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NEW BRAND EQUITY ASPECT: THE EXAMPLE OF NEW CANDY PRODUCT CONSISTENCY QUALITY EQUITY

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The methodology of study is based on a new educational thinking – to use analytics to build ideas and make them better. The article analyzes the equity of a new product in terms of consistency of the equity of a new brand. The aim of the study - to identify the new product's consistency quality importance on the new brand equity when the customer chooses a new product (the example: candy in boxes). Theoretical study was based on the analysis of scientific literature, synthesis, logical generalisation, graphic modeling and a survey (2017 (n = 416)). Analysing the equity of the new product consistency for the new brand equity structure. Recognizing that consumer choice depends on the equity of the new consistency of the product offered to him by the firm's offer, the practical test of the scientific concept has been chosen from the original study, analyzing the equity of the candys in boxes as a new product for the consumer. The results allow us to make assumptions about what elements of the new consistency of the product could influence the success of the new brand on the candy market.

The consistency quality of a new food product is essential factor of a new brand equity. The results of the study lead to conclusion that new food product (candys in boxes) Lithuanian shoppers perceive the importance of consistency quality and assess the identity (as unique products) (between high and medium value), which is forming a positive image of the product (quality assurance). The results of the research can be applied to the needs of the consumers of the Lithuanian candys in boxes market.

Keywords: new brand, new product consistency, candy, quality, equity.

INTRODUCTION

Relevance and novelty of the subject. The concept of brand equity was first introduced in marketing literature in the 1980's (Rajh, 2005). Today, brands (new and existing on the market) are powerful instruments of change. They are tightly connected with consumers all over the world and profoundly incorporated into their everyday life and choices they made. Consumers indicate with brands they love and strongly advocate the ideas that are embedded in their philosophy and image. Consequently, companies that own successful brands, which are followed by large group of loyal consumers, have the power to generate modification and even complete shift in consumers' lifestyle, equity system, attitudes and behavior (Grubor, Milovanov, 2017).

Products help to define and maintain people's self-concept by reinforcing their identities (Chugani, Irwin, Redden, 2015). Although literature touches on the possible reciprocal effects of the new food product launching on the equity of the core brand, their number is limited. Consumer familiarity with the existing core brand name aids new food product entry into the marketplace and helps the brand extension to capture new market segments quickly. The launching of new brands is much more costly than expanding existing strong brands, but each extension is not necessarily successful (Vukasovič, 2012).

New technology enables the creation of new or improved functional food product attributes. The branding of an innovation, can make all the difference" (Crass, 2012).

Consumers acquire products in large part to increase their life happiness (Chugani et al., 2015), some of them are candys (sugar products).

Walking into any convenience or grocery store candy aisle today, and take a look at the extensive and colorful array of candy on the shelves. In addition to the traditional concoctions of chocolate, caramel, and nuts, there has been a distinct shift in preference for "extreme" or "intense" sour and fruity flavor experiences (Loewen et al., 2008).

Unfortunately, the satisfaction derived from most of these acquisitions declines with repeated consumption, and begins declining almost immediately after acquisition (Chugani Irwin, et al., 2015) health care customer.

Reducing sugar consumption to 5% of total energy from free sugars is a primary focus of current global public health policy (Aljawad et al., 2016). Sugar reduction, healthier food is production and social marketing strategies policy (Ells, Roberts, McGowan, et al., 2015).

Many researchers (Kuksov, 2007; Davcik, 2009) have emphasized it new brand equity as an essential condition for the competitiveness in the market, which also includes food-quality information (Nagyova, Horska, et al., 2011).

Problem. Researchers Kitt, Sträter (2008) in their the study concluded that sugar-free confections grew much faster than those made with sugars, mainly because they dominated the new-product launches. Chocolate products are the most important products of candy that are popular with a lot and as a source of energy in addition to its high nutritional value. Chocolate is the most frequently craved food (El-kalyoubi et al., 2011). However, chocolate is classified as a high calorie food due to the high fat and sugar contents. These contents have negative effects on health (Kim et al. 2017), Black chocolate, black chocolate candys without synthetic food additives, no GMO, sugar reduction, organic consistency are good effect effects on health.

Lithuania, as well as other countries in the world, pays more and more attention to food quality. This is determined by both – a new buyer approach to food and human concern. Does this claim confirm the fact of the purchase of candys according to their quality characteristics in Lithuania.

In this study, the research problem presupposes the **aim of the study** - to identify the new product's consistency quality importance on the new brand equity when the customer chooses a new product (the example: candy in boxes).

The logic of realisation of the aim emphasizes the following **goals:**

1) To analyze the theoretical model concepts for new brand new food product equity.

2) To present the results of the test for the new brand new product (candy in boxes) consistency quality equity elements.

The **scope of study** – new brand equity aspect – the example of new candy product consistency quality equity.

The **methodology of study** based on a new school thinking **-** use analytics to build ideas and make them better (Nielsen, 2016).

Theoretical study was based on the analysis of scientific literature, synthesis, logical generalisation, graphic modeling and a survey (2017 (n = 416)). In order to substantiate representativeness of the questionnaire data, the Paniotto sample calculation formula (Vanagienė, Klupšas, 2010) was applied, which enabled to obtain 95 percent of reliability degree (the desired accuracy is 5 per cent.) of Lithuania (n = 400 enough for reliability).

According to the internal consistency of the questionnaire, the internal reliability of the new product consistency quality equity scales is rather high (Cronbach alpha – 0,908), so the questionnaire is suitable for the presentation of the study.

Was aimed at determining which elements of the new product equity are most important to the consumer when choosing new brand new candys in boxes. In the respondents' point of view, the new product (new candys in boxes) consistency quality equity impact on the new brand equity was rated in a 3 – point scale (3 (high), 2 (medium), 1 (low).

The software statistical package SPSS 22.0 was used to analyze the results of the research. The statistical significance level chosen in the study was $p = 0.05$. In order to fulfill the research objectives, the normality of distributions was first tested. According to the Kolmogorov-Smirnov criterion, all distributions were statistically significantly different from the normal one. Therefore, non-parametric criteria for the independent Mann-Whitney and Kruskal-Wall measurements were used to compare the averages.

THE RESULTS OF THE STUDY

New brand new product equity. New product consistency quality equity. Modern marketing theory and practice recognize brand equity as being a key business strategic asset of a company (Vukasovič, 2016). Brand equity as the added equity that a brand brings to a particular product or service, and points out that brand equity is that set of assets and liabilities linked to a brand, its name or symbol, that incorporate or decrease the equity provided by a product or service to the company or its customers (Porral et al., 2015). The global food industry is in a dynamic environment that requires innovation - the emergence of new brands (Vukasovich, 2012).

Although literature touches on the possible reciprocal effects of the new product launching on the equity of the core brand, their number is limited. Consumer familiarity with the existing core brand name aids new product entry into the marketplace and helps the brand extension to capture new market segments quickly. The launching of new brands is much more costly than expanding existing strong brands, but each extension is not necessarily successful (Vukasovič, 2016).

Every day people get feelings of brands from touch points such as advertisements, news reports, and conversations with family and friends, product experiences. Unless they are actively shopping, much of that exposure is wasted.

But what happens when something triggers the impulse to buy? Those accumulated impressions then become crucial because they shape the initial consideration set: the small number of brands consumers regard at the outset as potential purchasing options (Brunello, 2014).

There is a strong connection between innovation and brand equity. They are both significant dimensions that drive businesses today. Innovation represents a primary determinant of brand equity. When innovation lacks, consumers are likely to experience stress, irritation, annoyance, frustration, and sometimes even rage. These "symptoms" influence the way in which consumers evaluate the firm's innovations and have a negative effect on customer satisfaction. This leads to a loss of customers, a negative impact on the firm's brand equity, and damage to the firm's valuable brand assets. The brand allows ownership of the innovation, adds credibility and legitimacy, enhances visibility, and supports communication. Concurrently, successful product/service innovations strengthen brand equity because they may reinforce and in some cases broaden brand meaning, help to revitalize brands, act as an effective measure against private labels, and improve brand equity and profitability (Brunello, 2014).

When consumers display loyalty for the brand, they substantially reduce the search for information, sometimes eliminating it completely, which gets a simplification of the decisional process (Brunello, 2014).

New brand awareness is the first step to creating brand equity. New brand awareness affects the formation and the strength of new brand associations, including perceived quality (Amegbe, 2016). Many researchers (Kuksov, 2007) have emphasized it as an essential condition for the competitiveness in the market, which also includes food-quality information

(Nagyova et al., 2011). Therefore, buyers started looking for safer and better controlled labelling of food products, the ones made in a more environmentally friendly, authentic, and locally oriented way (Rembialkowska, 2004).

New brand awareness is an important component of brand equity. The products have characteristics that other brands don't (Alhaddad, 2015).

New technology enables the creation of new or improved functional new product attributes. The branding of innovation ,,can make all the difference''. When a firm introduces a new product, it has to make two choices. First, whether the new product is introduced with or withouta brand and if it opts for a brand, whether it relies on an established brand or creates a new brand. (Crass, 2014). This article analyzes the new product of a new brand, the distinction of which is based on the product's consistency in terms of innovation (Fig. 1). With growing access to information, consumers are increasingly aware of the impact their food and beverage choices have on their health and wellness. This trend is found not only in foods but also in personal care, where consumers are going back to basics, seeking products with natural ingredients (Nielsen, 2016).

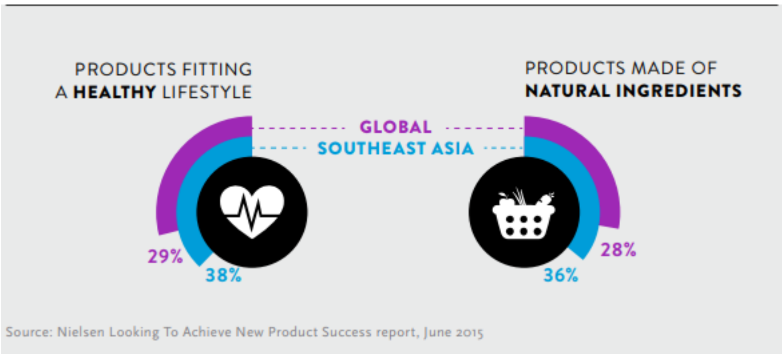


Figure 1. What's on the new product wish list of consumers? (Nielsen, 2016)

The importance of new product equity components for understanding the equity of a new brand is highlighted by researchers (Browning, Deyst, 2002, Gerhardt, 2006). The emergence of a new brand on the food market and consolidation becomes a specific and often unknown, risky area. These aspects create many tasks for the company, one of the most important of which is to gain leadership in the market. When developing the equity of a new brand new food product, the buyer needs to know in the pre-introduction phase (the development of a new food product prototype) which key criteria for the equity of the product are crucial for the buyer to buy. Accordingly, knowing this information, creating a new brand of food products for the buyer will become more successful and facilitate the buyer's decision at the trading venue (Fig. 2).

The new brand new food product is based on new ideas on equity components (Keller, 1993), which can be applied to all elements that create a product's equity or only a part of it, individual elements (Fig. 2).

Matching or exceeding the expectations of customers is a difficult task, especially when flavors and understanding of equity s that apply to the same end uses constantly change.

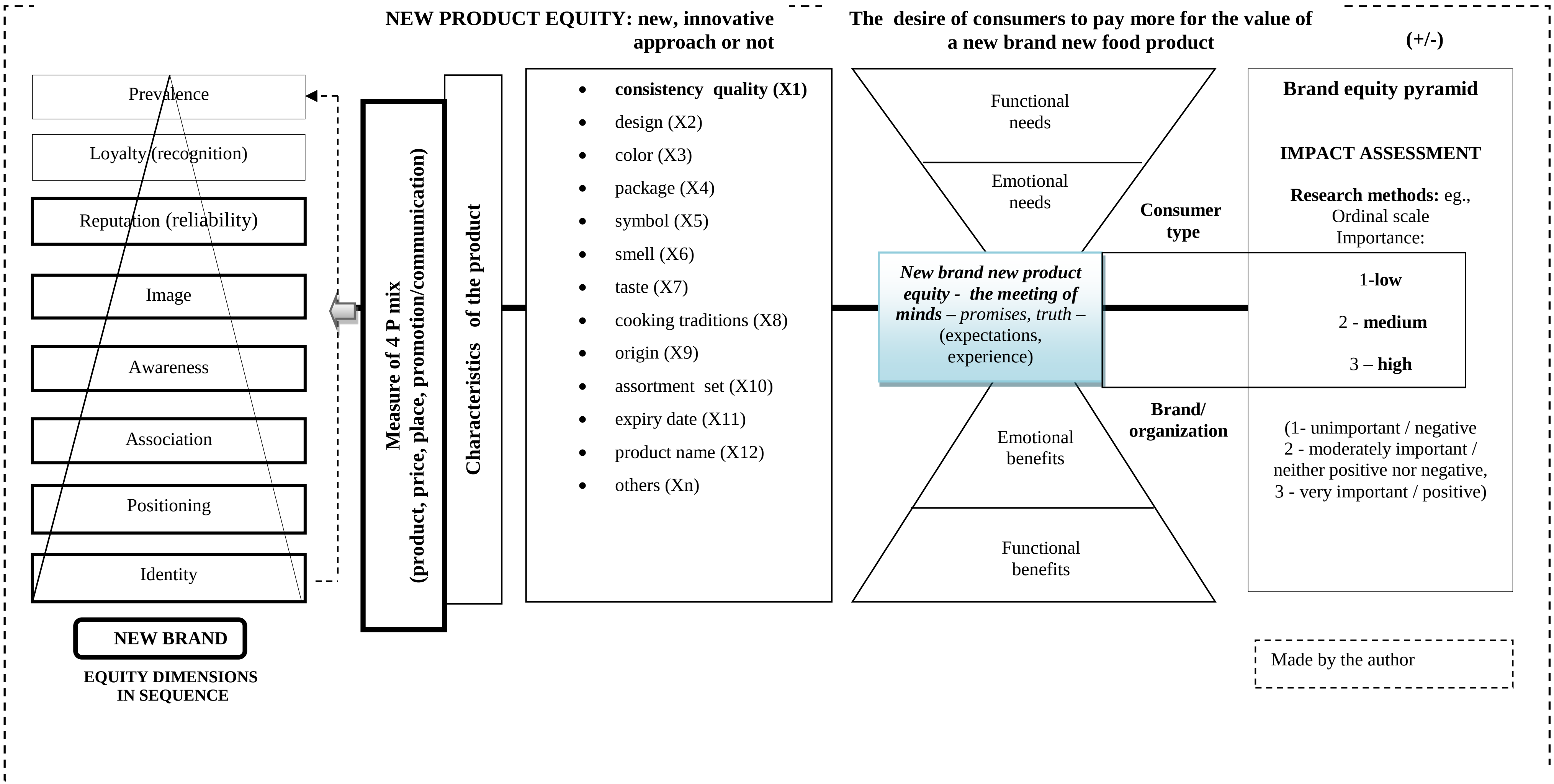
Therefore, only by properly applying marketing measures related to customer behavior, knowing the equity of the new food equity even before the test marketing, thereby improving the success of the brand's new brand (Gerhardt, 2006).

In order to establish a new brand in the food market, it is necessary to link it (LR State Patent Bureau, 2010) and present it, arguing the equity of the product by means of positioning, forming strong functional and emotional associations (Vukasovič, 2012) about the equity (1-low; 2-medium; 3-high) of the new food product (Fig. 1). The equity of a new brand is the concept of positioning the equity of the food equity attributes. The equity of a new brand to the equity of a food can be measured by the willingness of consumers to pay more for the equity of a new food. Highly equity d attributes will be of interest to buyers if strong associations and / or existing products are already weak on the market and / or the design of another brand is not suitable for the buyer (Kuksov, 2007; Chernew, Hamilton, 2009; Vukasovich, 2012).

Brand is a unique blend of functional and emotional characteristic perceived by consumers as an additional equity, unique experience and fulfilled promise. It has a symbolic equity different from everything that is available in reality, and ability to represent interests that go beyond the brand itself. For the company, it is the core strategic resource and most powerful invaluable asset (Grubor, Milovanov, 2017). A successful brand is timeless (Bonsall, 2014). A stronger brand identity is formed which affects other dimensions of brand equity: positioning, association, awareness, image, (reputation), loyalty, prevalence. But an important attention to the 21st Century characteristic of a new buyer: depends on time, uses information technology communication tools, has many roles in life, has marketing skills, is demanding, is looking for experience, Y group – a personal leader. In addition, it should be noted that the group of innovators consists of only 3% of the target group who want to test innovation. Definition of the target group becomes the basis for constructing the equity of a new brand new food product to the buyer.

Consumers making repeated selections among a set of options often need to decide whether to stick with a favorite or switch to something different (Fishbach et al., 2011).

The concept of perceived product quality is defined to include the consumer's response to the entire evoked set of judgments about quality comparisons among competitive brands. This concept differs from the current practice of defining product quality on the basis of a multidimensional list of product attributes to make the construct operational. Typically, consumers are asked to evaluate the importance of a given set of attributes for a product category. They then evaluate the degree to which each brand has those attributes (Lavenka, 1991) or new brand.



(made by the author Grubor, Milovanov, 2017; Vukasovič, 2012; 2016; Gerhardt, 2006; Crass, 2014; Mocanu, 2011; Zinkhan, Martin, 1987; Orth, Malkewitz, 2006; Chernew, Hamilton, 2009; Kuksov, 2007; Ove, 2009; Rajh, 2005; LR State Patent Bureau, 2010)

Figure 2. Model for new brand new food product equity

Products on the basis of attributes is a popular means of generating differentiation. Consistent with Lancaster's theory, this approach presumes that utility-maximizing consumers derive utility from attributes, not from the product itself. Attributes may be observational, such as color, size, or other characteristics of appearance. Other attributes may be proxies for underlying quality such as location of origin. There are also experience attributes, such as taste, whereby consumers have no information until after consumption. Finally, there may be credence attributes, such as nutritional characteristics, where consumption provides no information and the consumer is reliant on third-party or external information to identify the existence of the attribute in the product (Nalley et al. 2006).

The example of new candy product consistency quality equity for new brand

The study suggests that when choosing new brands of new candys in boxes, buyers would favor the innovative in the initial stage (2.20) than traditional (2.11) consistency, although the importance of both factors is higher than the average. It was found that according to the quality of the new product consistency, the equity elements of new candys such as candys no food additives (2.56) no GMO (2.55) are the most important buyers (Table 1).

Table 1. New product (new candys in boxes) quality equity (n = 416)

New product (new candys in boxes) quality element	**Equity** 3 (high), 2 (medium), 1 (low)
No food additives	2.56
No GMO	2.55
Exceptional quality	2.47
Organic	2.42

The results show that statistically significant ($p < 0.05$) differences in the equity of the consistency without food additives in candy boxes differ among the foreign or Lithuanian producers. For those who choose Lithuanian manufacturers in candy boxes, the consistency without food additives looks more valuable than those who are opting for foreign manufacturers (Table 2).

Table 2. New product (new candys in boxes) when no food additives equity according to country manufacturer (n = 416)

Element	**Manufacturer**	**N**	**Average**	**St. deviation**	**Av.grades**	**Z meaning**	**p**
No food additives	*Overseas*	55	2.35	0.700	175.24	-2.573	0,10
	Lithuanian	361	2.59	0.586	213.57		

The results of the study show that consumers who choose different types of candys in the box do appreciate the traditional character of the candys, the fact that candys without food additives, in addition to GMO, are of exceptional quality are environmentally friendly. It has been found that some traditional candys in boxes, besides food additives, without GMO, of exceptional quality, seem to be the least valuable to choosing white chocolate candys. In the boxes of black chocolate candys, it is more valuable than other consumers to find the organic consistency of candys, exceptional quality, and the fact that candys without food additives and GMO. In the boxes of milk chocolate candys, collecting candys more valuable than traditional ones (Table 3).

Table 3. New product (new candys in boxes) chocolate type equity (n = 416)

Element	**Chocolate type**	**N**	**Average**	**St. deviation**	**Av.grades**	**χ^2 meaning**	**p**
Traditional	*White Chocolate*	39	1.95	0.826	172.40	6.129	0.047
	Milky Chocolate	168	2.28	0.589	219.58		
	Black Chocolate	209	2.19	0.678	206.33		
No food additives	*White Chocolate*	39	2.36	0.628	172.06	7.193	0.027
	Milky Chocolate	168	2.52	0.638	204.34		
	Black Chocolate	209	2.62	0.569	218.64		
No GMO	*White Chocolate*	39	2.28	0.793	170.88	6.706	0.035
	Milky Chocolate	168	2.55	0.655	207.26		
	Black Chocolate	209	2.59	0.659	216.51		
Exceptional quality	*White Chocolate*	39	2.13	0.767	156.71	12.087	0.002
	Milky Chocolate	168	2.45	0.690	205.74		
	Black Chocolate	209	2.56	0.619	220.39		
Organic	*White Chocolate*	39	2.31	0.863	199.81	9.911	0.007
	Milky Chocolate	168	2.30	0.724	190.21		
	Black Chocolate	209	2.53	0.636	224.82		

The results of the study lead to conclusion that new food product (candys in boxes) Lithuanian shoppers perceive the importance of consistency quality and assess the identity (as unique products) (between high and medium value), which is forming a positive image of the product (quality assurance).

CONCLUSIONS

In order to successfully integrate the new brand new food product into the market, a feasibility study for the future of the model (Model for new brand new food product equity) will be foreseen for the feasibility of the model. Essential elements of the new brand new product equity are (X1-Xn): consistency quality (X1), design (X2), color (X3), package (X4), symbol (X5), smell (X6), taste (X7), cooking traditions (X8), origin (X9), assortment set (X10), expiry date (X11), product name (X12). The consistency quality of a new food product is essential factor of a new brand equity. Is suggested in the respondents' point of view, the new product equity impact on the new brand equity was rated in a 3 - point scale (3 (high), 2 (medium), 1 (low).

The study showed that the initial stage of a new brand new product could be more successful with innovative consistencies than traditional candy boxes. The study showed that consumers are switching to healthier choices for candys in boxes. The equity elements of new candys such as candys: no food additives, no GMO, exceptional quality, organic. For those who choose Lithuanian manufacturers in candy boxes, the consistency without food additives looks more valuable than those who are opting for foreign manufacturers. The results of the study show that consumers who choose different types of candys in the box is: the traditional consistency of candys the boxes no additives in food, no GMO, exceptional quality is the least - white chocolate candy boxes. Organic, exceptional quality, no food additives and no GMO candys is a valuable ingredient - black chocolate candys boxes; the traditional consistency of the candys seems to be worthwhile – in the boxes of milk chocolate candys. The results of the research can be applied to the needs of the consumers of the Lithuanian candys in boxes market. After application of them, it is reasonable to repeatedly observe the product consistency quality impact on the new brand equity and correspondingly adopt adequate product marketing solutions. The results of the research can be applied to the needs of the consumers of the Lithuanian candys in boxes market.

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