
The impact of customer-based brand equity on purchase intention by adapting Aaker's model: application to a starbucks coffee shop in Alexandria

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Keywords

AAKER's model of customer-based brand equity (CBBE), brand awareness, brand loyalty, brand association, perceived quality, overall brand equity, purchase intention, Starbucks, Alexandria, Egypt.

Abstract

Purpose: The purpose of this paper is to explore the relationship between the dimensions of customer-based brand equity (CBBE) and purchase intention by applying it to the Starbucks coffee shop market in Alexandria.

Design/methodology/approach: A structured questionnaire was developed. The hypotheses were simultaneously tested on a sample of 403 customers out of 800 distributed, giving a response rate of 50.4 percent. Pearson correlation, chi-square, and multiple linear regressions were used to assess the relationships among the variables under investigation.

Findings: The findings of this study show significant positive relationships among the variables under investigation.

Practical implications: 'Studying the efficiency and effectiveness of an international coffee-shop market, such as Starbucks, by using Aaker's model can help the business manage its customer relations in order to maximize purchase intention.

Research limitations: The research was limited to only the two branches of Starbucks in Alexandria City (Egypt's second-largest city). Future research could incorporate all of the branches in Cairo as well, or even Starbucks in other countries such as the USA, the UK, and Germany. Also, the use of cross-sectional design and convenience sampling technique restricts the inferences that can be drawn regarding causality. Longitudinal research and stratified random sampling would enrich the results.

Originality/value: The paper adds to the understanding of customer relationships by examining whether Aaker's model could be applicable in the Egyptian context, by studying brand awareness, brand loyalty, brand association, perceived quality, overall brand equity, and purchase intention. This approach emphasizes the pivotal role of customer-based brand equity (CBBE), which has not been studied before in the Egyptian market.

Research type: Research paper
