ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

CUSTOMER-BASED BRAND EQUITY

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CUSTOMER-BASED BRAND EQUITY - Lecture 8

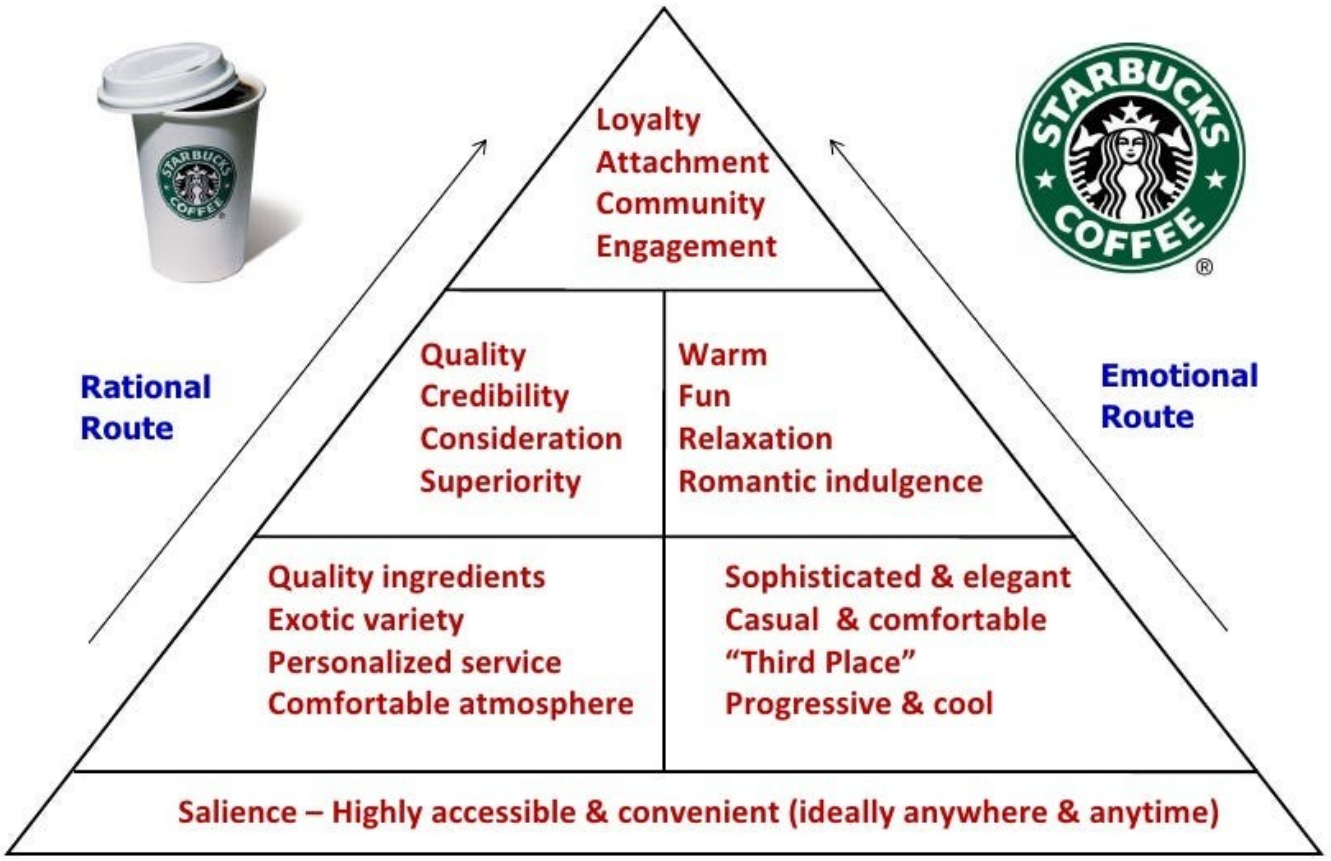
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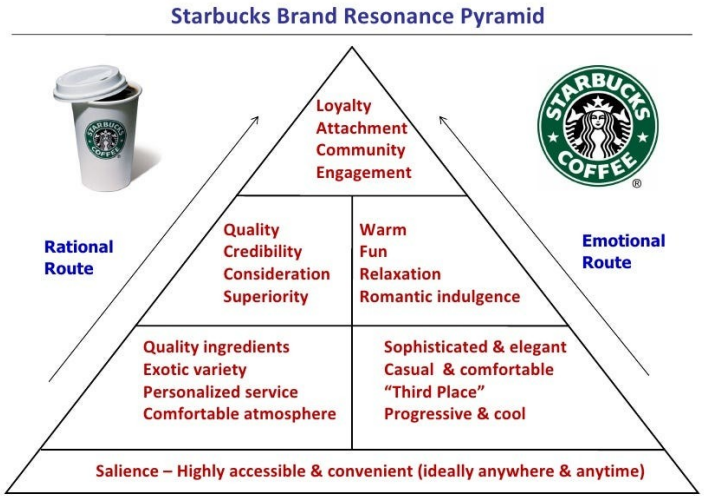
Customer-Based Brand Equity (CBBE) Pyramid



Keller's Brand Equity Model – CBBE Model

Starbucks Brand Resonance Pyramid







Keller's Brand Equity Model – CBBE Model

Brand Identity (Salience)



Brand Identity (Salience)

Key Question: *Who is Starbucks?*
What customers associate immediately with the brand:

Global premium coffeehouse brand

Consistent store atmosphere ("third place" between home & work)

Recognizable green siren logo

Widely accessible through thousands of stores worldwide

Offers personalized beverages ("your drink, your way")



2. Brand Meaning

This level splits into **Performance** and **Imagery**.

A. Performance – What Starbucks *does* for customers:

- ✓ High-quality coffee and beverages
- ✓ Wide product variety: espresso drinks, teas, bakery, snacks, seasonal items
- ✓ Consistent taste and service across locations
- ✓ Comfortable store ambiance with Wi-Fi, music, seating
- ✓ Mobile ordering + Starbucks Rewards for convenience

B. Imagery – How Starbucks *meets psychological needs*:

✓A lifestyle brand associated with modern, urban, and social culture

✓A place for studying, working, meeting, relaxing

✓Eco-conscious brand image (recycling, ethical sourcing, social responsibility)

✓Premium but approachable brand personality



Performance – Mobile ordering





Imagery - A place for studying, working, meeting, relaxing



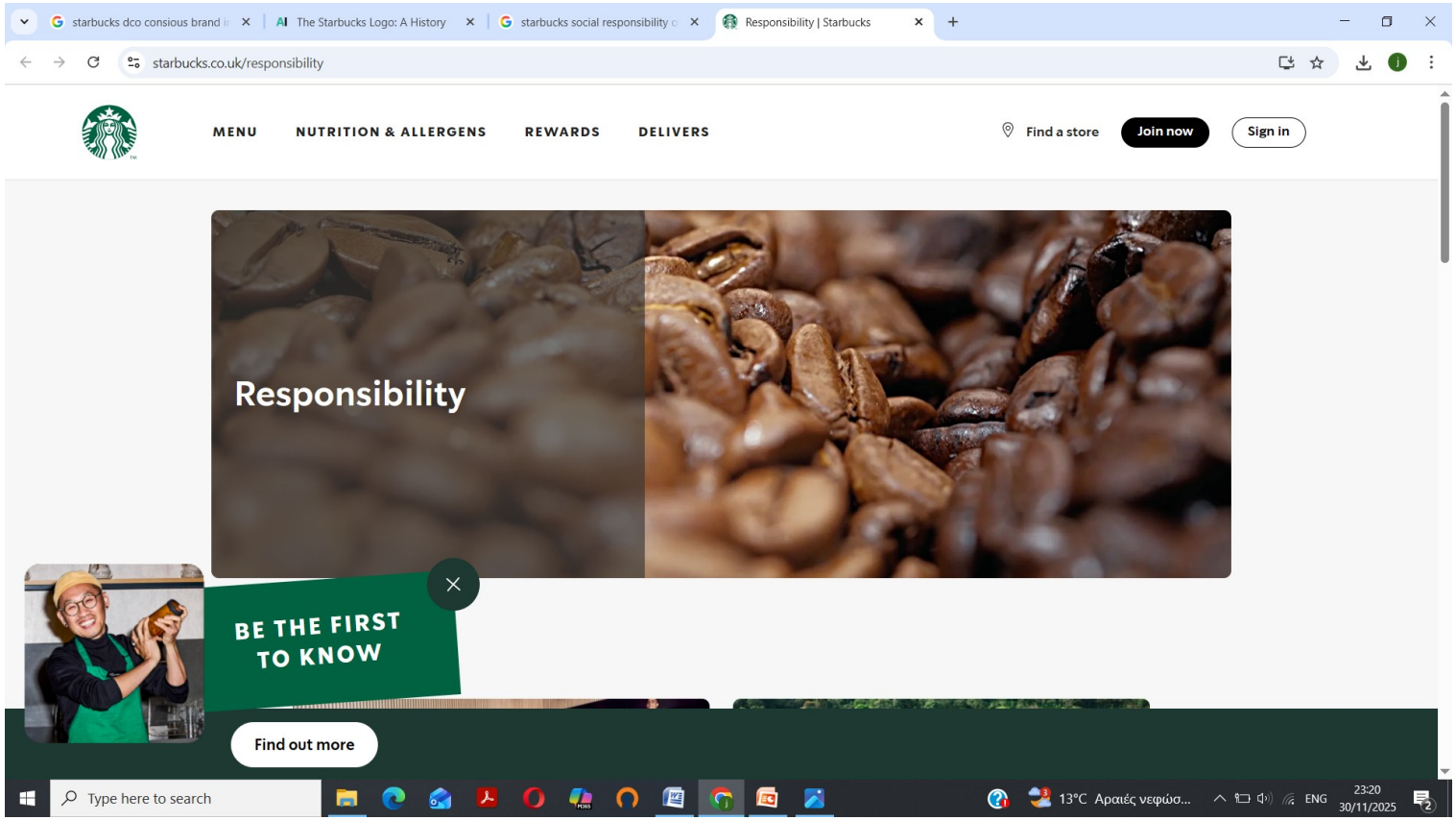
Imagery – Eco friendly





Imagery - Starbucks responsibility

- https://www.starbucks.co.uk/responsibility



Performance – Imagery





Consumer Responses

Split into **Judgments** and **Feelings**.

A. Judgments – Customers' personal evaluations:

- ✓ **Quality:** Seen as high-quality, premium coffee
- ✓ **Credibility:** Trustworthy, consistent, reliable
- ✓ **Consideration:** Often a first-choice coffee brand
- ✓ **Superiority:** Viewed as superior to many competitors in experience and customization

B. Feelings – Emotional responses Starbucks evokes:

✓Warmth and comfort (cozy store atmosphere)
✓Excitement (seasonal drinks like Pumpkin Spice Latte)
✓Social connection (meeting spot, community place)
✓Sense of prestige (premium lifestyle association)




STARBUCKS
COMFORT TO THE CORE
LAYERED FLAVORS OF CARAMELIZED APPLE, BOLD ESPRESSO AND BROWN SUGAR
NEW


STARBUCKS
ALL THE FALL FEELS
SAVOR THE SWEET TASTES OF THE SEASON
Pumpkin Cream Cold Brew
NEW
Apple Crisp Macchiato
Ask a barista what their favorite drink is!

Excitement – Seasonal drinks and ad messages





Feelings


ICED ESPRESSO
TUESDAYS
*125 for a Tall
August 12
August 5
August 19
August 26


4 WAYS
TO FEEL GOOD
Blueberry Oatmeal
Fresh blueberries, nuts, and agave syrup
Citrus Defender Tea
Defense White Tea, steamed lemonade, and honey
Defense Up Juice
Orange, mango, pineapple, and acerola cherry
Defense Tea
White tea with notes of citrus and lemongrass

Brand Resonance

Top of the pyramid – Deep, psychological bond with customers.

Starbucks achieves:

Behavioral loyalty: Repeat purchases; daily routines
Attitudinal attachment: People "love" Starbucks
Sense of community: Starbucks Rewards members; online fan culture; brand rituals
Active engagement:
Posting drinks on social media
Custom drink creations
Collecting Starbucks merchandise (tumblers, cups, etc.)



Brand Resonance



Video Ads

- It starts with you : https://www.youtube.com/watch?v=u3ybWiEUaUU
- Every table has a story: https://www.youtube.com/watch?v=o-Ikkh5oxuo
- A little kindness in drive thru https://www.youtube.com/watch?v=qY1pC0AvDgc
- Meet me at starbucks:
- https://www.youtube.com/watch?v=cxVr_Pxx_fI
- Make the change – eco-friendly:

https://www.youtube.com/watch?v=kuW1EHzCJO0

10 commercials : https://www.youtube.com/watch?v=DvDQQO1w03U




Customer-Based Brand Equity*
Pyramid: Starbucks
BRAND RESONANCE
(Loyalty · Attachment
Community · Engagement)
CONSUMER RESPONSES
Judgments: Quality · Trust · Superiority
Feelings: Warmth · Excitement · Connection
BRAND MEANING
Performance: Quality drinks · Consistency · Convenience
Imagery: Lifestyle · Comfort · Premium identity
BRAND IDENTITY
(Global coffee brand · Iconic logo · Highh salience)

Customer-Based Brand Equity (CBBE) Pyramid: Apple

Brand Identity — *Who is Apple? (Brand Salience)*
Apple = Premium, innovative, design-driven technology brand.
Customers instantly recognize Apple for:

- Minimalist design
- Ease of use
- High-quality devices
- Distinctive ecosystem (iPhone, Mac, iPad, Watch, etc.)
- Emotional appeal around creativity and lifestyle

Salience is extremely high — people think of Apple immediately when thinking "smartphones," "premium tech," or "innovation."



Brand Meaning — *What is Apple?*

Performance (functional)

- Customers believe Apple stands for:
- High performance & reliability
- Secure OS, privacy-focused
- Seamless integration across devices
- Long product lifespan
- High resale value
- Strong customer support

Imagery (emotional & symbolic)

- Apple symbolizes:
  - Creativity
  - Modern lifestyle
  - Simplicity ("It just works")
  - Status and prestige
  - Forward-thinking innovation



Brand Response —
What do customers think about Apple?

Judgments

- **Quality:** Very high
- **Credibility:** Trustworthy, expert, innovative
- **Consideration:** Apple is a top choice for most consumers
- **Superiority:** Seen as superior in design, ecosystem, and usability

Feelings

- Apple evokes:
  - Confidence
  - Excitement
  - Pride
  - Social approval
  - A sense of belonging (Apple community, ecosystem loyalty)

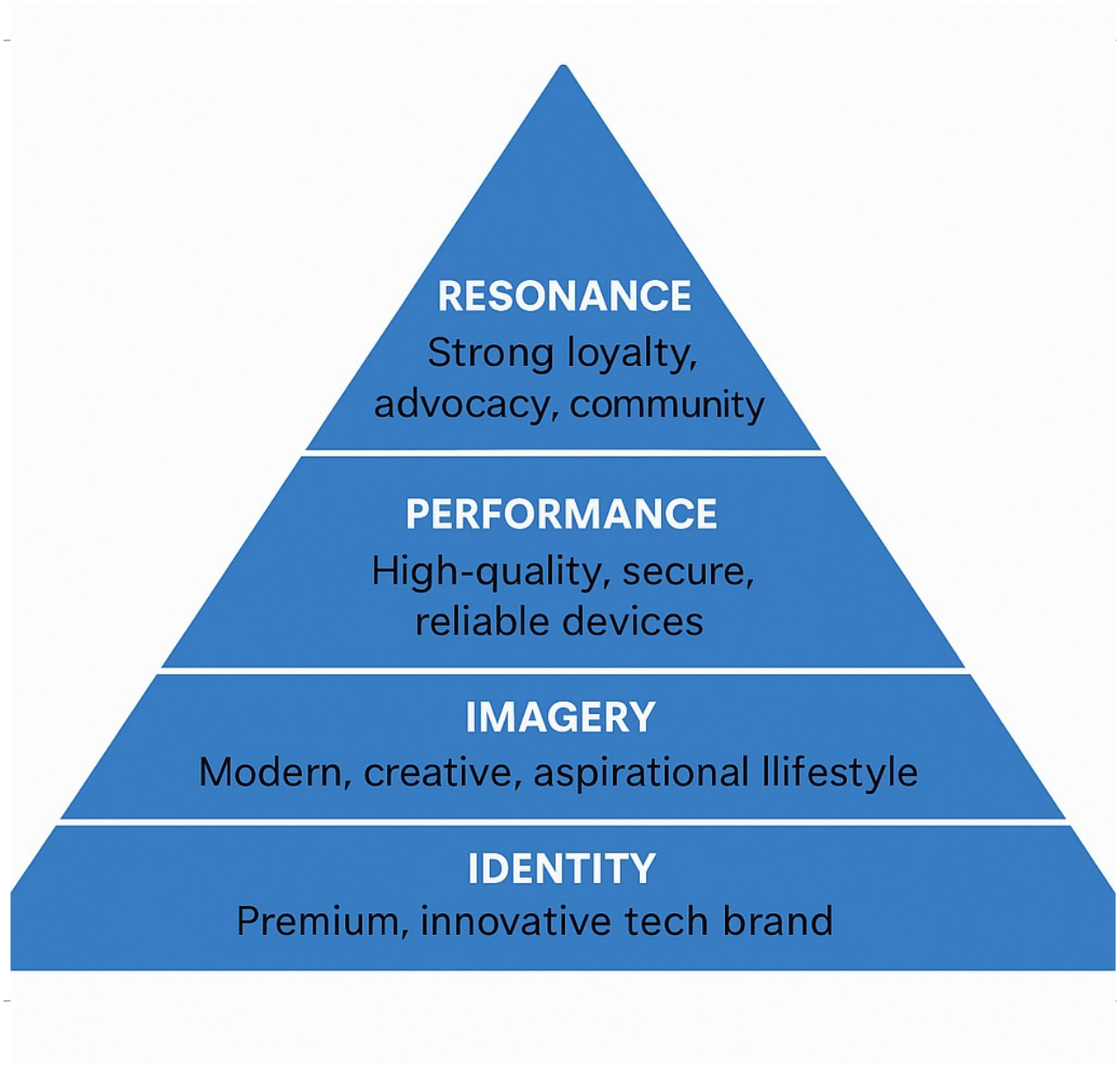


Brand Resonance — Strong *relationship & loyalty*

Customers show:

- **High loyalty** (repeat and systematically iPhone buyers, ecosystem lock-in)
- **Active engagement** (,Apple communities, content creation)
- **Attachment** (emotional connection to products)
- **Advocacy** (Apple users often recommend it to others)
- Apple is one of the few brands with **valid brand resonance** — customers feel bonded with the brand beyond product need.




RESONANCE
Strong loyalty, advocacy, community
PERFORMANCE
High-quality, secure, reliable devices
IMAGERY
Modern, creative, aspirational llifestyle
IDENTITY
Premium, innovative tech brand

In class group- project

- Work in groups to identify an advertising message for a product of your choice.
- Can you relate the advertising message with a particular stage of Kellers pyramid?
- Support your explanation with clear reasoning and examples. Be prepared to present your group's analysis in class.



Keller's Brand Equity Model – CBBE Model