

Assessing the relation of selected mix marketing And brand equity of mobile phones among engineers society of consulting engineering company Mahab Ghods

Dr. Bozorgmehr Ashrafi, Delaram Keshvarian, Maryam Aliei

Department of Management, Shahrood Industrial University, Shahrood, Semnan, Iran
Bozorgashrafi@ymail.com , delaramkeshvarian@yahoo.com , Info@Aliei.com

Abstract:As for the power that the brand equity gives to its brand, in this research we tried to assess how it develops. A questionnaire including 8 variables of brand building activities to create brand equity for mobile phones has been proposed. These variables are: Perceived quality, price, advertisement, awareness and association of brand, mental image of store, brand loyalty, spread of distribution and promotion cost. Based on the results, it is better to more concentrate on the elements which affect on brand equity development such as Perceived quality, brand loyalty, awareness and association of brand that are influenced by factors such as mental image of supplier stores, spread of distribution, advertisement and promotion costs. Based on the regression model and obtained Coefficients, we can conclude that among all the factors, perceived quality, advertisement respectively have the most effect on brand equity. Organizations by investing on these factors can achieve to more Competitive advantages.

[Dr. Bozorgmehr Ashrafi, Delaram Keshvarian, Maryam Aliei. **Assessing the relation of selected mix marketing And brand equity of mobile phones among engineers society of consulting engineering company Mahab Ghods.** Life Science Journal 2012; 9(1):521-526]. (ISSN: 1097-8135). <http://www.lifesciencesite.com>.

Keywords: market; mobile phone; engineer; society

1. Introduction

Brand building is one of the best ways of doing business. A successful brand building gives a powerful competitive position to the producers and increases the power of retailers. It can also act as a defensive factor to protect market share in front of competitors.

Brand equity and customer value communicate value to company through increasing effectiveness and efficiency of marketing programs, brand loyalty, price and profit margins, brand development, Commercial pyramids, profit advantage. Brand building activities (such as distribution, widespread advertisement, using stores with desirable image, high prices and not Using of price promotions) has been suggested for developing brand equity for mobile phones.

Purpose of this study is definition of empirical relations about interactions among Marketing mix elements and brand equity's components and its effects on brand equity. In view of the methodology of collecting information, the study is descriptive statistical. In this study, a questionnaire concluding 9 variables has been filled out by 176 persons of consulting engineering company of Mahab Ghods in spring of 2011. Among these variables according to the analytical model of the investigation, perceived quality, brand loyalty, awareness and association of brand are Intermediate variables, and brand equity is dependent variable and the other variables are independent variables.

1.1.Literature review

Brand equity is: "a set of capabilities and finance appendixes of a brand, a name or sign which increase or decrease the presented value of the product by its company or its customer." (acro viva kims taller, 2000, page 17)

Regularly brand equity in marketing texts is two type: 1) those which include customer perceptions (such as awareness and association of brand or perceived quality) 2) those which include customer behavior. (such as brand loyalty and concentration on differences of price.).

2.Brand equity

5 brand equity's assets are sources of value creation. As it has been showed in the picture 1, they are:

1. brand loyalty
2. brand Awareness
3. Perceived quality
4. consistent of brand plus perceived quality
5. The other assets such as: Patents, brands, distribution channel member relationships

Uoeand cohorts (2000) uses Confirm atory factor analysis methods to assay brand equity. Brand equity is considered as a 3 dimensional structure in which awareness and association of brand have been combined and merged in one dimension.

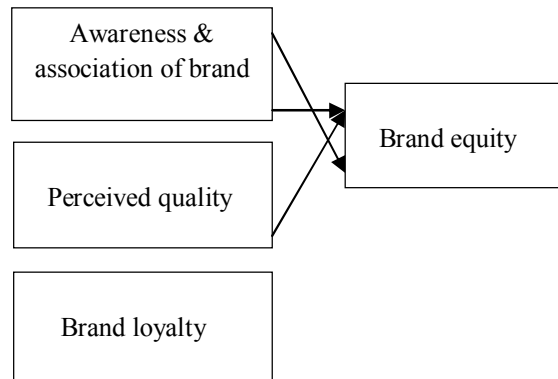


Image (1): brand equity's components

2.1. Brand Awareness

It refers to the power of a brand in consumer's mind and it is one of the primary and important part of the brand equity (Aaker, 1991, 140). Aaker has considered several levels for awareness of brand, from recognition of brand to dominance of brand, that the only brand which consumer remember is the desired one. Rossister & Percy (1987, 56) have defined the awareness as a consumer's ability in recognition of brand while Aaker has defined it as a concept concluding both recognition and reminding of brand.

Brand association

Although a brand can have multiple sources of association Brand personality and organizational associations are 2 types of the most important brand associations which affect on brand equity (Aaker, 1991, p130; 1996b, p112). Brand personality is a fundamental factor of brand equity and is defined based on the characteristics which the brand has in the consumers' minds. In this study brand personality is considered as human characteristics related to brand (Aaker, 1997, p347). The concept that is well established in the marketing literature (Batra et al, 1993, p15; Biel, 1993, p70, phau & lau, 2000, p55).

2.2. Perceived quality

Is the other important dimension of brand equity (Aaker, 1991, p139) that is not actual quality of product and is just consumer's subjective evaluation (Zitn, 1988, p3). Right like brand associations, perceived quality is worthy for consumer because it gives a reason to consumer for shopping through differentiating the brand from the others. Zitn (1988, p3) define the perceived quality, "consumer's judgment about their preference and advantage of a product". specific experience in product, unique needs, consumption situations may be effective in consumer judging of the quality. a high perceived quality can be achieved during a

long-term experience of that brand hence the consumer can decide on distinctions and priorities of each brand.

2.3. Brand loyalty

Is the dependency of a consumer to a brand (Aaker, 1991, p39). consumer's loyalty to a brand causes that consumers buy a brand continually and resist the tendency to the other brands. Brand equity mainly occur through Brand loyalty.

3. Second-level factors

Second-level factors that affect the Brand equity are in the below:

3.1. Price

An amount that the customer is willing to pay to obtain a valuable product.

Usually considered to be based on the concepts of money, but it can be exchanged with any other valuable things.

3.2. Place (Also referred to as Distribution)

Where your business sells its products or services and how it gets those products or services to your customers. Due to the increasing intensity of competition, presenting Services and products in appropriate locations and the favorite locations for customers is a determining factor in attracting and keeping customers.

3.3. Advertisement

Means communicating message. It is introducing something into others or faking something is good or bad. it includes visual and verbal messages which is promoting an opinion with the product from a source through advertising channels to all the society and will spend money for it.

3.4. Price promotions

Whatever has valor and is offered to customer in addition to the discount.

3.5. Image of store

Includes features such as physical environment, service levels and quality of goods. (Baker et al, 1994; Zimmer and Golden, 1988). Grewal and colleagues discovered that the image of the store has a huge amount of information in connection with the store environment, customer service, quality of product that gives to consumers And so it seems that the perceived quality of brand has a positive relationship with store image (Grewal et al., 1991).

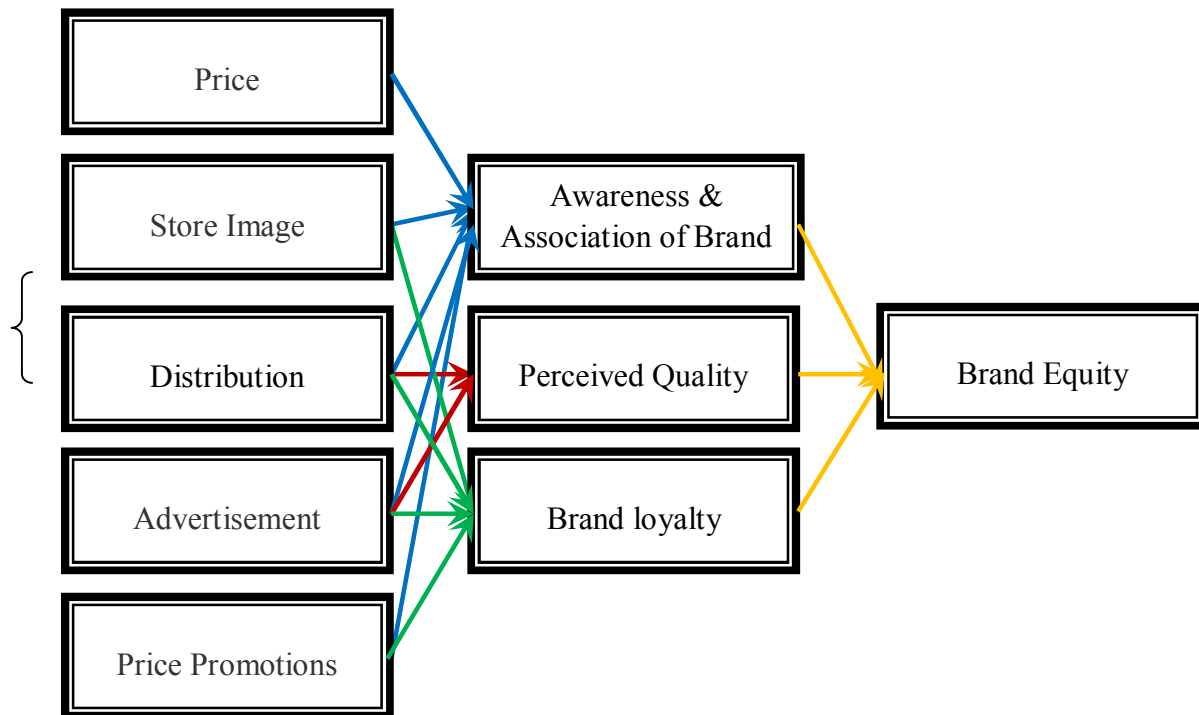


Image (2): Conceptual model for the study hypotheses

4. Research hypotheses

The model presented in the following research hypotheses are presented in two levels, like fig (2):

4.1. Methodology

For this study for Data collection about variables is used "field research" and "questionnaire". There are two types of survey questions in questionnaire:

- 1) general questions: including questions about demographic information and is generally
- 2) Technical questions: This section includes 42 questions that are designed on "5 point likert scale" .

4.2. Reliability and validity of the questionnaire

The reliability of this questionnaire is measured by "Cronbach's alpha" that is equivalent to 93%. On this basis we can say good reliability and is acceptable.

4.3. sampling

The study population consist of persons who have at least one trait that is distinctive others (Azar & ,Momeni:2005). to equality of opportunity for all people was used a "random sampling method". the statistical properties of the sample are as follows:

Location of study: Engineering Consultant Mahab
 Time of study: Spring 1390
 Sample size: 88 people

4.4. Statistics Analysis:

We use the method of analysis "Pearson correlation" to determine the relationships between variables and assumptions are presented and evaluated to determine the quantitative relationships between variables in the model. For this analysis:

$$H_0 : Sig > 0.05$$

$$H_1 : Sig < 0.05$$

H₀: There is no significant relationship between 2 variable

H₁: There is significant relationship between 2 variable

1. The relationship between quality and high price:

There is no significant relationship between quality and high price.

Table(1): The analysis of Pearson correlation between quality and Price

	Pearson Correlation	Sig. (2-tailed)
Price & Quality	0.038	0.614

2. The relationship between quality and store image:

There is a significant relationship between quality and store image.

Table(2): The analysis of Pearson correlation between quality and Store image

	Pearson Correlation	Sig. (2-tailed)
Quality & Store image	0.526	0.000

3. The relationship between quality and extent of distribution:

There is a significant relationship between quality and extension of distribution.

Table(3): The analysis of Pearson correlation between quality and distribution

	Pearson Correlation	Sig. (2-tailed)
Quality & distribution	0.35	0.000

4. The relationship between quality and advertising:

There is a significant relationship between quality and advertisement.

Table(4): The analysis of Pearson correlation between quality and Advertisement

	Pearson Correlation	Sig. (2-tailed)
Quality & Advertisement	0.167	0.027

5. The relationship between quality and Price Promotions :

There is a significant relationship between quality and Price Promotions.

Table(5): The analysis of Pearson correlation between quality and Price Promotions

	Pearson Correlation	Sig. (2-tailed)
Quality & Price Promotions	0.171	0.023

6. The relationship between loyalty and Price Promotions:

There is a significant relationship between brand loyalty and brand extension of its distribution.

Table(6): The analysis of Pearson correlation between Price Promotions and Distribution

	Pearson Correlation	Sig. (2-tailed)
Distribution & Price Promotions	0.291	0.000

7. The relationship between loyalty and advertisement

There is a significant relationship between loyalty and advertisement.

Table(7): The analysis of Pearson correlation between Loyalty and Advertisement

	Pearson Correlation	Sig. (2-tailed)
Loyalty & Advertisement	0.242	0.001

8. The relationship between awareness and store image:

There is a significant relationship between awareness and image of store:

Table(8): The analysis of Pearson correlation between Store image And Awareness

	Pearson Correlation	Sig. (2-tailed)
Store image & Awareness	0.445	0.000

9. The relationship between awareness and distribution:

There is a significant relationship between awareness and distribution

Table(9): The analysis of Pearson correlation between Distribution And Awareness

	Pearson Correlation	Sig. (2-tailed)
Distribution & Awareness	0.346	0.000

10. The relationship between awareness and Advertisement:

There is a significant relationship between awareness and Advertising.

Table(10): The analysis of Pearson correlation between Advertisement And Awareness

	Pearson Correlation	Sig. (2-tailed)
Advertisement & Awareness	0.28	0.000

11. The relationship between awareness and price promotions :

There is a significant relationship between awareness and Price Promotions.

Table(11): The analysis of Pearson correlation between Awareness and Price Promotions

	Pearson Correlation	Sig. (2-tailed)
Awareness & Price Promotions	0.251	0.011

12. The relationship between brand equity and Price Promotions :

There is a significant relationship between perceived quality of brand equity

Table(12): The analysis of Pearson correlation between Price Promotions And Brand Equity

	Pearson Correlation	Sig. (2-tailed)
Price Promotions & Brand Equity	0.402	0.000

13. The relationship between brand equity and loyalty:

There is a significant relationship between brand equity and loyalty.

Table(13): The analysis of Pearson correlation between Brand Equity And Loyalty

	Pearson Correlation	Sig. (2-tailed)
Brand Equity & Loyalty	0.356	0.000

14. The relationship between brand equity and awareness:

There is a significant relationship between brand equity and awareness.

Table(14): The analysis of Pearson correlation between Brand Equity And Awareness

	Pearson Correlation	Sig. (2-tailed)
Brand Equity Awareness	0.429	0.000

15. Relationship between brand equity and prices:

There is no significant relationship between brand equity and prices.

Table(15): The analysis of Pearson correlation between Brand Equity And Price

	Pearson Correlation	Sig. (2-tailed)
Brand Equity & Price	0.024	0.000

16. The relationship between brand equity and store image:

There is a significant relationship between brand equity and store image.

Table(16): The analysis of Pearson correlation between Brand Equity And Store image

	Pearson Correlation	Sig. (2-tailed)
Brand Equity & Store image		0.000

17. The relationship between brand equity and distribution :

There is a significant relationship between brand equity and Distribution.

Table(17): The analysis of Pearson correlation between Distribution and Brand Equity

	Pearson Correlation	Sig. (2-tailed)
Distribution & Brand Equity	0.37	0.000

18. The relationship between brand equity with price promotions:

There is a significant relationship between brand equity and price promotions.

Table(18): The analysis of Pearson correlation between Price Promotions and Brand Equity

	Pearson Correlation	Sig. (2-tailed)
Price Promotions & Brand Equity	0.402	0.000

Table(19): Regression Coefficients for Dependent Variable: Brand Equity

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	-.344	.450		-.764	.046
Quality	.246	.118	.184	2.087	.038
Loyalty	.106	.110	.083	.967	.035
Awareness	.138	.106	.119	1.296	.047
Price	.070	.073	.068	.964	.037
Storeimage	.154	.081	.056	.673	.042
Distribution	.052	.073	.053	.704	.042
Advertisement	.227	.092	.194	2.465	.015
Price Promotions	.222	.075	.213	2.976	.003

$Brand\ Equity = Quality * (.246) + Loyalty * (.106) + Awareness * (.138) + Price * (.070) + Storeimage * (.154) + Distribution * (.052) + Advertisement * (.227) + Price\ Promotions * (.222) - .344$

Regression

In this regression, the dependent variable "brand equity" and the independent variables are: "Price, Photo Shop, Perceived quality, brand image, widespread distribution, advertising, promotion and awareness of the brand price." Based on the last column, Sig, are smaller than 0.05. As can be seen in the table of regression coefficients, can be concluded that the regression equation between the dependent variable and independent variables into a few shows, is expressed as follows The coefficients obtained, we can conclude that the obtained dimensions, components, quality, advertising, and by definition, have the greatest impact on brand equity and organizations can invest more on these components and to try to gain competitive advantage for its brand equity.

Conclusions

The present study found no significant relationship between high prices and customer

perceived quality. Vbalks direct correlation was found between the image catalog and wide distribution, and 3 Vtrfyat price factors of perceived quality, brand loyalty and brand awareness and brand equity associations. . The most effective agent "of the brand awareness and brand association" with the correlation coefficient is 0.429. Confirmed that the store image, perceived positive impact on quality is widely distributed and Price Promotions. And also the extent of advertising and distribution of three variables on perceived quality, brand loyalty and brand awareness and brand associations influence.

References:

1. Aaker,D.A.(2004), Brand Porfolio Strategy. Creating Relevance, Differentiation, Ennergy, Leverage and Clarity. NewYork, Free Press.
2. Aaker,D.A.(2004),"Leveraging the corporate brand" California Management Review,46(3),6-18
3. Aaker, D.A. and Joachimsthaler, E.(2000), Brand Leadership, London, Free Press
4. Azar,A, Momeni(2005)," Statistics and Its Application in Management", V.1 ,10 th printing, SAMT publication, p 5
5. Azar,A, Momeni(2006)," Statistics and Its Application in Management", V.2, 10th printing, SAMT publication
6. Baldauf,A.,Cravens,K.S.andBinder,G.(2003),"performanc e consequences of brand equity management: evidence from organizations in the value chain", Journal of Product & Brand management, Vol.12No.4, pp.220-236.
7. Balmer, John, M.T, and Gray,E.R.(2003) ,"Corporate Brands: What Are They?What of them?,"European Journal of Marketing,37(7/8),972-997
8. Davis,S.M. and Dunn, M. (2002), Building the Brand-Driven Buisness: Operationalize Your Brand to Drive Profitable Growth,SanFrancisco,josey Bass.
9. Davis,S.M.(202), Brand Asset Management:Driving Profitable Growth through Your Brands, SanFrancisco, josey Bass.
10. De chernatony, L.(1999), "Brand management Through Narrowing the Gap Between Brand Identity and Brand Reputation",Journal of Marketing Management, 15,157-179.
11. DelaVar,A, (2002), "Theoretical and scientific research in the social sciences", growth Publications of, Tehran
12. Doyle, P. (2001a), "Shareholder-value-based Brand Strategies", Brand Management,9(1),20-30.
13. Hatch, M.J, and Schultz, M. (2003), "Bringing the Corporation into corporate Branding ", European Journal of marketing, 37(7/8),1041-1064.
14. Kapferer, J.N (1997), "Strategic Brand Management "Great Britain, Kogan page
15. Kayaman, R and Arasi, H.(2007), "Customer based equity: evidence from the hotel industry",managing Service Quality, Vol.17No.1,2007pp.92-109
16. Kim,H.B. and Kim, W,G, (20050, "The relationship between brand equity and firms' performance in luxury hotels and chain restaurants", Tourism Management 26,549-560
17. King, S.(1991), "Brand Building in the 1990's".Journal of Marketing Management ,7(1),3-13.
18. Knox,S.andBickerton,D.(2003),"The Six Conventions of Corporate Branding", European Journal of Marketing, 37(7/8), 998-1016
19. Konecnik, M., and Gartner, W.C., (2007), "Customer-Based Brand Equity For A Destination ",Annals of Tourism Research,Vol.34,No. 2,pp.400-421
20. Logman,M.(2004)," The LOGMAN Model:A Logical Brand Management Model", Journal of Product and Brand Management, 13(2),94-104.
21. Mcwilliam,G and Dumas ,A.(1997),"Using Metaphors in New Brand Design", Journal of Marketing Management, 13,265-284.
22. Netemeyera,R.G.,Krishnanb,B.,Pulliga,C.,Wangc,G.,Yag cid,M., Deane,D., Ricksf,J. and Wirthg,F. (2004), "Developing and validating measures of facets of customer-based brand equity", Journal of Business Research,Vol.48 No.1,pp.209-224.
23. Pappu,R.,Quester,P.G,Cooksey,R.W.,(2005),"consumer-based brand Equity: improving the measurement – empirical evidence",Journal of Product & Brand Management,14/3,143-154
24. Rahj,E.,Vranesevic,T.andTolic,D.,(2003),"creation food induestry-brand equity in selected product categories", British Food Journal, Vol.105 No.4/5, pp.263-73.
25. Sakaran,U, (2004), "Research in Management", translated by Mohammad Saebi & shirazy, first printing, Center for Governmental Management. Tehran.
26. Sarmad,Z, Bazargan,A, Hejazy,E., (2005), "Research methods in behavioral sciences", fifth printing, Agah Publication, Tehran.
27. Speak, K.D. (1998), "Brand Stewardship", Design management journal,Winter,32-37.
28. Urde,M.(1999),"Brand Orientation:A Mindset for Building Brands into Strategic Resources"„Journal of Marketing Management,15,117-133.
29. Urde,M.(2003),"Core Value-Based Corporate Brand Building",European Journal of Marketing, 37 (7/8), 1017-1040.
30. Yasin,N.M,Noor,M.N,mohamad,O.(2007)."Does image of country-of-origin matter to brand equity?", Journal of Product & Brand Management, 16/1 (2007) 38-48.
31. Yoo, B. and Donthu, N(2002), "Testing cross-cultural invariance of the brand equity creation process", Journal of Product & Brand Management, Vol.11 No.6, pp.380-98.

1/21/2012