

Principal elements that comprise the core identity



principal elements that comprise the core identity make the brand, sustainable, valuable, and unique (Aaker, 1996, Ghodeswar, 2008).

Extended Identity The extended identity is very much the value adding perspective of the brand, each element organized into a meaningful and cohesive group that provides texture and brand completeness, adding to the details illuminating what the brand stands for (Blanco, 2010). Unlike the core identity, the extended identity is susceptible to change when necessary; its malleable nature however, does not make it less valuable than the core – the core might at times be ambiguous, requiring the assisting detail from the extended identity for a more holistic brand (Aaker, 1996; Blanco, 2010). A larger extended identity would in that degree mean, a stronger brand that is unforgettable and connected to stakeholders. **BRAND KNOWLEDGE** Brands are not physical products of a particular nature; but rather, live in the minds of the consumers and stakeholders alike, as abstract notions (Grassl, 1999; Buil, 2016).

Understanding the structure and content of the brand from a psychological lens, gives birth to the second theoretical perspective: brands as knowledge. Keller, (1993) emphasizes the importance knowledge has in consumer minds when making decisions towards a brand. The phenomenon according to Keller, (1993) and Mirazi et al, (2016) is conceptualized according to ‘an associative network memory model’, consisting of two elements:

Brand awareness and Brand image. Brand awareness Brand awareness according to Keller, (1993) refers to the level of brand recognition and recall that consumers have towards a specific brand. It is very much correlated to the strength of the brand trace in the consumer memory; relating to the first

theoretical perspective, by asking, how well the brand identity elements serve their function. Within the dimension of brand awareness, Keller, (1993) presents two offshoot concepts: brand recognition, and brand recall. He states that brand recognition as a notion, refers to the prior exposure consumers have with the brand- i. e.

, when given the brand as a cue, the consumer must recognize it as a brand encountered before. Brand recall on the other hand, relates to consumers' ability to retrieve the brand from memory, when presented with the product category, the needs according to Keller, (1993) fulfilled by the category, or other types of hints.