which the respondents were selected from all municipals in Klang Valley. The survey form has been distributed to each of the municipal councils in Klang Valley from October to November 2017. Isaac and Michael (1995) proposed that the minimum sample size for the Klang Valley population is 384. 500 surveys were distributed and 451 completed questionnaires were returned back to the researcher. All data was analysed using SPSS Version 23.

The survey questionnaire consists of two major sections. Section A is related to the demographic profile and Section B measured three dimensions of the brand equity namely brand awareness, brand image and perceived quality. All items in Section A were measured by using nominal scale while all items for Section B were measured by using seven-point Likert Scale. There are 25 items that represent brand equity; six for brand awareness, seven on brand image and eight

on perceived quality. The items were adapted from Singh and Pattanayak (2016) on restaurant chains and Hyun and Kim (2011) on fast food restaurants while the remaining items on food truck business were created by the researcher.

Table 1: Items representing brand equity

Construct	Measurement Items
Brand Awareness	Aware about this food truck brand Aware that this food truck has built its own brand Choose because highly recognized Can quickly recall Heard a lot of information First come to mind
Brand Image	Has a favourable image. Has a cheerful atmosphere. Will make an event more interesting (e.g. concert, exhibition). Has a good reputation. Brand is well established. Offers special menu. Appearance is more attractive compared to others.
Perceived Quality	The physical facilities (e.g., truck, sign) of this food truck brand are visually appealing. Staffs are dressed appropriately. Staffs provide quick service. The staff with excellent product knowledge. Convenience location. Has good cleanliness level Excellent food/beverages quality Offers reasonable price

Adapted from Singh & Pattanayak (2016); Hyun & Kim (2011)

Findings and Discussion

Demographic characteristic of respondents

451 respondents completed the questionnaire and 64.5% (n=291) of the respondents were female and the rest were male (n=160). 58.8% of the respondents were aged between 18 to 25 years old, 27.5% aged between 26-35 years old, 10.9% aged between 36-45 years old and the rest were 46 years old and above. Majority of them were single (71.6%).

Factor Analysis

Factor analysis is the analysis that analyse all items that own similar characteristic in order to determine the items for the respective components (Awang, 2012). Only items that load greater than 0.6 are accepted while the items with lower value and have positive cross loading should be dropped from the further analysis.

Brand equity was measured by twenty items which involved three factors: brand awareness, brand image and perceived quality. Five items had a low factor loading thus were omitted for further analysis. Table 2 presents the remaining of fifteen items extracted into three factors with eigenvalues more than 0.98 that accounted for 67.6% of the variance. The value of KMO is greater than 0.946 and Bartlett's test of Sphericity significant value is 6137.260 ($p < 0.000$).

Table 2: Result of Factor Analysis of Brand Equity

Factors	Eigenvalue	Factor interpretation (% of variance explained)	Constructs	Loading
Brand awareness	7.24	48.26	Heard a lot of information	.813
			Highly recognized	.788
			Can quickly recall	.781
			Choose because aware	.721
			First come to mind	.717
			Build own brand	.684
Perceived quality	1.98	12.80	Good cleanliness	.813
			Price reasonable	.806
			Quality excellent	.787
			Knowledge excellent	.754
			Service on time	.742
			Convenience location	.682
Brand image	0.98	6.54	Event more interesting	.805
			Cheerful atmosphere	.706
			Good reputation	.689

Note. N = 451

As presented in Table 2, the result of the varimax rotation indicates the existence of three significance factors for brand equity. For the first factor, the eigenvalue is 7.24 and variance of the data 48.26%. This factor has a range of 0.684 to 0.813, and all six items in brand awareness were accepted and loads into the same component. The items were "heard a lot of information", "highly recognized", "can quickly recall", "choose because aware", "first come to mind" and "has built own brand" and all these items represent brand awareness towards food truck business. Thus, the original name remains as brand awareness. Findings from this study confirm that items in brand awareness are reliable and accepted for the business that operated in mobile setting such as food truck business.

The second factor was labelled as perceived quality and the findings show that six items were

grouped together. The factor loading were ranging from 0.672 to 0.798. It was accounted for 9.46% of total of variance and the eigenvalue was 1.98. The items included were “good cleanliness”, “price reasonable”, “quality excellent”, “knowledge excellent”, “service on time” and “convenience location”. Since all items in perceived quality were significant as the same factor, the original name of the second factor is retained as perceived quality. Findings show that all items in perceived quality are relevant and valid for the food truck business.

Lastly, brand image was accounted for 6.54% of the total variance and had the lowest eigenvalue, 0.98. The data extraction of brand image revealed that only three of the eight items were relevant to brand image. The remaining items in brand image, ranging between 0.689 and 0.805, were “event more interesting”, “cheerful atmosphere” and “good reputation”.

Test of Research Hypotheses

The results in Table 3 show that brand awareness has a significant and positive relationship with brand image ($r=.594$, $p<.01$) and perceived quality ($r=.515$, $p<.01$). It can be concluded that there is a significant positive relationship between brand awareness and brand image as well as perceived quality. The higher brand awareness, the higher brand image and perceived quality. This result confirms the study by Chieng and Goi (2011). In addition, it was found that brand image has significant and positive relationship with perceived quality ($r=.603$, $p<.01$). Therefore, it can be concluded the higher brand image, the higher perceived quality.

Table 3: Correlation of Brand Equity

		Mean	Std. Deviation	Brand awareness	Brand image	Perceived quality
Brand awareness	Pearson Correlation			1		
	Sig. (2-tailed)	5.1656	1.14733			
	N			451		
Brand image	Pearson Correlation	5.3577	1.02302	.594**	1	
	Sig. (2-tailed)			.000		
	N			451	451	
Perceived quality	Pearson Correlation	5.3987	1.01414	.515**	.603**	1
	Sig. (2-tailed)			.000	.000	
	N			451	451	451

** . Correlation is significant at the 0.01 level (2-tailed).

Conclusion

Brand equity plays an important role in sustaining a business. From the theoretical perspectives, the findings provide brand awareness, brand image and perceived quality as the dimension of brand equity. By understanding the dimensions of brand equity, food truck operators could understand the elements that could influence customer positive behaviour. It has been found that there are significant relationships between brand awareness, brand image and perceived quality. Brand image also has a positive and significant relationship on perceived quality. This study also

suggests that the food truck manager should focus on brand awareness and brand image in order to increase customer's perceived quality. The food truck operators should understand the importance of brand awareness and brand image and give extra efforts on these dimensions.

Social media can be one of the initiatives to increase brand awareness and brand image. By sharing the information about the food truck through social media, it will benefit the brand equity of the business. It is also recommended that the cleanliness and reasonable price add value to the perceived quality of the food truck business. Factors such as the appearance of the food truck in events, a cheerful atmosphere and reputation give significant effect on brand equity. This study concludes that brand equity is the added value for the business and it influences the thought and actions of customers.

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