

CONCEPTUAL FRAMEWORK FOR EXPLORATION OF BRAND EQUITY PERCEPTION FROM BOTTOM OF THE PYRAMID (BOP) MARKET PERSPECTIVE

SHEHELY PARVIN

Assistant Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh

ABSTRACT

This paper aims to develop a conceptual framework to explore consumers' perception of brand equity while considering the dynamic constraints of BOP market based on the prospect and motivation theory. Basically, the study proposes to extend the extant conceptual framework of brand equity combining some constructs from cognitive and signalling perspective of brand equity as well as incorporating three new constructs in the model: Distribution intensity, channel partner relationship and brand relationship. Moreover, understanding brand equity perception from consumer's perspectives is not a new enquiry in the consumer behaviour literature. On the other side, only a few researches have been done in this aspect from the Bottom of the pyramid market perspective. Therefore, this paper is based on conceptual background and reviews relevant prior literature underpinnings brand equity concept and proposes some propositions that is required to be empirically tested before generalisations can be made.

KEYWORDS: Brand Equity, Consumer Behaviour, BOP Market