

The Brand Recall Index: a metric for assessing value

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Abstract

Purpose – In this article, the purpose is to discuss the Brand Recall Index (BRI) as an easily implementable marketing metric to assess the brand equity for any brand specific to an identified segment.

Design/methodology/approach – Two quasi-experimental timed surveys were conducted to assess the robustness of the Brand Recall Index (BRI).

Findings – Findings demonstrate assessment potential of the BRI.

Research limitations/implications – The study demonstrates the viability of BRI as a managerial measure; however, it does not necessarily demonstrate downstream nomological validity. Future research could address the influence of changing mindshare, as uncovered by BRI, on market share for a brand.

Practical implications – Ongoing assessment of BRI will enable brand managers to track a brand's evolving mindshare in identified segments and allow them to take corrective action.

Originality/value – This paper develops an easily implementable index to measure brand value—an intangible yet critical asset for any firm.

Keywords Brand Recall Index, BRI, Brand value, Brand equity, Brands, Brand awareness

Paper type Research paper

An executive summary for managers and executive readers can be found at the end of this article.

Introduction

The resource-based view (RBV) of the firm suggests a brand is a strategic resource that can provide a competitive advantage to the firm possessing the resource. According to this perspective a brand is an intangible asset that can be “valued and traded” (Hoopes *et al.*, 2003). This implies that brands must be created (or acquired), managed, and valued like other asset that yields future streams of economic returns to a firm. A key component of this process is the assessment of a brand's evolving value across time.

Keller (1993) defines brand value as the incremental price a customer would be willing to pay for a product over the unbranded version of an otherwise identical product. This difference in customers' willingness-to-pay provides the firm excess revenues and is one reason why brands are valuable to firms.

Although the importance of brand value may be intuitive, researchers and practitioners alike have been challenged in isolating and measuring incremental brand value. In this paper the authors develop a simple yet robust tool to assess brand value: the *Brand Recall Index* (BRI).

The BRI is a measurement tool which requires limited resources in terms of time and money to be deployed. This means that the tool can be used continually to help firms and researchers assess changes in brand value over time. Prior to devolving the BRI and assessing the validity and reliability of

the measure, a review of the brand value measures currently in the literature and in practice is contained in the following section.

Existing measures of brand value

Brands are intangible assets which compete for financial value beyond their industry membership. That is, a brand's value is not only a function of its mind-share within a product category but is a function of its mind-share among all brands. Kellogg's for example, demonstrates its value to stakeholders not only in comparison with General Mills brand cereals but also with Kraft, Apple, and Chevrolet. Whereas brand equity helps a brand beat its competition, brand value helps a firm leverage its brands as an asset. When Kraft foods acquired Cadbury for \$19.6 billion (Jones and Dorfman, 2010) it paid for the brand value in Cadbury and this new resource enabled Kraft foods to upstage Mars-Wrigley as the world's biggest sweet maker. Interestingly, Wrigley was acquired by Mars for \$23 billion (Sorkin, 2008) in a similar recognition of Wrigley's brand value. The tools and techniques deployed to assess brand value have evolved drastically over time.

Blind taste tests were among the first tools employed to establish brand value. Allison and Uhl (1964) for example, showed that a brand-identified beer was rated 21 percent higher on taste in comparison to the same beer under blind condition. In a later version of a brand-blind test, Farquhar (1990) reported a significant difference in preference for a cereal when the brand name was hidden (47 percent) vs displayed (59 percent). The 12 percent increase in preference in this study is one measure of brand value. Although, brand-blind tests are simple they suffer two important limitations. First, brand-blind tests suffer from demand confounds. The mere presence of a bowl of cereal as a category cue could make a cereal's brand name accessible (Higgins, 1996) and could depress the preference for the unbranded product negatively because the recalled brand name was not displayed. That is, the elicited lower preference for the unbranded product was not merely because it was unbranded; rather that a preferentially recalled brand name was missing. Second,

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although feasible, comparison across brands becomes cumbersome. Comparing the brand equity for a Kellogg brand versus a General Mills brand would require multiple brand-blind tests and could quickly become prohibitively expensive because each product needs to be presented in brand and blind conditions.

Brand researchers have measured brand value in a variety of other ways as well. For instance, using scanner panel data Kamakura and Russell (1993) were able to isolate the portion of brand value, above and beyond product characteristics, attributed to perceived quality. Park and Srinivasan (1994) define and measure brand value as the difference between overall preferences for a branded product derived objectively from aggregated preferences for constituent individual attributes of the branded product. Erdem and Swait (1998) cast brand equity as a signaling phenomenon; brands provide information about products consumers rely on when making choice decisions under imperfect and uncertain conditions. In other words, brand value is the incremental utility created by the brand credibility. Similar to Keller (1993), Ailawadi *et al.* (2003) conceptualize brand value as the revenue premium generated by a brand over a private label product; this revenue premium then, is one measure of brand value.

More recently, Goldfarb *et al.* (2009) emphasized the difference between brand equity (evaluated by the consumer), and brand value (evaluated by the firm). These authors modeled brand value as the difference in the equilibrium profit elicited by a branded versus an unbranded version of an offering. As these various approaches illustrate, isolating the differential value generated by a brand is a challenging exercise. Although rigorous and helpful for theory building, such approaches are not readily conducive to everyday use by practitioners. These approaches are expensive, time consuming and often impractical to deploy in many situations. For instance, advertising agencies often struggle to provide evidence to a client firm that a recent advertising campaign has increased the brand's value. This difficulty occurs because the cost associated with assessing the effectiveness of advertising campaigns often cost as much (if not more) than the campaign itself.

The complexity associated with assessing brand value has spurred a number of marketing research firms to develop proprietary techniques to ascertain the value of popular brands. One such research firm, Interbrand, releases an annual report of the top 100 global (and publicly traded) brands. Interestingly, Interbrand values the top ten brands at over \$543 billion (Interbrand.com, 2012). BrandZ is another firm that has developed a proprietary technique to rank global brands and has valued the top ten brands at over \$710 billion (€548 billion) (BRANDZ, 2012). While the largest and most valuable brands in the world may be able to afford the services of such research firms, such expenses represent a much greater challenge for less valuable brands. Thus, the question remains if a brand is not on a "top 100 list" then how should the company assess the value of its brand? Practitioners therefore, need a robust yet simple and inexpensive measure of brand value. In the following section a new method for assessing brand value, the *Brand Recall Index* (BRI), is developed.

The Brand Recall Index

Developed as a pedagogical innovation (Krishnan *et al.*, 2012), the *Brand Recall Index* (BRI) is a measurement of the familiarity of a brand. In this article, the authors elucidate a viable approach to allow companies of any size to determine the recall value of their own brand among a set of customers

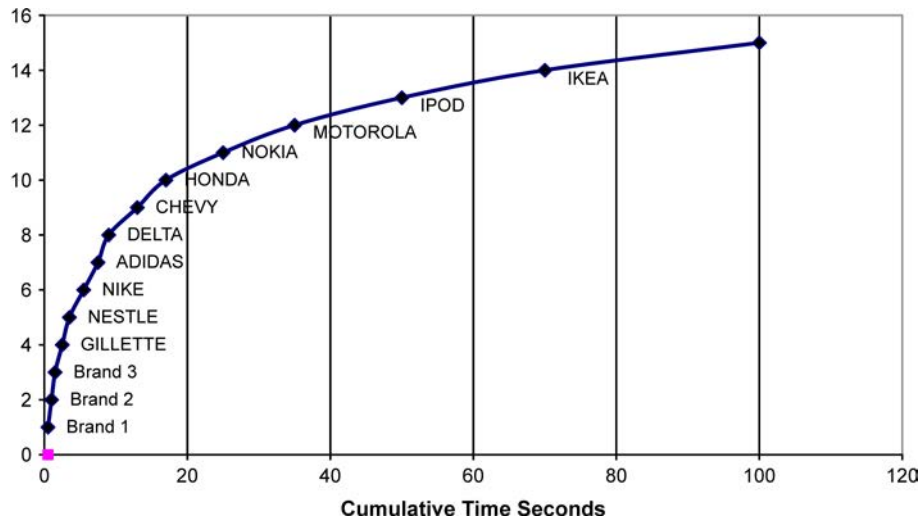
using BRI. Building on the received view that brand familiarity preferentially positive (Bogart and Lehman, 1973; Aaker, 2011), the authors propose that the extent to which a brand is recalled by a segment will reveal the brand's equity in that segment.

Research on brand awareness (Aaker, 2011) refers brand recall, the degree to which a brand is retrieved from memory either spontaneously or with a brand cue, interchangeably with brand familiarity. Past research has investigated recall for brand names, non-word brand names, and other associated brand cues (Lerman and Garbarino, 2002). The focus of the current study is to understand the brand word names that are spontaneously remembered by members of a given segment. In doing so, the intent is to then derive a measure by which companies may be able to elicit the value of their brands. Findings from brand recall studies have suggested that creative commercials help facilitate unaided recall but not aided recall, purchase intent, or brand and advertisement attitude (Till and Baack, 2005). In addition, humor was found to distract consumers from consciously remembering brand names but did not affect unconscious memory (Hansen *et al.*, 2009). Finally, higher brand recall was associated with high-involvement product brands versus low-involvement brands, suggesting that advertising and other marketing tactics may have less effect on brands that are not held to be high involvement (Radder and Huang, 2008). Thus, an easy-to-compute measure for brand recall would help the branding process –the motivation for this paper.

Information processing theories (Keller, 1993, Higgins, 1996) suggest that both content and experience of a brand's recall shape the preference for that brand. First, the recalled knowledge content on the brand helps the consumer judge a brand. Thus, in recalling the brand Nike, consumers recall attributes such as shape and color, benefits such as comfort and attitudes such as the tagline "Just do it." Second, the experience of the brand recall informs preference judgment as well. When considering the shoes category, the brand Nike is retrieved fluently and easily. This ease-of-retrieval experience makes the consumer argue non-consciously, "It must be a good brand or else why will it pop-up so easily when I think about shoes?" Nedungadi (1990) shows that in memory based choice situations, this relative ease-of-retrieval experience should enhance the probability of the brand's inclusion in the consideration set. Brands that are recalled earlier should provide greater ease-of-retrieval experience and therefore the order of recall should eventually affect the brand preference.

In general, due to the ease-of-retrieval and accessibility effects, a brand with a lower activation potential (Higgins, 1996) will enjoy greater consumer franchise. For instance, consider a task where a respondent is required to recall aloud in a given time (100 seconds) as many brands as he/she can. An analysis of the audio record should reveal a hypothetical plot as shown in Figure 1. The brands recalled earlier enjoy a higher mind-share in comparison to brands recalled later. The inter-recall interval is a measure of erosion in mind share. In this example, where fourteen brands were recalled in 100 seconds, Ikea's mindshare can be reasonably approximated to be 1/14th of that for Pepsi which was recalled first. Thus, reciprocal of the ordinality of recall can be approximated to be the relative mind share for the brands recalled for any given person. These mind shares can be aggregated across a demographic segment to reveal the average brand equity a brand enjoys in that segment. A brand's mindshare may be compared across different segments. Similarly, mind share for different brands may be compared in a given segment.

Figure 1 Hypothetical Time Plot of Recalled Brands



Krishnan *et al.* (2012) exploit this idea to develop a brand recall index described in the methodology section.

Method

To test the BRI and to assess its robustness, the authors contrast the perceptions of two consumer segments – Generation Y or The Millennial Generation and Generation X. Defined as the generation born between the early 1980 and 2001 with some variation depending on the source, the millennial generation is considered to be an important market segment (Sago, 2010). Millennials are the children of the Boomers and represent, in comparison, a larger market segment (Fromm, 2011). They have been characterized as being optimistic, confident (Coates, 2007), and opinionated decision makers particularly in areas concerning trends, style, and buying (Waters, 2006; Uhland, 2007; Fromm, 2011). The millennials are also important given their unique spending patterns (Pinto, 2010), academic proclivities (Ng *et al.*, 2010), and work styles (Levenson, 2010). As the next big spending juggernaut, the millennial segment is an important area for marketing research particularly its reaction to branding (Lodes and Buff, 2009).

On the other hand, Generation X is already a force in the marketplace (Lager, 2006). At an estimated 78 million in population, generally born between mid-1960s through 1980, Gen X follows the Baby Boom generation and has been variously characterized as the “sandwich generation” for coming between the two comparatively larger generation groups of the Baby Boomers and the Millennials (McCrinkle and Wolfinger, 2010). As such, they are described as being irresolutely independent and individualistic (Thau, 1996); rebellious and skeptical yet the purveyors of all things technological as the generation that embraced cell phones and the internet as a means to not be tied down to a land-line (Lager, 2006). Gen Xers’ brand loyalty has been called into question by researchers (Thau, 1996; Lager, 2006), yet there is no doubt marketers are interested in connecting with this elusive generation (Thau, 1996).

Outlined next is a description of two studies conducted to develop the BRI. Each study utilizes samples of consumers drawn from different generational cohorts; members of the Millennial Generation are surveyed in Study 1 and members

of Generation X are surveyed in Study 2. By utilizing samples drawn from these two populations of consumers the authors aim to establish the robustness and reliability of the BRI.

Study 1

A total of 186 undergraduates from a large public university in the Midwest, USA participated in this study. In all, three participants did not indicate their birth year, and nine participants were born prior to 1980 (not millennials). These 13 participants were set aside yielding a usable sample of 173 participants. The sample consisted of 118 males (68 percent) and 55 Females (32 percent).

Participants recalled and noted as many brand names as they could in five minutes and in the order of recall. Participants could recall and record up to 52 brand names. *Brand Recall Index* (BRI) for brand j was computed using Equation 1 (Krishnan *et al.*, 2012):

$$BRI_{BRANDj} = \left[\frac{100}{N} \right] \sum_{i=1}^N \left[\frac{1}{RANK_{ij}} \right]$$

Where,

N = Is the number of participants ($N = 173$ in this study) in the sample.

$RANK_{ij}$

= The rank given for the j^{th} brand by the i^{th} participant.

Thus,

- For every respondent, each brand was assigned a brand weight being the reciprocal of the rank order. For example a brand ranked fifth by a respondent would be evaluated at $1/5 = 0.2$ for that respondent.
- The brand weights were summed across all respondents. Should all the 173 respondents rank a brand at number one that brand would have a summed brand weight = 173.
- Conversely if all the respondents ranked a brand the 52nd it would have a summed brand weight = $(1/52) * 173 = 3.33$.
- A brand with a summed brand weight of less than 3.33 would not be on the top 52 brand list for at least one participant.

- Equation 1 computes *Brand Recall Index* by summing brand weights for any given brand across the participant pool, normalized by the number of participants and scaled on a one hundred-point scale.
- The *Brand Recall Index* corresponding to the brand weight of 3.33 would be $[3.33/173] * 100 = 1.92$

Results

In all, 1,549 brands were recalled at least once by at least one respondent. Interestingly, there was no brand recalled by every member of the sample. 142 of 173 participants recalled Nike, 65 of 173 recalled Microsoft, and 21 of 173 recalled Ferrari. Only five participants (of 173) recalled Febreze as the 2nd, 4th, 9th, 16th, or 25th brand recalled respectively. Thus, the corresponding brand weights for Febreze among these participants would be $\frac{1}{2}, \frac{1}{4}, \frac{1}{9}, \frac{1}{16},$ and $\frac{1}{25}$ respectively summing to a total weight of 0.96361 yielding a low BRI of 0.56 for Febreze $(0.96361 * 100/173 = 0.56)$.

The *Brand Recall Index* varied from a low 0.01 (Cisco) to a high 30.82 (Nike). A BRI less than 1.92 indicates that at least one respondent did not recall the brand. Only 34 out of 1,549 brands obtained a BRI of 1.92 or higher. Figure 2 shows some interesting patterns. Nike is by far the leader with a BRI of 30.82 which is nearly two times larger than its nearest rival Coca-Cola (16.26) and almost three times larger than Nike’s within category rival brand Adidas (10.85). The brand strength drops rapidly within the first ten spots- almost a fifth-to Tide (5.99) at the 10th spot.

Figure 3 ((a) males; (b) females) provide details on the top 50 brands showing comparisons across genders. Nike, and Coca-Cola retain the top spots for both genders suggesting these brands have unisex appeal. Expectedly, Coach ranks high among women but not among men. Similarly, Under

Armour enjoys a much stronger ranking among men than women. Google is featured at the 34th spot by men but does not figure in the top brands for women.

Although there is considerable variability in BRI within top fifty brands between genders, a comparison between Figure 4 ((a) and (b)) presenting the top-ten brands reveals interesting consensus with seven brands Coca Cola, Pepsi, Apple, Nike, Adidas and Sony making it to both lists. Brands with unisex appeals tend to have higher BRI.

Taken together these results suggest that BRI can be used as a simple measure to assess relative brand strengths within any target constituency. Study 1 assessed the BRI among Millennials; however, in accordance with customer-based notion of brand equity (Keller, 1993), a given brand may command different levels of equity in different consumer segments. Varying BRI scores between genders reflect this idea. Study 1 used a sample appropriate for the millennial segment (all participants were born after 1980). In order to increase ecological validity and to demonstrate the versatility of the BRI, Study 2 was conducted using a sample of Generation X consumers.

Study 2

A total of 78 working professionals, who were also part-time graduate students at a public university in the Midwest, USA, participated in this study. The sample consisted of 50 Males and 28 Females. This demographic cohort may be classified as part of Generation X. The average age of the sample was 32 (Minimum 23; Maximum 52). The procedure was identical to that in Study 1.

Figure 2 Brand Recall Index among Millennials

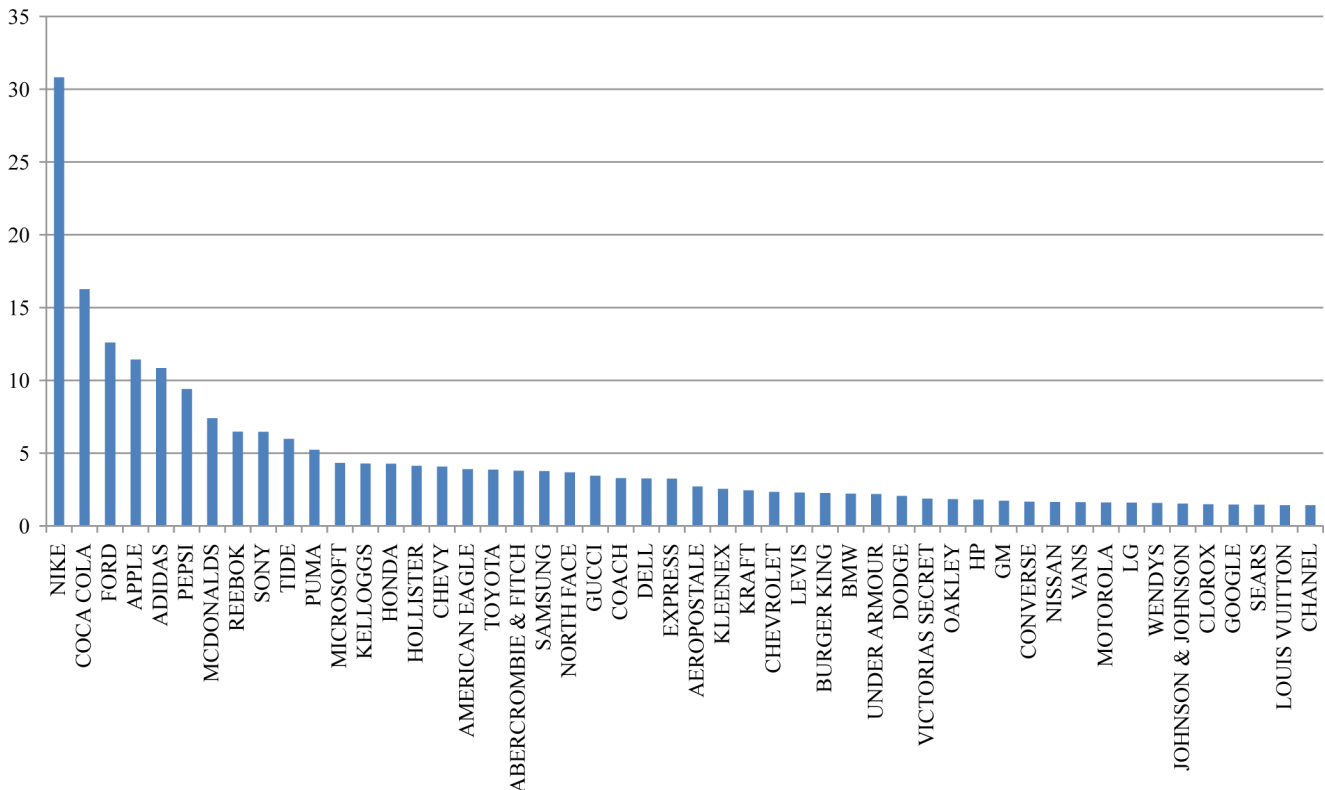
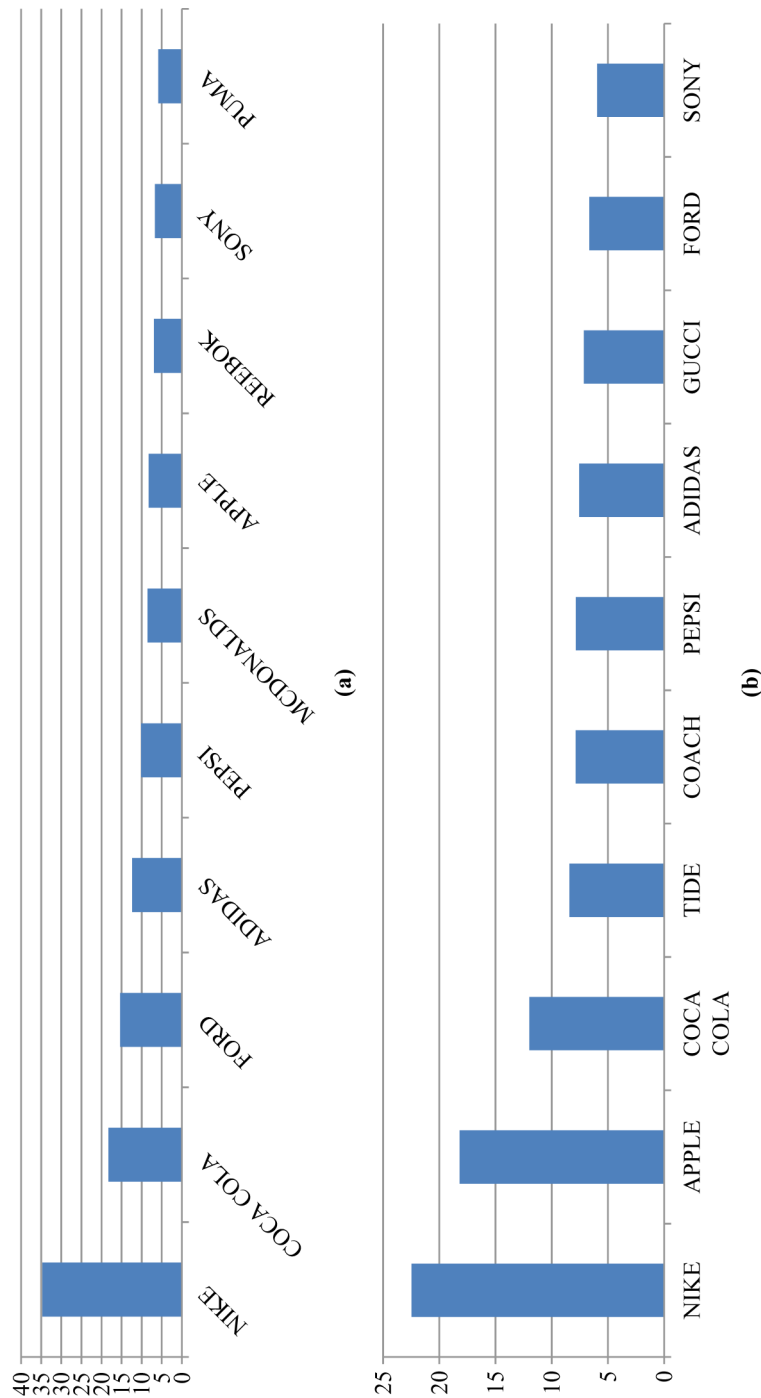


Figure 3 Brand Recall Index (top 50) among Millennials (men and women)



Figure 4 Top ten brands – Millennials (men and women)



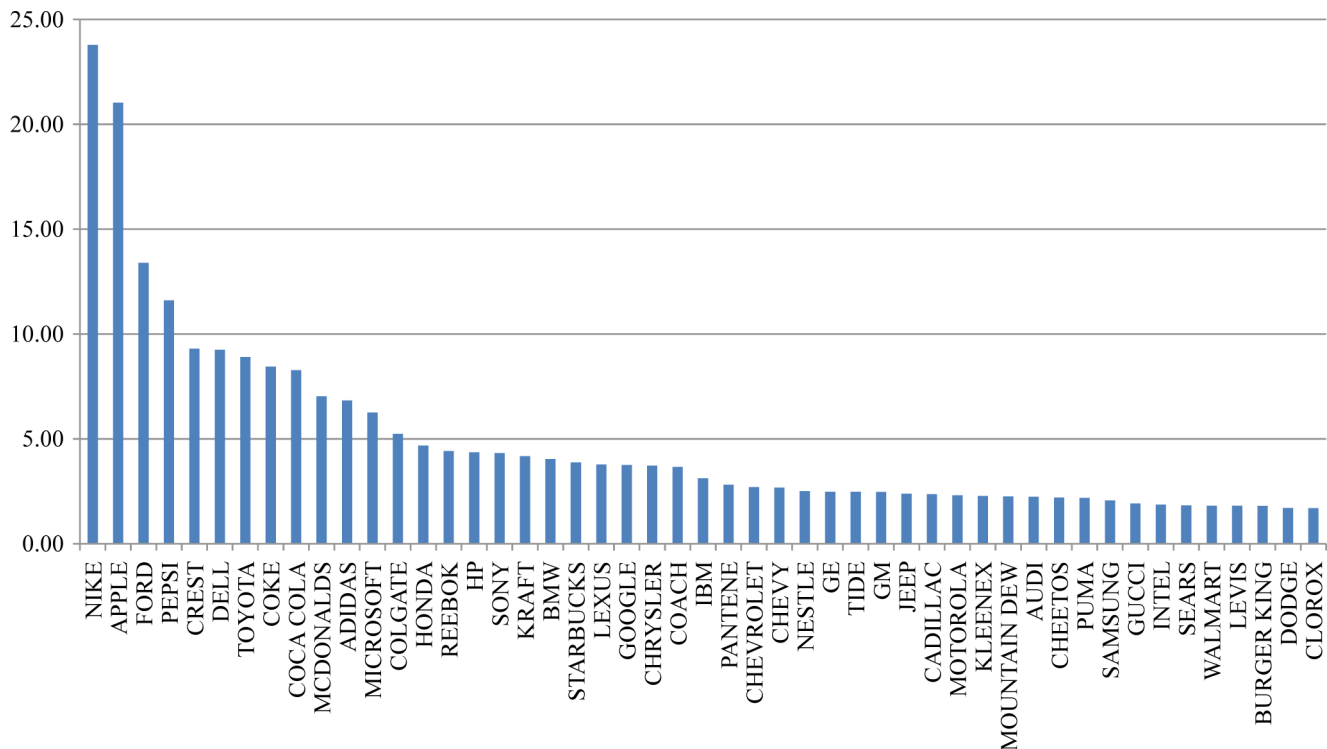
Results

In all, 909 brands were recalled at least once by at least one respondent. The *Brand Recall Index* varies from a low 0.02 (Liz Claiborne) to a high 23.79 (Nike). A BRI less than 1.92 indicates that some respondents did not recall the brand. Only 44 out of 909 brands obtained a BRI of 1.92 or higher. Figure 5 shows some interesting patterns. Nike is again the leader with a BRI of 23.79 but Apple (21.03) is a close rival and almost four times stronger than Nike’s within category rival brand Adidas (6.83). The brand strength drops rapidly

within the first fifteen spots almost five times to Honda (4.68) at the 15th spot. A quick comparison between Figure 2 and Figure 5 reveals several differences underscoring the customer/segment-based variations in brand equity. An interesting sidelight is the sharing of the brand equity between Coke (8.44) and Coca Cola (8.28) variants.

Figures 6 ((a) and (b)) provides details on top-50 brands showing an interesting comparison across genders. Nike and Apple retain the top spots for both genders indicating that these brands have unisex appeal. Interestingly, Pepsi enjoys

Figure 5 Brand Recall Index among trailing Gen X



greater equity among women who prefer to call Coca Cola by the shorter version Coke. Auto brands enter the vocabulary for women in the trailing Gen X segment who prefer Toyota as opposed to men who prefer Ford at No. 3 spot. Interestingly, Coach features high among women but also works its way into the vocabulary of men in the Gen X segment although featuring lower down. Everyday household products Tide and Clorox figure among the recall list for women but not men. Surprisingly, Google is featured at the 14th spot in this segment for men but does not figure in the top brands for women.

There is considerable variability in BRI from brands between genders. A comparison between Figure 7 ((a) and (b)) presenting the top-ten brands reveals interesting brand memberships –only six brands Nike, Apple, Pepsi, Dell, Crest and Ford make it to both the lists. Interestingly, two car brands feature among top-ten brands in this segment for women although no car brands made it to the top-ten list among women in the millennial segment.

Implications and future studies

Managerial implications

Estimating the value of a brand has obvious benefits to virtually any firm. Knowing how one's brand compares in value to that of its major competitors, and how the brand's value changes over time, can be critical to the strategic and tactical decisions of any marketing executive. Unfortunately, the process by which a firm's brand value is estimated can be complex and expensive, and therefore not a realistic option for many firms. So while brand value estimates by groups such as Interbrand and BrandZ may be of significant value and universally accepted, many firms are in no position to take advantage of this resource.

The *Brand Recall Index*, on the other hand, while not as encompassing as options offered by global market research companies is inexpensive to employ, understandable, and easily tailored to a specific brand, sub-brand, house brand, etc. The BRI can even be used to estimate brand value within specific target market parameters, and with respect to specific competitors. Imagine, for example, a BRI estimate for a smaller, B2B brand, among Purchasing Agents working for firms with specific NAICS codes, located east of the Mississippi River. Data such as this could be collected in a fast and inexpensive manner and presented so simply that virtually anyone within a firm's management team could turn the data into information and implement the findings.

Because a BRI study is so easily conducted, and replicated, benchmarking studies can conceivably be conducted for brands on a regular, on-going basis, so brand value can be calculated and tracked. Knowing how one's brand is responding to marketing initiatives can be crucial for virtually any type of brand under the control of a professional Brand Manager. Opportunities and threats can be quickly identified and emergent plans implemented on a dynamic basis. The BRI can be as critical a metric to a marketer's dashboard as sales and profits.

Pedagogical implications

Academics, too, could readily take advantage of the inherent strengths of the *Brand Recall Index*. First, from a research perspective the BRI can be utilized as an outcome variable in a variety of academic studies. When conducting experiments for example, researchers could examine how different manipulations (i.e. independent variables) affect a brand's relative position within the BRI. From a strict pedagogical perspective the BRI could be used to quickly identify brands that have the greatest recall, or value, to his/her students, and tailor his/her classes accordingly. While this

Figure 6 Brand Recall Index (top 50) among trailing Gen X (men and women)

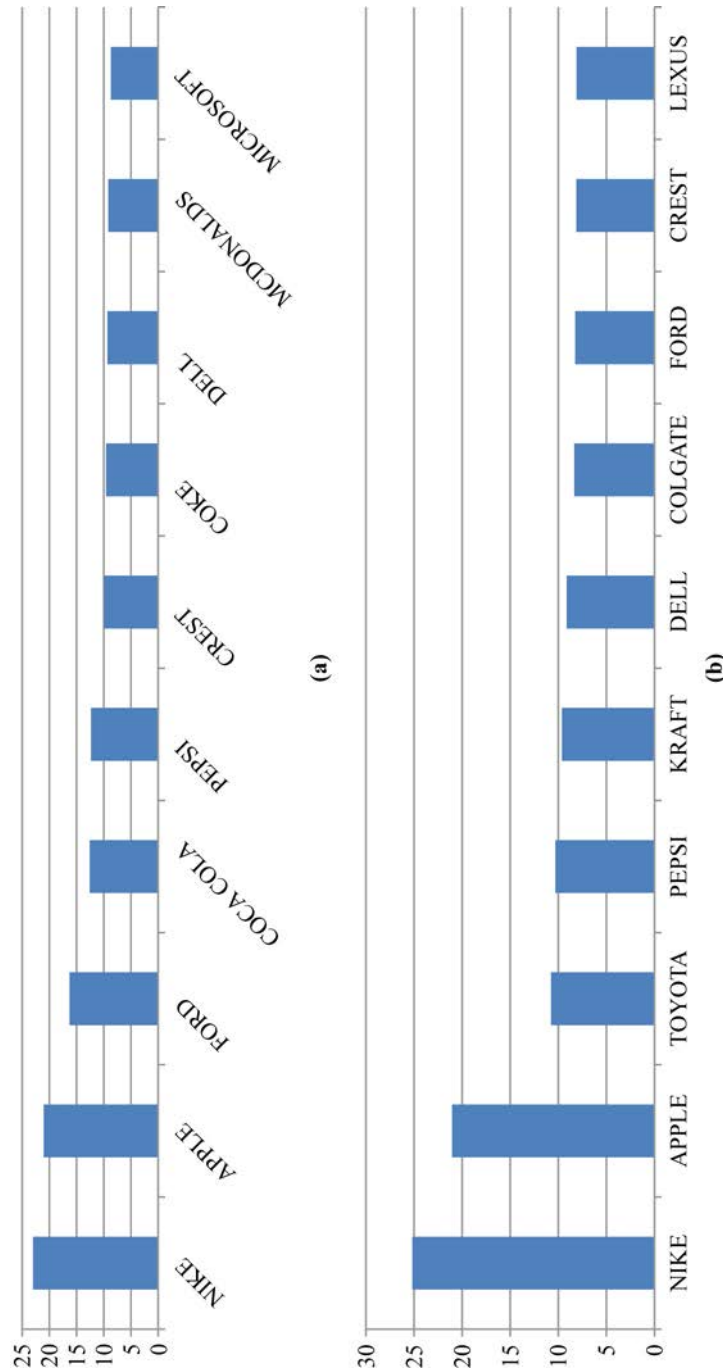


paper focused on the two specific segments, a similar study could be easily conducted with non-traditional students, in classes with an abnormal gender distribution, with specific ethnic markets, etc. By knowing which brands have the greatest recall for a particular class, the professor can provide more appropriate case assignments, class examples, and so on. The BRI can be a tool which allows a professor to learn a

great deal about his/her class during the first week of a semester. This information then can be used throughout the semester to help the professor garner and maintain the interest of their class.

The importance of branding and *The Brand* in both the business and academic settings cannot be understated. With

Figure 7 Brand Recall Index (top 10) Gen X (men and women)



the ability to place a value on a specific Brand in a narrowly defined target market or classroom, the BRI can provide both the marketing executive and professor with a valuable tool and competitive advantage. Because of the metric's inherent simplicity, speed of implementation, and low cost, the BRI is accessible tool for every marketing executive and professor.

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Executive summary and implications for managers and executives

This summary has been provided to allow managers and executives a rapid appreciation of the content of this article. Those with a particular interest in the topic covered may then read the article in toto to take advantage of the more comprehensive description of the research undertaken and its results to get the full benefits of the material present.

Certain theories regard brands as strategic resources able to provide the firm involved with a competitive edge. Brands are also considered as intangible assets that need to be managed and valued accordingly. One reason why brands are important to their organizations is that consumers are often willing to pay extra for a product when compared to an unbranded alternative. This difference in price has been defined as “brand value” by one scholar.

Measuring brand value has, however, proved to be a difficult task. Various methods have been deployed, although their limitations are readily apparent. Among the first approaches were tests where consumers taste products in conditions where the brand name is either hidden or revealed. The difference in stated preferences is deemed as a measure of brand value. However, some researchers contend that the product serves as a category cue which might help subjects involved in the test to discern the brand name.

Another problem arises when one appreciates that brand value is determined by its “mind-share” both within its product category and against all other brands in general. Any comparison of brands from diverse product categories would be highly impractical and expensive due to the numerous blind taste tests that would be required.

Scanner panel data is another means deployed to measure brand value. The emphasis in this approach was placed on perceived quality, whereas value using a different measurement was obtained from a consumer’s “aggregated preferences” for the branded product’s individual attributes.

A more recent approach focused on the difference between brand equity and brand value. Difference between profit obtained from branded and unbranded variants of the same product is deemed to indicate brand value, this method proposes.

Prohibitive costs and the time-consuming nature applies to these and another approaches. This likewise applies to verifying assertions that advertising campaigns increase brand value. Such campaigns are invariably expensive but evaluating them is often even more costly.

One consequence of the difficulty in assessing brand value is the emergence of firms like Interbrand and Brand Z that have created “proprietary techniques” that help them evaluate and rank popular brands. However, the costs involved in using the services of these firms effectively limit the option to the world’s biggest and most valuable brand.

Recognizing the need for a tool that can simplify the measurement of brand value, Krisnan et al. have developed the Brand Recall Index (BRI). This method involves gauging value by brand familiarity and can be applied by organizations of all sizes. A key premise proposed by the authors is that a brand’s equity within a certain market segment is determined by the level to which consumers from that segment are able to recall the brand.

Recall of brand names has been the topic of previous research and the aim in the current work is to ascertain brand names that consumers instinctively remember. The objective is to then create a means by which firms can measure brand

value from recall information. In these earlier studies, one significant indication was that recall was greater for brands where consumers were more highly involved with the products. A key inference from this is the possible lower impact of marketing tactics like advertising on low involvement brands.

How easy a brand is to retrieve from memory has been linked to consumer preference. The logic behind this is that people must feel positively about a brand in order to recall it so easily. Knowledge about the brand and experience of recall also influence how it is evaluated. Another indication is that brands which are easier to retrieve and access will enjoy greater prominence in the consumer’s mind. The order in which a number of brands are recalled is taken to indicate the “mind share” of each brand relative to the others. According to the authors, the average equity of a brand within a certain segment can be determined by its summative mind share across that segment. Firms can thus compare a brand’s mind share between different segments or measure the respective mind share of different brands using the same segment.

Krisnan et al. test the BRI by conducting two studies to compare perceptions of different consumer segments. The first study involved consumers born between around 1980 and 2001, and commonly referred to as Generation Y or Millennials. This large segment is typically known for its optimism, confidence and being opinionated about such as fashion and style. Marketers are also interested in these consumers because of their “unique spending patterns”, academic orientation and approaches to work. Men accounted for 118 of the 173 respondents in the final sample of university undergraduates.

Subjects were asked to recall and note down in order as many brand names as they could over a five-minute period. For every participant, each brand named was assigned a weight pertaining to its ranking order. The authors detail the equation used to then compile the BRI.

Results indicated that:

- A total of 1,549 brands were recalled at least once by one or more respondents.
- No brand as recalled by every sample member.
- The brand recalled most was Nike, followed some way behind by Microsoft and Ferrari.
- The BRI ranged from a low of .01 to 30.82. The large BRI belonged to Nike and was almost twice the 16.26 attributed to closest rival Cocoa-Cola. In the same product category, Adidas was closest to Nike with 10.85.
- For both genders, Nike and Coca-Cola were the highest two BRIs and Pepsi, Apple, Adidas and Sony were also in the top ten.

The same study was carried out using 78 subjects who combined their role as working-professionals with part-time graduate study. Average age of the 50 males and 28 females was 32, thus classifying subjects as Generation X consumers born between the mid-1960s and 1980. These consumers are typically independent and individualistic and thus not renowned for brand loyalty.

In this study:

- a total of 909 brands were recalled at least once by one or more respondents;
- the BRI ranged from .01 to 23.79;
- highest BRI was Nike, followed closely by Apple for both genders. Other brands in both top-tens were Pepsi, Dell, Crest and Ford; and
- nearest category rival to Nike was Adidas, albeit with a BRI nearly four times weaker.

Unlike Millennial women, two car brands featured in the top ten for Generation X females, who also recalled two household cleaning products. While Google was a leading brand in both male segments, this was not the case for either female group. Other findings are also noted by Krisnan et al.

On this evidence, the authors suggest that recall could be higher for brands with “unisex appeal”. They likewise promote BRI as cost-effective, understandable and easily adaptable to specific brands. An added bonus is its capacity to estimate brand value within a target market and relative to competitors.

The ease involved in conducting a BRI study should permit regular benchmarking of brands to be carried out. Brand managers can thus monitor performance and identify potential threats at an early stage.

Comparable studies might in future be conducted using “non-traditional students”, a gender bias or within certain ethnic markets.

(A précis of the article “The Brand Recall Index: a metric for assessing value”. Supplied by Marketing Consultants for Emerald.)