

# European Journal of Business and Management

ISSN 2222-1905 (Paper)

ISSN 2222-2839 (Online)

Vol.5 No.31

2013



International Institute for Science, Technology & Education  
Accelerating Global Knowledge Creation and Sharing

1,935

2,126

75

2,158

77

## Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication

Bambang Sukma Wijaya<sup>1\*</sup>

<sup>1</sup>Department of Communication, Faculty of Economics and Social Sciences, Bakrie University  
Jl. HR Rasuna Said, Kav. C-22 Epicentrum Business District, Kuningan, Jakarta, Indonesia

\*E-mail of the corresponding author: bswijaya98@yahoo.com

### Abstract

Currently almost all products have the brand, and all companies strive to develop and maintain their brand reputation. Brand is a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling. Thus, brand is more than just a logo, name, symbol, trademark, or label attached to a product. Using theoretical review and self-reflectivity method, this conceptual paper aims to review the dimensions of brand image as one stage in the hierarchy of branding or brand communications, so it can be a guide for future studies related to the brand image. Brand image plays an important role in the development of a brand because the brand image associated with the reputation and credibility of the brand which later become the 'guideline' for the consumer audience to try and use a product or service then creating a particular experience that will determine whether the consumer will be into brand loyalist, or simply an opportunist (easy to switch to another brand). The dimensions of brand image in this study include *brand identity*, *brand personality*, *brand association*, *brand behavior & attitude*, and *brand competence & benefit*.

**Keywords:** dimensions of brand image, brand communication, hierarchy of branding, brand development

### 1. Introduction

American Marketing Association (AMA) defined a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 2000: 404). This is similar to Aaker says that the brand is a name and/ or symbol that distinguishes (in the form of a logo or symbol, stamp or packaging) to identify the goods or services of one seller or group of sellers (Aaker, 1996). Kotler (2000) mentioned that a good brand will come to boost the company's image. Brand is the front-liner of a product, an initial view that allows consumers to identify those products. In principle, brand is a promise of sellers or producers who continually brings a unit series of performance, benefits and service to buyer. In the perspective of brand communication, Wijaya (2011) defined brand as a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling. Thus, the brand is more than just a logo, name, symbol, trade mark, or the name attached to a product. Brand is a promise (Morel, 2003). Brand is a relationship (McNally and Speak, 2004) -kind of relationship that involves trust. A brand is the sum of an entity, a psychic connection that creates a bond of loyalty with a buyer/ potential buyer, and it includes the perceived added value (Post, 2005). Nilson (1998) mentioned a number of criteria to describe the brand is not just a name: a brand must have clear value, the difference can be identified with other brands, attractive, and have a prominent identity.

Meanwhile, branding is the process of creation or legacy of certain trail signs in the minds and hearts of consumers through a variety of communication ways and strategies so that create specific meaning and feeling which affect consumers' lives (Wijaya, 2011). So branding activity is the implementation of the brand communication strategy and is part of the brand development process.

This paper aims to summarize, analyze and elaborate the dimensions of brand image to be drawn into the perspective of brand communications as an important field of study that is more appropriate to discuss the phenomenon of branding, which is much more 'dominated' by a marketing management perspective. Thus, it would be found the dimensions of brand image are more in line with the scientific nature of branding, which is communication. Would be different if the study of brand image is placed on

marketing management perspective where brand image is only considered as one of many tools to encourage consumers to buy a product. In the perspective of brand communication, brand image is one of the important elements in the process of brand development (see the discussion about hierarchy of branding in the next subtitle), because the brand image is not formed solely for the purpose of purchasing the product, but more than that, brand image also related to how consumers as a target audience of communication interpret (decode) brand messages and actualize it in their life and become part of how they construct their self-concepts and reality.

Therefore, in addition to enrich the science of brand communication and branding which is the intersection of management and communication science, this study is also useful to help subsequent researchers to be more easily identify the critical dimensions that influence the formation of brand image and conceptualizing their research framework in corresponding on the actual nature of brand image. This study is also useful for practitioners and decision-makers associated branding strategy in determining the steps or what ideas can be developed in any element or dimension to establish and/ or strengthen their brand image.

## 2. Brand Communications

It takes no little time to build a brand that is really strong. Kapferer (2008) mentioned two routes or models in brand development, namely: the brand evolved from product development, communication focused on the functional benefits of the product, and then move toward emotional benefit that is intangible values, or otherwise, of the values and mission of products that are usually not tangible to the development of (features/ attributes) products that is more tangible as illustrated in the following diagram:

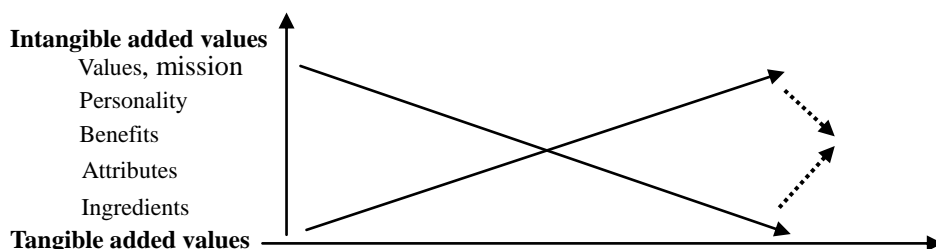
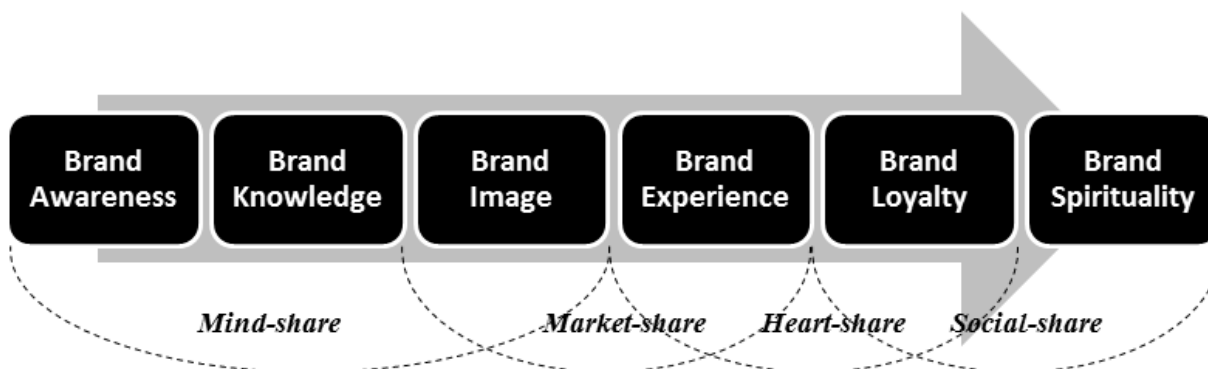


Figure 1. Two models of brand building through time (source: Kapferer 2008)

The first model, brand development starts from focus on product by developing its ingredients, features and attributes, advantages or product benefit, then creates product/ brand personality, and then shaped with brand mission and values so the product has intangible added values for the consumer. The example for the first model is commodity product that is packaged afterward with a certain brand and naturally communicated with the course of time and then becomes famous, until finally the brand is managed in a professional manner. The second model starts from concept or idea. Examples for this are brands that since the beginning are selling lifestyle (perfume, branded fashion, cigarettes, etc.), fame of a name (Harry Potter, Disney, etc.) or were born from a deep understanding, especially on psychological side of consumers through consumer insights that tend to offer emotional benefits. As time goes by, these brands develop their features and functional benefits so as to provide tangible added values for consumers. Meanwhile, in the perspective of brand communication, branding process and its effects have certain levels that also indicate to which extent the brand development in relation to proximity to the consumer. This level is called the *hierarchy of branding*.



**Figure 2.** *Hierarchy of Branding* (source: Wijaya, 2011)

When a brand firstly launched, the brand is still in the stage of knocking consumer awareness, making it more likely consumers just merely know or know a little about the brand. This stage is called *brand awareness*. Increasingly recognized, the more the attribute and benefits of the brand known by consumers, so consumers no longer just merely know or recognize the brand, but also learn more and know much about the brand or the product. This stage is called *brand knowledge*. As time went on and intensively communication, the consumer then has a certain perception or something to associate to form a certain image about the brand in the consumers' mind (that is called *brand image*). As time went on and incessant communication as well, consumers would have tried the products or direct contact with the brand, so that consumers have specific experience related to the brand that form new meanings and feelings associated with the brand as well as strengthening the image of the brand. This stage is called brand experience. The combination of a positive image and exciting experiences that give good meaning and special feeling ultimately strengthen the position of the brand in the minds and hearts of consumers, so that the brand has good equity and tend to be favored by consumers. A brand that is favored and has good equity tends to bind the consumer's loyalty so that the consumer is not easy to switch to another brand. This stage is called brand loyalty. At the end, the consumers are not only loyal to a brand, but also have a strong sense of belonging to the brand, pervasive and be part of their life values, influence their perspective on life. At this stage, the spiritual happiness and the life values that their obtain related to the beloved brand then they try to share and broadcast to other consumers, so other consumers can also feel and experience as they did, be part of their life in the wider environment, and together get the mutual happiness within a strong community. This is the crowning achievement of a brand in the hearts of consumers, where a brand becomes the answer for the spiritual needs or become part of the consumer's life values and culture, namely *brand spirituality*. Stages from Brand Awareness to Brand Image are the stage to gain *mind-share*, while Brand Experience is the stage to gain *market-share*, Brand Loyalty is the stage for *heart-share*, and Brand Spirituality is to achieve *social-share*.

During the brand journey from the stage of Brand Loyalty to Brand Spirituality is the ultimate journey for brand owners or share holders, because at that stage the brand has already a high value. Brand value represents what the brand provides or contributes to the achievement of corporate goals (Srivastava, et al. in Raggio, et al., 2007), and it depends on the ability of the owner of the brand to enhance brand equity, while the value of the brand certainly affects shareholder value (Raggio, et al., 2007). Thus, it can be said that the development of the brand gives a significant advantage to the owner of the brand, because the brand that has a high value contributed immensely to the progress of the company.

### 3. Method

This paper is a conceptual paper, aims to summarize, analyze and elaborate brand image dimensions from the perspective of brand communication. Therefore, the method used is a literature study and self-reflectivity method by dialoguing theories, previous research results and arguments from various published sources and reflecting them on the author's interpretation of the contemporary phenomenon related to brand image. The object of this study is the theories and concepts in the realm of brand

communications, brand management, marketing management and marketing communications from various published sources (books, journals, proceedings and other scientific reference sources), while validity through the triangulation of theory and concepts related brand image to ensure the legitimacy and credibility of the study. Previously, research and study on brand image refers to the partial -dimensional framework of marketing management perspective. Through this paper, the author provides a more comprehensive frame from the perspective of brand communication, so that the future researchers of brand image can develop also a more comprehensive conceptual framework for their study.

## 4. Result and Discussion

### 4.1 Brand Image in the Brand Communications

Brand image plays an important role in the development of a brand, because the brand image regarding reputation and credibility of the brand that later became the "guidelines" for the consumer audience to try or use a product or service. The trial and consumption result towards brand by consumers in the end lead to a certain experience (brand experience) that will determine whether the consumer will be loyal to the brand or just an opportunist (easy to switch to another brand). Brand image is a representation of the overall perception formed from information and knowledge on the brand. Brand image is closely related to attitudes and beliefs that form choice (preference) to a brand.

In certain conditions, brand can be described by certain characters as human beings. The more positive the description is the stronger the brand image and the more opportunities also for brand development (Davis, 2000). Brand image can be assumed as a set of brand associations that collected in the minds of consumers (Mowen & Minor, 2001). Brand image refers to the framing of memory about a brand, which contains the results of interpretation (decoding) by consumer to the messages through the attributes, benefits and advantages of the product, the use, the atmosphere created or used in the communication, the users of the product, and through the attitude and character of marketers or sales person and/ or brand owner. In simple term it can be said that brand image is actually what consumers think and feel when they heard or saw a brand identity. Or in other words, brand image is a form or a particular description of a trace of meaning left in the minds of the consumer audience (Wijaya, 2011), which then guides the consumer audience how to behave towards the brand, whether to try and be faithful or just doing 'trial and error' then go, or, they simply do not want to try because of the bad image of the brand or because it is not relevant to their needs.

The image of a brand represents the perception that can reflect objective or subjective reality. Image formed by representation of perceptions is the basis for the decision of purchasing a product even for having the brand loyalty. According to Aaker (1991), consumers often buy products that have famous brand because they feel more comfortable with things that are already known. The assumption that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt, make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar.

Aspects that creating brand image can depart from cognitive aspects, including knowledge and belief in the attributes of the brand, the logical consequence of the use of the brand, as well as affective aspects which include the evaluation of feelings and emotions associated with the brand. Thus, brand image is often defined as the perception and preference of consumers towards brand, reflected by the various associations that live in the memory of consumers about the brand. Although the brand association can occur in many different forms, but the association may be performance associations that are usually tangible and imaginary associations that are the intangible, related to the attributes and advantages of the brand (Peter & Olson, 2002).

Drezner (2002) revealed that consumers do not react to reality but rather to what they perceive as reality. Thus, brand image is assumed as a set of associations that consumers receive, within a certain period, as a result of the contiguity of consumers with the brand, directly or indirectly. Although it is impossible thing that every consumer has the exact same image to a brand, but they generally have similar elements of perception. Therefore, brand image is the comprehensive impression towards brand positioning in the context of competition with other brands in the same category -how strong is the position sticking in the minds of consumers. Another reason for consumers in choosing a brand is because they want to understand themselves, to know their self-concept through an identity that is displayed and offered by the brand, as well as a medium to communicate the aspects of themselves to others. Previous research also suggests that as a symbol, the brand strongly influence consumer status and self-esteem. A brand is potentially to be owned and consumed by a person if the person recognizes a similar symbolic relationship between the image carried by a brand with personal self-image of consumer audience, both ideal self-image and

actual self-image (Arnould, et al., 2005). Syrgy (1982) and Syrgy & Johar (1991) revealed that the purchasing behavior can be influenced by a series of feelings, ideas, and attitudes that consumers have towards a brand. Thereby, brand image is considered as the accumulation of specific attributes which are the result of intensive interface between products, brands, and consumers (including knowledge, feelings, and attitudes toward the brand) that is synthesized in personal memory.

In general, consumers seek to maintain or enhance their self-image by selecting a product or brand that has the "image" or "personality" that they believe in harmony with their self-image, and tend to avoid brands that do not fit with their image and, according to research by Fournier (1998), it is commonly happened to women. Based on the relationship between brand preference and consumer self-image, it is not strange if consumers use brands as media to define themselves (Schiffman & Kanuk, 2000).

#### 4.2 Functions and Roles of Brand Image

Boush and Jones (in Kahle & Kim, 2006) explains that brand image has multiple functions, such as market entry, source for added value of products, value storage for the company, and can be a force in the distribution of products (channel power).

Related to the function of market entry, brand image plays an important role in pioneering the advantage of the product, brand extension and brand alliance. Pioneer product in a category that has a strong brand image will benefit because follower products are usually overshadowed by the pioneer product. In case of Indonesia, for example is Aqua<sup>1</sup> mineral water. Though many other brands of mineral water are popping up on the market, Aqua still exist and be a market leader in Indonesia today. For the follower will certainly require high costs to shift the pioneer product that has strong brand image. This is the advantage of pioneer products that have a strong brand image compared to pioneer products that have a weak brand image or even non-branded commodity products.

Brand image also allows the company to develop a brand of products from one market to another market segment through brand extension (Tauber, 1988; Aaker & Keller, 1990; Boush & Loken, 1991). Brand extension strategy has become increasingly attractive as a way to reduce the tremendous cost of new product introductions. Research by Suharyanti (2011) revealed the influence of the parent brand image on the sub-brand occurs in the transfer of attributes and fix perception as well the credibility of the brand's parent company.

Another popular strategy to enhance the brand image is through brand alliances. A brand alliance can be described as short- or long-term relationship, or a combination of tangible and intangible attributes associated with brand partners (Rao & Ruekert, 1994). One of the most popular types of brand alliances is co-brand partnerships. Co-branding can be defined as placing two brand names on a single product or package (Shocker, 1995; McDaniel, et al., 2011).

The next function of brand image is as a source of added value products. In this context, many marketers recognize that brand image does not just encapsulate the consumer experience towards the product, but also can change the experience. For example, in consumer taste tests proved that the food or drink from their favorite brand has taste better than the competitors when tested in un-blinded compared to a blinded taste test (Allison & Uhl, 1964). Thus, it can be said that the image of the brand has a much more powerful role in adding to the value of the product by changing the experience and perception towards the product (Puto & Wells, 1984; Aaker & Stayman, 1992).

Another function of brand image is as a repository of value for the company. The brand name is a corporate's storage of values as the investment result from advertising costs and the increase of accumulated product quality. Company can use the stored values as 'capital' to convert strategic marketing ideas into long-term competitive advantage. An interesting example of this case is Mega Bank<sup>2</sup> in Indonesia, which in early 1999 it had started campaigning brand with 'Shalawat'<sup>3</sup> spirit on national television stations, at a time when almost all brands of products stopped their advertising activities and campaigns due to the monetary crisis that hit Indonesia and impacting the decline of purchasing power. However, in the absence of any other brand advertising in media spaces, Mega Bank was actually benefited in raking the total brand awareness and image that later became the important 'asset' for the next step of its brand and business development.

---

<sup>1</sup> Aqua is a generic brand in the bottled mineral water category in Indonesia today.

<sup>2</sup> one of the fast-growing local private bank in Indonesia

<sup>3</sup> Shalawat means prayer made together in Islamic tradition, both for ourselves, the people, or for blessing the broader community, as well as state or nation

In addition, a brand name with strong image can also work in creating power in the distribution channel. This means that the brand does not only play an important role horizontally, in facing their competitors, but also vertically, in the acquisition of distribution channels, to have more control and bargaining power on the requirements made distributor (Aaker, 1991). For example, the brand extension strategy by *Teh Botol Sosro*<sup>4</sup> with an assortment of product variants can be said to have won three advantages as well: market penetration strategies with lower costs, leading the competition by mastering shelf space, and of course has a high bargaining power in trade negotiations, because the brand of *Teh Botol Sosro* considered to have more power than other brands in boosting sales.

#### 4.3 Stimulus of Brand Image

The brand image is the result of construction that formed in the mind of the consumer audience. There are many things that become stimulus element of the brand image. Walters (1974) refers to personal and environmental elements are very important in the formation of brand image, because these elements are very dominant in influencing one's perception. Environment that is meant here is the technical attributes that exist on a product in which it can be controlled by brand owner, while the personal element associated with consumer audiences' experience towards the stimuli are deliberately created by brand owner. This includes brand attitudes and behaviors when communicating and interacting with consumers, because these factors also have the potential to form the brand image (Wijaya, 2012). Socio-cultural factors are also important factors that influence personal perception of consumers. Mental readiness of consumers in the process of forming perceptions, consumer experience itself, mood, needs and motivations of consumers are the things that helped shape the individual's consumer perception. The image is an end 'product' of the accumulation of knowledge and attitudes are formed through a dynamic process through stimulus repetition (Arnould et al., 2005).

According to Runyon (1980), brand image is formed from the stimulus presented by a product, which pose a particular response to consumer audiences themselves. Stimulus that appeared in the brand image is not limited to a physical stimulus, but also includes psychological stimulus. There are at least three stimuli that can shape brand image, which is a physical stimulus, such as the technical attributes of the product, and psychological stimulus, such as brand name, and stimulus that includes both properties, such as product packaging or product advertising. The presence of stimulus raises the response from consumers. Response that affects a person's mind and establishing brand image includes rational response (assessment of the actual performance of the brand associated with the product price) and emotional response (a tendency of feeling arising from the brand).

Meanwhile, Timmerman (in Noble, 1999) states that brand image is often regarded as a collection of all associations related to the brand. Brand image consists of: physical factors are namely the physical characteristics of the brand, such as packaging design, logo, brand name, product functionality and usability, and psychological factors that are shaped by emotions, beliefs, values, personality which by consumers are considered to represent the product of the brand. Due to the brand image is closely associated with what people think and feel to a brand, then in the formation of brand image, psychological factors contribute more than physical factors.

#### 4.4 Elements of Brand Image

Hogan (2005) in his paper titled *Employees and Image: Bringing Brand Image to Life* noted that brand image is an associate entity of all available information regarding products, services and brands of the company. This information is obtained by the consumer through: first, direct experience that implicates on functional and emotional satisfaction. Brand is not only designed to work optimally and achieve the good result, but also must be able to understand, carrying the desired values and meet the personal needs of the consumer, which in turn positively contribute to the establishment of a relationship with the brand. Secondly, through the perception deliberately created by the brand owner's company in various forms of communication, such as advertising, brand campaigns, public relations, logo, contact-point-communications (CPC) at the points of purchase, the attitude of employees in servicing customers, and overall performance of services provided by the company. For most brand, media and the environment in which the brand offered to consumers can communicate different attributes. Each imaging medium has a role in fostering a positive relationship with the consumer. For maximum results for the success of brand development, it is important that all of these factors go synergistically to form a total picture of the brand. The picture is called brand image, and the image can be either positive or negative image, or even both.

---

<sup>4</sup> *Teh Botol Sosro* is the most popular and influential soft drink brand in Indonesia today, beating Coca-Cola's market share.

According to Arnould, et al. (2005), attribute that shapes brand image consists of objective or intrinsic attributes such as packaging and basic benefits offered, as well as the beliefs, feelings and associations related to the brand of the product. Brand image represents the main thing of all impressions about a brand that lives in the minds of consumers, among them are the impression regarding the physical appearance of the product, the impression regarding the functional benefits of product, the impression regarding the product user, emotions and associations related to the product, imagination and symbolic meanings that are formed in the mind of consumers, including the imagination which is a metaphor of human characteristics.

Image on a brand reflects the image of consumer-generated perspective from the promise made by brand. Brand image included consumer perception towards product advantages and personal characteristics that captured by consumers from that brand. Davis (2000) described the elements forming brand image consist of brand association, that is the characteristic of the product or service that associated with the brand by consumers, including the resulting perception of the brand promises, positive and negative, as well as the expectations regarding the brand attempts in maintaining customer satisfaction. Another element according to Davis is the personality of the brand, refers to the various human characteristics on brand that metaphorically formed by consumers, such as personality traits, preferences, gender, size, shape, ethnicity, intelligence, socioeconomic class, and education. This makes the brand as if living things, enables consumers to describe, as well as determining whether the consumer wants to be associated with that brand or not. Personality and character of the brand helps marketers to understand deeper about the advantages and disadvantages of the brand, as well as how to position the brand properly. Brand personality also explains why consumers prefer certain brand over another brand when there is no physical or functional attribute differences between the two. David Ogilvy (in Biel, 1999: 161) in his phenomenal speech in front of the American Marketing Association (AMA) in 1955 stated that the brand image "is the picture people carry around in their heads of a brand, it is the intangible sum of a product 's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised".

Plummer (1985) in his research revealed that one of the components of brand image is the personality or character of the brand itself. Plummer summarized his research by showing that the brand can be characterized by personality descriptions such as "youthful", "colorful", and "gentle". Aaker (1991) associated the brand image with the brand personality as one component of brand equity, and defined a brand as a set of human characteristics associated with a brand. According to Aaker (1997), brand personality dimensions consist of five dimensions, namely competence, sincerity, excitement, sophistication, and ruggedness. Meanwhile, Chang, et al. (2001) said that consumers exhibit a favorable feelings toward the brand when the brand personality congruent with their self-image. Thus, the congruence between brand personality and self-image will improve positive attitude, especially for consumers who have a high hedonic attitude and are very concerned with symbolic values in their consumption patterns and lifestyle.

Keller (1993) in his paper titled 'Conceptualizing, Measuring, and Managing Customer-Based Equity' described brand image as perceptions about a brand that reflects a growing association in the minds of consumers. Brand image is formed from the elements of attributes which are the description of the features possessed a product (goods) or service. Attributes consist of product-related attributes, the features that make the product functions work, related the physical composition or the form of service. Another attribute is non product-related attributes which constitute the external aspects of a product, related the messages and the forms of communication, including price information, packaging and product design, information of users, community or celebrity who use the product, as well as information on how and where the product can be used or purchased.

The next element according to Keller is the benefit, namely the personal value that is (by consumers) being associated with the attributes inherent on the product. Product benefit consists of functional benefits that refer to the fulfillment of basic needs such as physical needs or solving problems, experiential benefits that refer to the feeling that is present when using a product, and the last is symbolic benefits that refer to the need for social recognition and personal expression related self-esteem. Consumer audiences usually concern on the values of prestige, exclusivity and fashion styles from a brand because these matters relate to their self-concept. Meanwhile, Wijaya (2012) revealed 4 (four) types of benefits and values that are commonly offered by brand or product, namely: functional benefits (benefits that address the physical needs of the consumer), emotional benefits (benefits that address the affective needs of the consumer like feeling secured, self-confidence, love, etc), symbolic benefits (benefits that address the illusive needs of consumers in actualizing, expressing and showing the meaning of themselves and their lives to the surrounding environment for the sake of self-existence, such as symbolic lifestyle, prestige, masculinity, power, etc) and social benefits (benefits that address the spiritual needs of the consumer in self-reflection and appreciation of life through positive contribution to the surrounding environment, such as: concern for education, life environment, health, local cultural values,



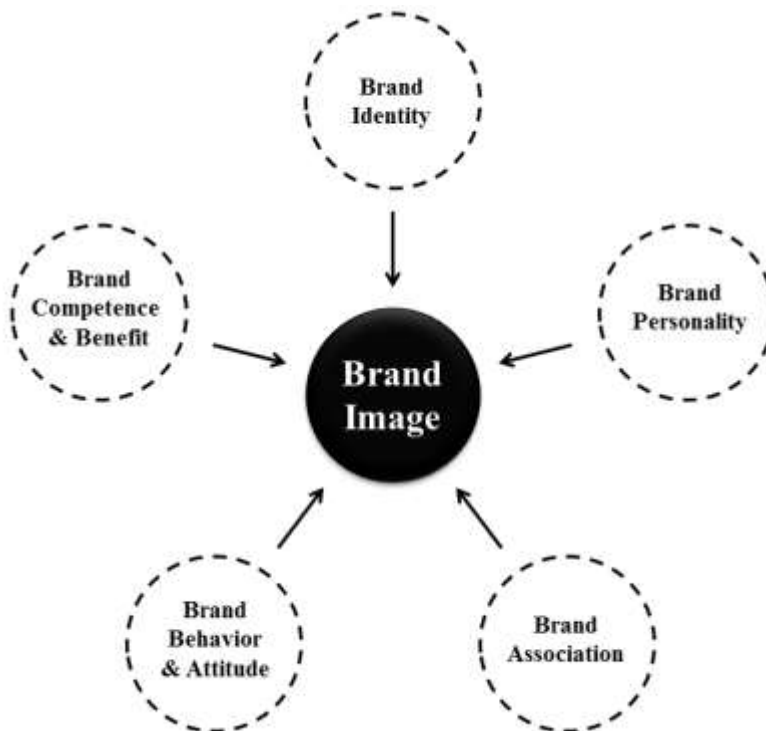
social welfare, entrepreneurship, and so on).

The final element that forms brand image in the viewpoint of Keller is brand attitude, that is described as an overall evaluation towards a brand, the certain beliefs that consumers have about a brand, and evaluative judgments on the beliefs --the good or bad of product related to attributes and benefits offered. However, this Keller's explanation is more reflecting the explanation that refers to the 'attitude toward the brand' and not the attitude of the brand (brand attitude). Therefore, Wijaya (2012) defined brand attitude or brand behavior as attitudes, manners and behaviors that brand and all its attributes indicate when communicating and interacting with consumers which in turn influencing consumers' perceptions and judgments toward the brand.

In addition, the image of a brand can be the differentiator that shows a brand is more superior than other brands in one product category. Recognition of the superiority, one way constructed through the establishment of brand image that represented by the people who use the brand, for example through the use of a celebrity or public figure as endorser in advertisements and other communications activities (Tybout & Calkins, 2005).

#### 4.5 Dimensions of Brand Image

Summarizing the results of various studies on literatures and relevant previous research, then it can be concluded that the main dimensions that influence and shape the image of a brand, forth in the following picture:



**Figure 3.** Dimensions of Brand Image (source: author's concept developed and elaborated from Aaker, 1991; Aaker, 1997; Arnould, *et al.*, 2005; Davis, 2000; Drezner, 2002; Hogan, 2005; Keller, 1993; Mowen & Minor, 2001; Plummer, 1995; Upshaw, 1995; Brexendorf & Kernstock, 2007; Wijaya, 2012)

##### 4.5.1 Brand Identity

The first dimension is brand identity. Brand identity refers to physical or tangible identities related to the brand or product that makes consumers easily identify and differentiate with other brands or products, such as logo, colors, sounds, smells, packaging, location, corporate identities, slogan, and others.

#### 4.5.2 Brand Personality

The second dimension is brand personality. Brand personality is the distinctive character of a brand that makes up certain personalities as human being, so that consumer audiences can easily distinguish with other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on. As explained earlier, Aaker (1997) mentioned several dimensions of brand personality as competence, sincerity, excitement, sophistication, and ruggedness, while Plummer (1985) illustrated the brand personality with tones of character such as 'youthful', 'colorful' and 'gentle'.

#### 4.5.3 Brand Association

The third dimension is brand associations. Brand association is specific things that deserve or always associated with a brand, can arise from a unique offering of a product, recurring and consistent activities for example in terms of sponsorship or social responsibility activities, issues that are very strong related to a brand, or, person, owner, and the certain symbols and meanings that are very strong attached to a brand, such as "remember Body Shop remember recycle", Benetton = colorful people, Coca Cola = Cheerfulness, art+technology = Apple, Family's fast food restaurant = McD, Nike = Tiger Woods, Obama = First Black US President, or Healthcare policy (Obamacare), Bush = Iraq War, Bond = Sexy Women, etc.

#### 4.5.4 Brand Behavior and Attitude

The fourth dimension is brand behavior and attitude. Brand behavior and attitude are the behavior and attitude of a brand when communicating and interacting with consumers in order to offer benefits-benefits and values that it has. In other words, brand attitude and behavior are attitudes, manners and behaviors that brand and all its attributes indicates when communicating and interacting with consumers which in turn influences consumers' perceptions and judgments toward the brand (Wijaya, 2012). Often a brand in ways that are not appropriate and rather violating ethics in communication, or delivering the poor service so that affects public perceptions of the attitudes and behavior of the brand, or conversely, attitudes and behaviors sympathetic, honest, consistent between promise and reality, good service, and concern for the environment and the wider community will potentially be shaping good perceptions of the attitudes and behavior of the brand. So brand attitude and behavior includes communication attitudes and behaviors, activities and attributes attached to the brand when dealing with consumer audiences (Keller, 1993), as well as employee and/ or brand owners' behaviors (Brexendorf & Kernstock, 2007).

#### 4.5.5 Brand Competence and Benefit

The fifth dimension is brand competence and benefit. Brand competence and benefit are the values, advantages and distinctive competencies offered by a brand in solving consumer problems, which enable consumers to get benefit because their needs, desires, dreams and obsessions manifested by what it has to offer. Values and benefits here can be functional (Keller, 1993), emotional, symbolic or social (Wijaya, 2012), such as product brand of a clothes detergent with benefits and competences are being able to clean clothes to be cleaner (functional benefit/ value), make the wearer is more confident and feel comfortable (emotional benefit/ value), be a symbol of a clean lifestyle of modern society (symbolic benefit/ value), and inspire greater community to care about a healthy lifestyle and environmental preservation (social benefit/ value). Benefits, advantages and distinctive competencies of a brand will affect the brand image of the product, individual or institution and company.

### 5. Conclusions

Brand image plays an important role in the development of a brand because the brand image influences brand reputation and credibility which later becomes 'guideline' for consumer audience to try or use a product or service then giving rise to a particular experience (brand experience) that will determine whether the consumer will be loyal to the brand or just becoming an opportunist (easy to switch to another brand). Brand image, both product brand, personal brand, institution or corporate brand, formed by a variety of personal factors that come from the self-consumer or audience and environmental factors that are present on the outside of the consumer or audience. These various factors are reflected through the main dimensions that represent as well as forming the image of a brand, among which are the dimensions of identity (brand identity), personality dimensions (brand personality), associative dimensions (brand association), dimensions of attitudes and behaviors (brand attitude and behavior) and the dimensions of the benefits, advantages and competencies of a product, person or institution/ company (brand benefit and competence). With the clarity of these dimensions, the researchers and decision-makers can measure and see how strong the brand image of a product, person or institution/ company by measuring and assessing the dimensions mentioned

above. The more powerful and positive these dimensions in the minds of the consumer audience, the more powerful and positive the brand image of a product, person or institution/ company.

For further development of this concept, the author recommends more researches related to brand image based on the dimensions described in this paper, for example, by exploring more indicators regarding each dimension that have not been explored to the fullest in this article. The exploration of indicator from the consumer audiences' perspective will enrich this concept so that it can be a useful reference for subsequent researches. In addition, the hypothesis testing research regarding the influences or effects on the brand image can involve the dimensions that exist in this study so the results of that research are more comprehensive. To branding practitioners, the author also suggests to develop a brand development strategy by referring to the brand image dimensions from the brand communication perspective as described in this study. This is because the study in this paper has shown clearly various dimensions as factors that form or reinforce brand image, making it easier for brand manager or brand planner in determining the strategic steps and interesting ideas for brand image development. Of course, brand here is not limited to product brand, but also can be a corporate brand, personal brand, organizational, social, governmental, and political brand, place and destination brand, cultural brand to nation/ country brand.

## References

- Aaker, D. A. & Keller, K. L. (1990). 'Consumer Evaluations of Brand Extensions'. *Journal of Marketing*, 54 (1), 27-41.
- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: Free Press
- Aaker, D. A. & Stayman, D. M. (1992). 'Implementing the Concept of Transformational Advertising'. *Psychology and Marketing*, 9, 237-253.
- Aaker, D. A. (1996). 'Measuring Brand Equity across Products and Markets'. *California Management Review*, 38 (3)
- Aaker, J. (1997). 'Dimensions of Brand Personality'. *Journal of Marketing Research*, 34, 347-357.
- Allison, R. I. & Uhl, K. P. (1964). 'Influence of Beer Brand Identification on Taste Perception'. *Journal of Marketing Research*, 1 (August), 36-39.
- Arnould, E., Price, L. & Zinkan, G. (2005). *Consumers*. Singapore: McGraw-Hill/Irwin
- Biel, A. L. (1999). 'Exploring Brand Magic' in John Philip Jones (ed). *How to Use Advertising to Build Strong Brands*. USA: Sage Pub.
- Boush, D. M., & Loken, B. (1991). 'A Process Tracing Study of Brand Extension Evaluation'. *Journal of Marketing Research*, 18, 16-28
- Brexendorf, T. O. & Kernstock, J. (2007). 'Corporate Behavior vs Brand Behavior: Towards An Integrated View?'. *Journal of Brand Management*, 15 (1), 32-40
- Chang, K. S., Park, J. Y. & Choi, I. H. (2001). 'The Influence of Self-Congruity Between Brand Personality and Self-Image on Attitude Toward Brand'. *Korean Journal of Marketing*, 3 (2), 92-114.
- Davis, S. M. (2000). *Brand Asset Management: Driving Profitable Growth through Your Brand*. California: Jossey-Bass, Inc., Publishers
- Doyle, P. (2008). *Value-Based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value*. West Sussex, England: Wiley
- Drezner, W. (2002). *A Balanced Perspective on Brands*. Baringstoke: McMillan
- Fournier, S. (1998). 'Consumers and Their Brands: Developing Relationship Theory in Consumer Research'. *Journal of Consumer Research*, 24, 343-373
- Hogan, S. (2005). *Employees and Image: Bringing Brand Image to Life*. The 2<sup>nd</sup> Annual Strategic Public Relations Conference. Chicago: Lippincot Mercer
- Kahle, L. R. & Kim, CH. (eds). (2006). *Creating Images and the Psychology of Marketing Communication*. New Jersey: LEA
- Kapferer, JN. (2008). *New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. USA: Kogan Page
- Keller, K. L. (1993). 'Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity', *Journal of Marketing*, 57, 1-22
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Pearson Education, Inc
- Kotler, P. (2000). *Marketing Management*. New Jersey: Prentice Hall
- McDaniel, C., Lamb, C. W. & Hair, J.. (2011). *Introduction to Marketing*. Singapore: Cengage

- McNally, D. and Speak, K. D. (2004). *Be Your Own Brand*. Terj: Sikun Pribadi. Jakarta: Gramedia
- Morel, M. (2003). *Promote Your Business*. NSW, Australia: Allen & Unwin
- Mowen, J. C. & M. Minor (2001). *Consumer Behavior: A Framework*, USA: Prentice Hall
- Nilson, T. H. (1998). *Competitive Branding: Winning in the Market Place with Value-added Brands*. West Sussex: John Wiley & Sons, Ltd
- Noble (1999). *Development in Marketing Science*. Corall Gables, Florida: Academy of Marketing Science, 22, 1-5
- Park, SY & Lee, E. M. (2005). 'Congruence Between Brand Personality and Self-Image, and the Mediating Roles of Satisfaction and Consumer-Brand Relationship on Brand Loyalty' dalam Yong-Uon Ha and Youjae Yi (eds). *Asia Pacific Advances in Consumer Research*, 6, 39-45
- Peter, J. P. & Olson, J. C. (2002). *Consumer Behavior and Marketing Strategy*. 6th ed. New York: McGraw-Hill/Irwin
- Post, K. (2005). *Brain Tattoos: Creating Unique Brands that Stick in Your Customers' Minds*. NY: Amacom
- Pringle, H. & Thompson, M. (2001). *Brand Spirit*. New Jersey: John Wiley & Sons, Ltd
- Puto, C. P. & Wells, W. D. (1984). 'Informational and Transformational Advertising: the Differential Effects of Time' in Thomas C. Kinnear (ed). *Advances in Consumer Research*, 11, 638-643.
- Raggio, R. D. & Leone, R. P. (2007). 'The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning'. *Journal of Brand Management*, 14 (5), 380-395
- Rao, A. R., & Ruekert, R. W. (1994). 'Brand Alliances as Signals of Product Quality'. *Sloan Management Review*, 36(1), 87-97.
- Runyon, K. E. (1980). *Consumer Behavior and the Practice of Marketing*. Ohio: C.E. Merrill
- Salinas, G. & Ambler, T. (2009). 'A Taxonomy of Brand Valuation Practice: Methodologies and Purposes'. *Journal of Brand Management*, 17 (1), 39-61
- Schiffman & Kanuk (2000). *Consumers Behavior*. New Jersey: Prentice-Hall, Inc
- Shocker, A. D. (1995). 'Positive and Negative Effects of Brand Extension and Co-Branding' in Frank R. Kardes and Mita Sujan (eds). *Advances in Consumer Research*, 22, 432-434
- Sirgy, J. M. (1982). 'Self Concept in Consumer Behaviour-a Critical Review'. *Journal of Consumer Research*, 9, 287-300.
- Sirgy, J. M., & Johar, J. S. (1991). 'Value Expressive Versus Utilitarian Advertising Appeals: When and Why to Use Which Appeal'. *Journal of Advertising*, 20, 23-33.
- Suharyanti (2011). 'Pengaruh Persepsi Kecocokan dan Kredibilitas Perusahaan Terhadap Asosiasi Merek dan Intensi Membeli' [The Influence of Fit Perception and Company's Credibility on Brand Association and Buying Intentions]. *Journal Communication Spectrum*, 1(1), 1-16
- Tybout, A. M. & Calkins, T. (2005). *Kellog on Branding*. New Jersey: John Wiley & Sons, Inc
- Upshaw, L. B. (1995). *Building Brand Identity*. Toronto: John Wiley & Sons, Inc
- Walters, G. C. (1978). *Consumer Behavior: Theory and Practice*. Homewood: R.D. Irwin.
- Wijaya, B. S. (2011). *Branderpreneurship: Brand Development-Based Entrepreneurship*. Proceeding 1<sup>st</sup> International Conference on Business and Communication (ICBC), Jakarta, Indonesia
- Wijaya, B. S. (2012). *Etika Periklanan [Advertising Ethics]*. Jakarta: UB Press

**Bambang Sukma Wijaya** is a brand scientist, strategist and culturalist. Prior to working in the academic world as lecturer and researcher at Bakrie University School of Communications, Jakarta, Indonesia, he had undergone a dozen years of working in the professional world of advertising & marketing communications as a creative and strategic brand planner, moved from local to multinational advertising agencies, and handled communication strategies for various brands, ranging from local to global brands. He also concerned into the writing world as a columnist and author of articles in the various newspapers, magazines and several scientific journals and proceedings both national and international.