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Impact of brand elements on brand equity: An applied study on Jordanian Corporations

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This study investigated the impact of brand elements on creating brand equity of Jordanian corporations. Despite the significant development in branding globally and its role in increasing the equity of the companies, a quick preview of previous research indicates that there are still some gaps in research related to brand elements and its impact on creating brand equity and branding in general and especially in the Jordanian context. The main aim of the research was to answer a number of questions: Is there an impact of brand elements: Brand names, URL's, Logos & Symbols, Characters, Slogans, Jingles and Signage & Packaging on brand equity? If so, which elements have the major impact on brand equity? A quantitative approach was adopted in this research. A questionnaire was developed and administered for collecting data from the sample. 160 questionnaires were distributed using cluster sampling method to the marketing officers of the corporations that appeared in the sample, (138) retrieved and (131) were accepted for analysis. Data analysis took place to examine the study variables and test hypothesis using the Statistical Package of Social Science (SPSS). After conducting the analysis of study data and hypotheses, the study found that Jordanian corporations most frequently used brand elements are name, logo, symbol, packaging or signage and that these have positive impact on creating and sustaining brand equity. Based on the findings it is recommended that Jordanian Corporations pay more attention to branding and brand elements due to the positive influence that they have on brand equity.

Key words: Brand elements, brand equity, Jordan, Corporations, local brands.

INTRODUCTION

In spite of conceiving the concept of brands cape in 1987, it was not fully operationalized under the rubric of a research method until recently (Rossolatos, 2012). Although brands have been around for so long, they were used centuries ago as an identifier for ownership – from branding homes to slave's (Davis, 2009). There were examples of brands being used in the Roman and Greek Eras. With a high level of illiteracy, shop keepers hung pictures above their shops to indicate the types of goods they sold (De Chernatony et al., 2011). Craftsmen who own special skills started stamping their own brands on their goods and trademarks.

Furthermore, distinguishing the suppliers was more common in the Middle Ages (De Chernatony et al., 2011). The last two decades were so clear on the ubiquity of the brand (Davis, 2009). The meaning of brands has grown on a larger scale. At the end of the nineteenth century, the past two decades have been critical for a brand environment that we see now (Franzan and Moriarty, 2009). The terms brand and branding are now commonly used in everyday vocabulary, yet, they are also terms that are often misinterpreted. In recent years, branding has become a fundamental part of companies, organizations and even individuals. It is now so closely linked to the workings of a company, that if a brand suffers damage, so too does the company. On the other hand, a strong brand will boost the value of the company (Davis, 2009).

Brands have had impact on people's perceptions of the products and also raised the direction of the world's passion to functional products. Brands can represent lifestyles and values (Lexus, Rolex) and functions such as the meanings of symbols, on the basis that people who are specialists in brands provide the level of quality of the product that cannot always be proven in the lab (Franzan and Moriarty, 2009).

Problem definition

This research aimed to study the impact of brand elements on creating brand equity of Jordanian corporations. Despite the remarkable development of the science of branding in the world and its role in increasing the equity of the companies, a quick preview of previous researches indicates that there are a lack of researches related to the topic of this study, that is, brand elements and its impact on creating brand equity. It also indicates a lack of researches related to branding in Jordan and the Arab world in general.

A large percentage of these previous researches were concentrated on some specific economic sectors like banking, telecommunications and clothes for example, so the researcher thought of these points as a research problem to be a starting point for a prelude to numerous researches on the subject of branding in the Arab world especially in Jordan. The research will find the answer for the following questions:

i) Is there an impact of brand elements Brand names, URL's, Logos & Symbols, Characters, Slogans, Jingles and Packaging & Signage on brand equity?.
ii) If there is an impact, what is the element having the major impact on brand equity?

Significance of the study

The importance of the study comes from the importance of the subject chosen for the study, that is, branding, because it is a very important subject to all companies from all sectors that is concerned with marketing subject. Also, this study identifies elements that are related to branding and brand equity, that will guide Jordanian corporations and other companies to pay attention to these elements and try to use them wider. It explores the most influential element of brand elements on brand equity at Jordanian corporations which gives these corporations and other companies the opportunity to concentrate their efforts on this element and other influential elements as well. Moreover, there is a lack of researches concerned with branding in Jordan and in Arab world, so this research is one of few researches that will enrich our Arab world's library with branding subject.

Research objectives

The research aims to achieve the following objectives:

1. To identify brand elements Brand names, URL's, Logos & Symbols, Characters, Slogans, Packaging & Signage and Jingles.
2. To identify brand equity Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality.
3. To examine the impact of each of brand elements on brand equity at Jordanian corporations.
4. To determine the most influential element of brand elements on brand equity at Jordanian corporations.
5. To put some recommendations depending on the researches results to consider it by managers of marketing departments at Jordanian corporations trying to reach a higher brand equity.
6. To have a starting point for a prelude of numerous researches on the subject of branding in the Arab world especially in Jordan.

Research model

Figure 1 illustrates the research model. In this study, our independent variables are branding elements that are names, logos & symbols, characters, slogans, urls, packaging & signage and jingles. The researcher will examine the impact of each of these elements on brand equity as a dependent variable.

Current study

What distinguishes this study from previous studies is that no previous study talked about the impact of brand elements on brand equity in spite of the importance of the subject. In addition, all the previous studies are implicated on a certain sector of trade, industry or services, but the intended study's community is comprehensive, that is,
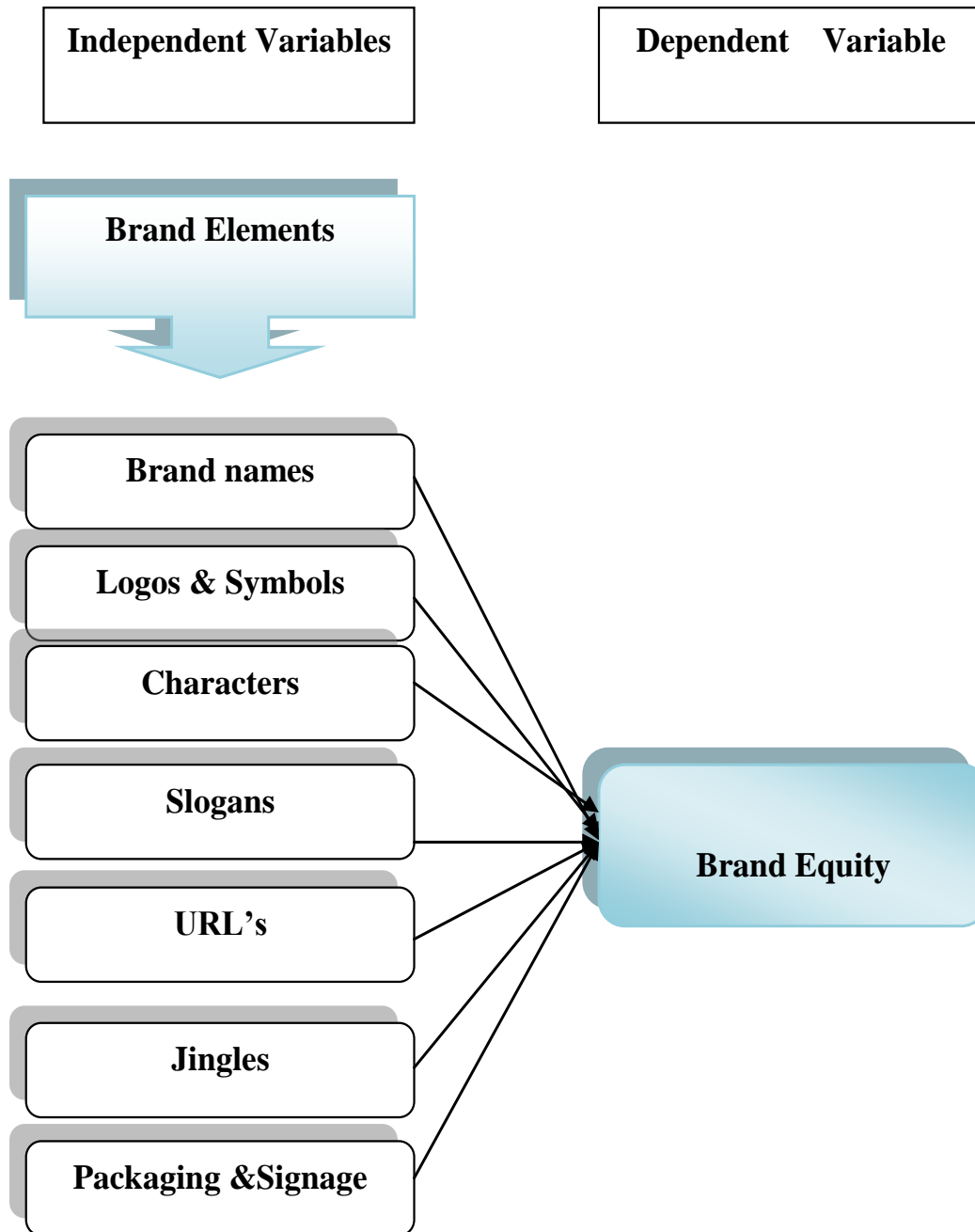
Figure 1. Research model.

the whole Jordanian corporations with all of its sectors (not being specific).

LITERATURE REVIEW

What is branding?

The emergence of brands probably started at the end of the 19th century (Davis, 2009). Symbols and logos were used to indicate retailer's specialty and exclusivity of the brand (De Chernatony et al., 2011).

To encourage customers to repeat the purchase, artisans in the Middle Ages put initials on their merchandise. Shopkeepers also put their names on products bought from smaller manufactures (Franzan and Moriarty, 2009). Gradually, branding became a guarantee against copying (De Chernatony et al., 2011). Many of the world largest global brands today were formed in the nineties through recent history of mergers and

acquisitions (Franzan and Moriarty, 2009).

What is a brand?

The marketing battle will be a battle of brands, a competition for brand dominance. Business and investors will recognize brands as the company's most valuable assets (Aaker, 1991; Mahajan, 2006).

According to Hansen (2003), the original meaning of the word 'brand' is derived from the Old Norse word brandr, which means 'Go burn' (Interbrand Group, 1992). It is defined in Oxford English Dictionary as "a permanent marker placed intentionally or a trademark".

What it really describes is an identification of goods and services of one to distinguish them from those of competitors. The American Marketing Association defined a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to distinguish them from those of competitors." These differences may be functional, rational, or concrete. They may also be more symbolic and emotional in relation to what the brand represents (Kotler and Keller, 2009; Crane, 2010).

Asacker (2005) offered that "a brand" is a means of representing and identifying a product or range of products. Branding creates a unique identity for a product making it recognizable to its customers (Franzen and Moriarty, 2009). Most definitions emphasized that brands are expected to deliver a range of objectives; the most important is to identify the goods or services from one seller or a group of sellers, and differentiate them from those of competitors.

Brand elements

Brand elements are trademarkable devices that identify and differentiate the brand (Kotler and Keller, 2009). Most strong brands employ multiple brand elements. Brand elements can be chosen to build as much brand equity as possible.

Brand Names: These have been the initial signal of identity for all of us (Mishra and Datta, 2011). The brand name is a basically significant choice because it often captures the main theme or key associations of a product (Bourbab and Boukili, 2008). Brand name provides recognition and distinguishes a product from the competitors (Kayaman and Arasli, 2007).

Uniform Resource Locators (URLs): These are used to specify locations of pages on the web, and are also commonly referred to as domain names. Anyone wishing to own a specific URL must register and pay for the name with a service (Wikström and Wigmo, 2010).

Logos and Symbols: Logos are visual icons providing two basic functions for brands: identification and differentiation (Farhana, 2012). There are several types of logos, ranging from corporate names or trademarks written in a distinctive form, to entirely abstract logos completely unrelated to the word mark, corporate name, or corporate activities (Murphy, 1990).

Characters: These represent a special symbol that takes on human or real life characteristics. In a crowded and competitive market, a character can create pure brand salience by becoming a shortcut reference to the brand and creates greater visibility than a static logo (Costa, 2010).

Slogans: These are short phrases that describe and offer persuasive information about the brand (Keller, 2003).

Jingles: These are catchy musical messages written for the brand and often have the ability of becoming registered in the minds of the consumers (Keller, 2003).

Packaging: This is the container for a product which environs the physical form of the container including the design, labeling, color, shape and materials used (Arens, 1996).

Brand equity

Brand equity (Figure 2) has been a major marketing research topic since the late 1980s (Aaker, 1991; Areska, 2012). Brand equity is usually defined as the difference between the marketing effects that accumulate to a particular product given its brand name and the effects that would accumulate if the product does not have the same brand name (Aaker, 1991; Keller, 2003; Zhou, 2009).

According to Kotler and Keller (2009), brand equity is a set of brand assets and liabilities that add to or subtract from the value provided by the product or service to the Company and / or that the company's customers.

Researchers have been looking for ways to measure brand equity since it has financial benefits for the firm (Aaker, 1991). Brand equity is the result of understanding of attitude of the brand to ensure continuation of the positive brand attitude which will lead to strong brand equity (Zhu, 2009). Brand is not something tangible; it exists in the minds of consumers, as how people think and feel about a particular product. Brands is a result of the communication, marketing and private attitudes in consumers' minds and the adoption of a positive brand attitude that leads to strong brand equity (Hansen, 2003).

Research questions

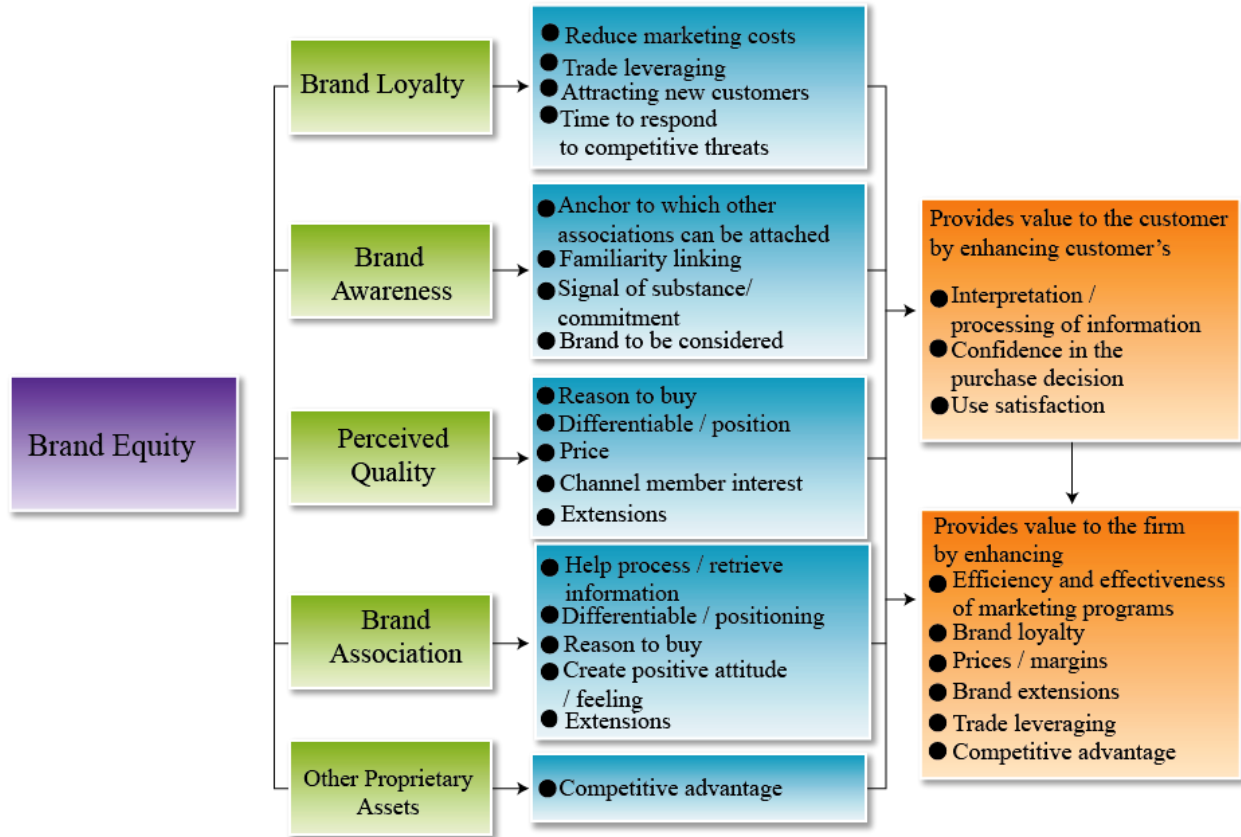A large percentage of previous researches concentrated

Figure 2. Brand equity.

on some specific economic sectors like banking, telecommunications and clothes. For example, this research studies the concepts of brand elements and brand equity across multiple industries (Jordanian public corporations listed in Amman Stock Exchange) (www.mit.gov.jo; www.sdcjordan.com), focusing on local brands; also, the context of the study is Jordan and there is a dearth of research about this topic in Jordan and the Arab world as a whole. The research will find the answer for these following questions:

i) Is there an impact of brand elements Brand names, URL's, Logos & Symbols, Characters, Slogans, Jingles and Packaging & Signage on brand equity?.
ii) If there is an impact, what is the element having the major impact on brand equity?

Hypotheses

HO1: There is no impact of Brand name on brand equity.
HO2: There is no impact of Slogan on brand equity.
HO3: There is no impact of Logo or Symbol on brand equity.
HO4: There is no impact of URL on brand equity.
HO5: There is no impact of Character on brand equity.

HO6: There is no impact of Jingle on brand equity.
HO7: There is no impact of Packaging or Signage on brand equity.

RESEARCH METHODOLOGY AND DESIGN

A descriptive methodology approach had been followed to achieve the goals and suit the objectives of this research. A systematic method for analyzing data is applied to investigate and interpret the relationships between the study variables.

Population and sample

The population of this study consisted of all Jordanian public corporations. According to the Securities Depository Center, the numbers of public corporations registered were 271 corporations divided in four major sectors; Banking sector with 16 corporations, insurance sector with 26 corporations, services sector with 153 corporations, and industry sector with 76 corporations.

To calculate the sample size required for starting collection of the data and according to Sampling Book by Steven K. Thompson, the formula is

$$n = \frac{N \times p(1-p)}{\left[\left[N-1 \times \left(d^2 \div z^2\right)\right] + p(1-p)\right]}$$

where
n: sample size required
N: population size (271)
z: the value of Z at 0.95 level of significance (1.96)
p: Proportion of the property offers a neutral = 0.50 (0.50)
so the sample size required is = 160.

The clustering sampling technique was followed because all Jordanian establishments are divided into four sectors, with each sector likely having an influence that is different from the other sector. A total of (160) questionnaire were distributed randomly by using a dynamic computer program to choose the desired sample randomly from each cluster. 138 questionnaires were retrieved with 86% response rate, whereas 131 were accepted to be analyzed.

Data sources

In collecting the data, the researcher used a combination of primary and secondary data sources:

Secondary data: The researcher has used books, articles, previous studies related to this study in both Arabic and English language, and the internet.

Primary data: Number of corporations and much information related to the population were detected by visiting the Securities Depository Center and using their official website (http://www.sdcjordan.com/arabic/index.php).

Questionnaire: used as a primary source of collecting data for the research, this questionnaire comprises a cover letter and two main parts.

i) Cover letter: It stated researchers name with the aim of the research and its purpose. The assurance of the secrecy of the obtained information to be used for the purpose of the study only and treated with complete confidentiality had been ensured to the responders.

ii) Other variables: The first part of the questionnaire contained three questions about some of the respondent's variables. The questions were about the sector, size and age of the corporation. The researcher considered these as intermediate variables that could have an effect on the dependent variable of the study, brand equity.

Assessment questions: This part contained 7 items divided into 5 parts each; the first part is about name and its impact on each of elements of brand equity – according to Aaker's model, whereas the second item is about slogan; after that we have logo & symbol, url, character, jingle and package & signage.

a) A five-point Likert scale that ranged from strongly agree to strongly disagree was used.
b) After collecting the primary data using the questionnaire, phone calls were made with the marketing departments of the corporations appearing as a sample asking them about their evaluation of their brand equity with its 5 categories – according to Aaker's model- with the comparison of other public corporations. A five-point Likert scale was used for each of the categories as a whole in order to calculate the regression between each brand element and brand equity.

Research instrument (Measures)

In this study, items used to measure the study variables were mainly adapted from Aaker's model that measures brand equity.

The measurement approach for each variable and its impact on brand equity was measured by the 5 main assets that are brand awareness, brans association, brand loyalty, perceived quality and some other main assets as brand identity – according to Aaker's model- (Aaker, 2009).

Data collection procedure

After visiting the Ministry of Industry and Trade, the researcher had been directed to the Securities Depository Center to collect all of the primary information needed to start his research such as the whole number of public corporations and number of corporations at each sector.

After drawing a random sample of 160 corporations, the researcher visited these corporations to meet the related persons to explain the study and its purpose to achieve study's goal.

The response time for the questionnaire took 6 weeks. After the collection of questionnaires, a review of the collected data was performed to ensure completeness and accuracy of all entries. Thereafter, data were entered to be processed using the SPSS "Statistical Package for the Social Sciences" application to get frequencies, percentages, means and standard deviations.

Instrument validity and reliability

The instrument was assessed by five academic specialists. Face validity of questionnaire items was satisfactory according to their point of view with some comments. After considering their suggestions a final version of the questionnaire was developed.

To assess the instrument reliability the internal consistency was verified using Cronbach Alfa Coefficient for consistency. Accordingly the results were statistically acceptable since the value is greater than 0.60 which is acceptable to administrative and human sciences.

Table 1 showed that the total Cronbach's alpha for the study fields was (0.84), which will lead to the stability of the results for this study, being maximum, with all the values more than 0.6, which is the minimum acceptable value. So we can approve that the instrument is consistent.

Statistical methods

After collecting the responses, they were analyzed using the descriptive statistics frequencies, percentages, means and standard deviation. The Statistical Package for Social Sciences SPSS was used for analyzing the data collected by questionnaires. After that, the initial analysis of the data is conducted, and then conclusions and recommendations were reached.

Statistical instruments used included:

1) Descriptive statistical techniques: these included frequencies' distribution, means, ranges and standard deviations.
2) Regression test to find the effect between the independent and dependent variables.
3) One way ANOVA multiple comparison procedure: was used to detect exactly where the mean differences lie between according to the demographics variables and Scheffe' Test.
4) Reliability test for the instruments of measurement: Researchers assess the reliability of an instrument through the measure of reliability coefficient for each of the instrument's dimensions. The reliability coefficient shows how congruent are the items, in measuring accurately that which it is intended to measure.

Limitations

1) Geographic dispersion (the spread of the corporations in many

Table 1. Cronbach's alpha for the study fields.

Field number	Field	Value of (α)
1	Name Field	0.80
2	Slogan Field	0.84
3	Logo & Symbol Field	0.78
4	URL Field	0.91
7	Packaging & Singage Field	0.86
8	Brand Equity Field	0.87
	Total	**0.84**

Table 2. Descriptive statistics for the study fields.

Field number	Field	Mean	Standard deviation
F1	Name Field	4.31	0.40
F2	Slogan Field	3.91	0.41
F3	Logo & Symbol Field	4.22	0.37
F4	URL Field	3.87	0.34
F7	Packaging & Signage Field.	4.13	0.51
F8	Brand Equity Field	4.08	0.37
	Total	4.09	0.40

parts of Jordan).
2) Difficulties explaining the researches aim and subject to the related persons to help them answer the questionnaire.
3) Difficulties related to setting appointments with marketing managers and related personnel especially in large corporations.
4) Lack of cooperation of some of the corporations employees in general.

RESULTS AND DISCUSSION

To analyze the data and examining hypotheses, descriptive statistics for each field is calculated, in addition to Regression and One Way ANOVA used as shown in Table 2. Means and standard deviation were calculated for each field and Table 2 shows the results.

As seen from Table 2, the Name Field achieved mean which reached (4.31) and a standard deviation (0.40); Slogan Field achieved (3.91) and a standard deviation (0.41); Logo & Symbol Field achieved (4.22) and a standard deviation (0.37); URL Field achieved (3.87) and a standard deviation (0.34); Packaging & Signage Field achieved (4.13) and a standard deviation (0.51); and Brand Equity Field achieved (4.08) and a standard deviation (0.37) as shown in Figure 3.

Hypotheses Testing

Here, results of the research hypotheses are tested.

HO1: There is no impact of Brand names on brand equity.

To determine if there is any impact of Brand names on brand equity, multiple regression test was used to check the impact of Brand names on brand equity shown in the Table 3.

Table 3 showed that there is an impact of Brand names on brand equity because the significance value was (0.000), and the value of R was (0.386) and R2 (0.149); the restriction parameter (F) was (22.654), and the value of (β) was (0.363). For each field of the brand equity, the significance was less than (0.05) which indicates that there is a strong effect of the brand names on all of the brand equity dimensions (perceived quality, brand loyalty, brand awareness, brand association and other brand assets). According to the results, we will reject the Hypothesis which states that "There is no impact of Brand names on brand equity" and accept the alternative hypothesis which states that "There is an impact of brand names on brand equity".

HO2: There is no impact of Brand Slogan on brand equity.

To determine if there is any impact of Brand Slogans on brand equity multiple regression test was used to check the impact of Brand Slogans on brand equity shown in the Table 4.

Table 4 showed that there is an impact of Brand Slogans on brand equity, because the significance value was (0.048) which is less than (0.05), the value of R was (0.304) and R2 (0.092) and the restriction Parameter (F) was (4.161); also, the value of (β) was (0.227). For each
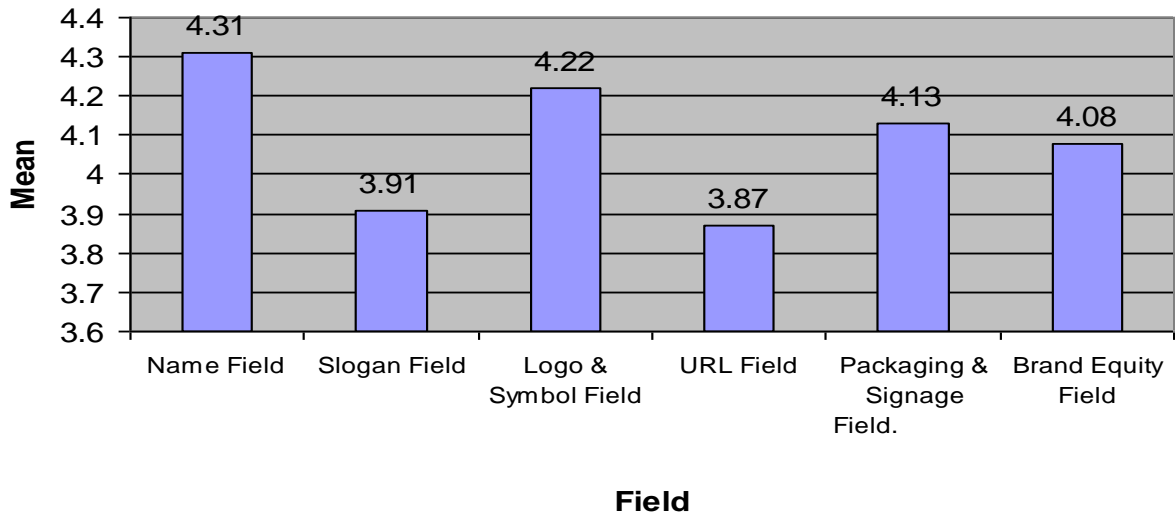
Figure 3. Descriptive statistics for the study fields.

Table 3. Multiple regression test to check the impact of Brand names on brand equity.

Impact	Subfield	R	R²	β	F	Sig sub fields	Sig total
Brand names on brand equity	Perceived quality	0.386(a)	0.149	0.363	22.654	0.000(a)	0.000
	Brand loyalty					0.000(a)	
	Brand awareness					0.000(a)	
	Proprietary brand assets as patents and channel relationships					0.000(a)	
	Brand association					0.003(a)	

Table 4. Multiple regression test to check the impact of Brand Slogan on brand equity.

Impact	Subfield	R	R²	β	F	Sig sub fields	Sig total
Brand Slogan on brand equity	Perceived quality	0.304 (a)	0.092	0.227	4.161	0.200(a)	0.048
	Brand loyalty					0.002(a)	
	Brand awareness					0.017(a)	
	Proprietary brand assets as patents and channel relationships					0.001(a)	
	Brand association					0.006(a)	

field of the brand equity, the significance was less than (0.05) which indicates that there is a strong effect of the brand slogans except perceived quality; whereas the significance value was (0.2) which is larger than (0.05). According to the results, we will reject the Hypothesis which states that "There is no impact of Brand slogan on brand equity" and accept the alternative hypothesis which states that "There is an impact of brand slogan on brand equity".

HO3: There is no impact of Brand Logo or Symbol on brand equity.

To determine if there is any impact of Brand Logo or Symbol on brand equity, multiple regression test was used to check the impact of Brand Logo or Symbol on brand equity shown in the Table 5.

Table 5 showed that there is an impact of Brand Logo or Symbol on brand equity, because the significance value was (0.000) which is less than (0.05), and indicates that there is a strong effect for the brand Logo or Symbol on the brand equity dimensions; also, the value of R was (0.494) and R2 (0.244) and the restriction Parameter (F) was (141.464), also the value of (β) was (0.494). For each field of the brand equity, the significance was (0.00) which is less than (0.05) which indicates that there is a strong effect of the brand logo or symbol on all of the brand equity dimensions (perceived quality, brand loyalty,

Table 5. Multiple regression test to check the impact of Brand Logo or Symbol on brand equity.

Impact	Subfield	R	R²	β	F	Sig sub fields	Sig total
Brand Logo or Symbol on brand equity	Perceived quality					0.000(a)	
	Brand loyalty					0.000(a)	
	Brand awareness	0.494 (a)	0.244	0.494	141.464	0.000(a)	0.000
	Proprietary brand assets as patents and channel relationships					0.000(a)	
	Brand association					0.000(a)	

Table 6. Multiple regression test to check the impact of Brand URL on brand equity.

Impact	Subfield	R	R²	β	F	Sig sub fields	Sig total
Brand URL on brand equity	Perceived quality					0.003(a)	
	Brand loyalty					0.001(a)	
	Brand awareness	0.351 (a)	0.123	0.403	14.883	0.003(a)	0.000
	Proprietary brand assets as patents and channel relationships					0.000(a)	
	Brand association					0.000(a)	

brand awareness, brand association and other brand assets). According to the results above, we will reject the hypothesis which states that "There is no impact of Brand logo or symbol on brand equity" and accept the alternative hypothesis which states that "There is an impact of brand logo or symbol on brand equity".

HO4: There is no impact of Brand URL on brand equity.

To determine if there is any impact of Brand URL on brand equity, multiple regression test was used to check the impact of Brand URL on brand equity shown in the Table 6.

Table 6 showed that there is an impact of Brand URL on brand equity, because the significance value was (0.000) which is less than (0.05), indicating that there is a strong effect for the brand URL on the brand equity; the value of R was (0.351) and R2 (0.123) and the restriction Parameter (F) was (14.883); also, the value of (β) was (0.403). For each field of the brand equity, the significance was (0.00) less than (0.05) which indicates that there is a strong effect of the brand logo or symbol on all of the brand equity dimensions (perceived quality, brand loyalty, brand awareness, brand association and other brand assets). So according to the results, we will reject the hypothesis which states that "There is no impact of the Brand URL on brand equity" and accept the alternative hypothesis which states that "There is an impact of the brand URL on the brand equity".

HO5: There is no impact of Jingle on brand equity.

In view of the collected data from the sample, it is shown that there is no single corporation that uses this brand element, so there is no data to analyze trying to test this hypothesis.

HO6: There is no impact of character on brand equity.

In view of the collected data from the sample, it is shown that there is no single corporation that uses this brand element, so there is no data to analyze trying to test this hypothesis.

HO7: There is no impact of Brand Packaging or Signage on brand equity.

To determine if there is any impact of Brand Packaging or Signage on brand equity, multiple regression test was used to check the impact of Brand Packaging or Signage on brand equity shown in the Table 7.

From the Table 7, there is no impact of Brand Packaging or Signage on brand equity, because the significance value was (0.604), which shows that there is significance in the dimensions of the brand equity (perceived quality and brand association) only, since the significance was less than (0.05), indicating that an effect for the brand packaging or signage is only on perceived quality and brand association only. The value of R was (0.046) and R2 (0.002) and the restriction Parameter (F) was (0.270); also the value of (β) was (0.033). So we will accept the hypothesis which states that "There is no impact of the Brand Packaging or Signage on brand equity".

The study came out with these findings:

1) All of the corporations in the study use at least 3 brand elements that are name, logo or symbol and packaging or signage. About 50% of the corporations use 4 elements, and no corporation uses more than 5 elements including URL and slogan.
2) There is no single corporation in the study that uses jingle or character as branding elements.

Table 7. Multiple regression test to check the impact of Brand Packaging or Signage on brand equity.

Impact	Subfield	R	R²	β	F	Sig sub fields	Sig total
Brand Packaging or Signage on brand equity	Perceived quality	0.046(a)	0.002	0.033	0.270	0.009(a)	0.604
	Brand loyalty					0.169(a)	
	Brand awareness					0.171(a)	
	Proprietary brand assets as patents and channel relationships					0.329(a)	
	Brand association					0.018(a)	

3) There is a major impact of the brand name on brand equity with all of its subfields that are brand awareness, brand loyalty, perceived quality, brand association and other brand assets.

4) There is an impact of brand slogan on brand equity with 4 of its 5 subfields that are brand awareness, brand loyalty, brand association and other brand assets.

5) There is a major impact of logo or symbol on brand equity with all of its subfields that are brand awareness, brand loyalty, perceived quality, brand association and other brand assets.

6) There is an impact of URL on brand equity with all of its subfields that are brand awareness, brand loyalty, perceived quality, brand association and other brand assets.

7) There is no impact of packaging or signage on brand equity.

8) The element with the highest impact on brand equity was logo or symbol with a very slight difference from the brand name that came second.

9) The main important category of the brand equity is perceived quality, followed by brand loyalty, then brand awareness, other brand assets and finally brand association.

Conclusion

Results of this study indicate that there is an impact of brand elements in general on brand equity, that are, name, logo or symbol, slogan and URL in the Jordanian corporations.

The major brand element that has an impact on brand equity was logo or symbol with a very slight difference from the brand name that came second.

This research aimed to measure brand elements impact on brand equity by taking Jordanian corporations as a representative society of Jordanian companies. Future research must take all Jordanian companies registered in the Ministry of Industry and Trade to study the impact of brand elements on brand equity taking small companies and establishments in consideration.

Furthermore, this study aimed to find the impact of brand elements on brand equity from the corporation's point of view. Future research may re-study this impact from the clients or consumers point of view.

1) Corporations are aware of the importance of branding but they must give it more attention because branding is a very important subject and has a huge impact on brand equity.

2) Private or even public sector must establish a branding association to serve all sectors and to raise the level of awareness of this subject which will lead to a higher brand equity that will eventually reflect on the national economy.

3) Marketing managers must develop branding knowledge of their staff, not only external branding but internal branding.

4) Corporations must have a separated Department of Branding, not only having a responsible of branding at the Department of Marketing.

5) Ministry of Industry and Trade must give some attention to this valuable subject by hosting branding specialists to give lectures and organize workshops to be up to date with branding.

CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

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