

Study of the Similarities of Customer Based Brand Evaluation Models: A Literature Review

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Abstract

What models of implementation and measurement of brand equity based on the client? This paper seeks to indicate an answer based on scientific methods, more specifically in this last question and measure brand equity based on the differential response of customers to a brand. Therefore, draws up a survey of various related issues (trademarks and brand valuation) to infer relevant conclusions on the topic of brand equity models, based on the clients. This paper aims to catalog the basic and additional references on the subject. Using tables and charts with summary list of quotes and comparison of theoretical models. Thus, the objective of the article is achieved through the tables presented in the analysis of content and presentation of the similarities of the models of brand valuation based on the client. Thus, similarities and differences of the models of brand valuation from the perspective of the client are now more organized and presented to the reader.

Keywords: Client-based brand equity, Concepts and constructs of client-based brand equity, Assessment models of brands, Content analysis.