The impact of marketing mix on brand equity and its relationship with the customer response and provide an appropriate model

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Abstract: The study presents a conceptual model that was designed by Buil and colleagues, at the same time to evaluate the creation of , brand equity (perceived quality, awareness / brand associations, brand loyalty) and the effects on consumer responses (purchase intention, brand extension, brand preference, price premium) stick and using a standardized questionnaire with content validity and construct validity and reliability of the Cronbach's alpha to acknowledge receipt of the required data we collect. To collect data for randomly selected stores the population of the Sony brand and customer convenience sample size of 384, we used to reach buyers. The purpose of this research is the application of methods of collecting survey data to examine relationships between variables correlation. The results of hypothesis tests using SPSS, LISREL (structural equation modeling) suggests that the perceived quality of the creation of brand equity and brand equity has its greatest impact on purchase intention.

Keywords: Overall Brand Equity, Brand Awareness/Association, purchase Intention, Brand Extension, Brand Preference

Introduction

One reason for the importance of brand equity concept is to create value for customers and for companies and marketers can use a higher brand equity to gain competitive advantage (By haradvaj and others, 1993). From a behavioral perspective, brand equity is essential to make the distinction that leads to competitive advantage based on non-price competition is (Aaker, 1991). To strengthen the dimensions of brand equity, brand equity can be created.

Better understanding of the phenomenon of brand equity, brand equity requires the exploitation of all areas, including awareness / brand associations, perceived quality and brand loyalty is (Aaker, 1991). Brand value is a key factor affecting company's value and market value, and this is due to the power of a brand to gain new customers and retain. existing customers. One of the issues to be considered to improve understanding of consumer-based brand equity is the interaction between dimensions of brand equity (Stahl, Heitmann, Lehmann, & Neslin, 2012). Generally, researchers believe that there is a multilateral and associative relationship between different dimensions of brand equity. Building strong brand equity through positive impact on the response of consumers to the brand has a positive influence on corporate performance. In this study, four customer responses were selected and studied:

price premium, brand extension, brand preference and purchase intention (Vomberg, Homburg, & Bornemann, 2014).

Theoretical framework
Brand Concept

In recent years, many companies have come to believe that one of the brands, products and services are the property (Cutler, 2006).

Kotler and Keller (2006) argue that the use of a product or service that adds dimensions to distinguish the product or service from others (Riyadh and illumination, 2012). Strong brand into new markets enables companies with strong brands are likely to be far more successful in entering new markets (Rashidi et al., 1392)

From the perspective aker and Jacobson (2001) brands by improving information processing, decision making and ensure the customer's satisfaction, moved with the value provided.

They play an important role in increasing the flexibility to purchase and documents for confirmation of this fact (Free, 2012)

Are the root word "brand" means "burning" come. Azlamt burn and still be used to tag animals so they can be identified.

Today the word "brand" for the same purpose, namely to identify the products and services used (Riaz and Tanvir, 2012).

The words are the words one more day (and sometimes even wrongly) to be used. The definitions that have been taken, there is no complete agreement. A brand can be defined in different ways, but a commonly accepted definition is the following:

"A name, term, sign, symbol or design, or a combination of them were intended to identify the goods and services of one seller or group of sellers and to differentiate them from their competitors" (Kotler in Keller, 1993). Experts in their field, each from their perspective, the concept looked. The following are definitions of some scholars in the field of brand management; we will point the way to better understand this concept. Brand Marketing Association of America as "a name, term, sign, symbol, design, or a combination of them, in order to distinguish their goods and services to differentiate them from competitors' defines. While Keller (2008) stated that their case managers as something that creates awareness, reputation and so the market is defined (riaz and tanvir, 2012). Glatstein (ii) says that a company's brand image A promise that a company provides to its customers (ibid., 2012). The Persian equivalent number as: brand, brand, brand identity and Nama nam) approved the terms of the Academy of Persian Language and Literature (in (F, et al., 1390).

Aaker (1991), Cutler et al (2009) and Solomon and Stuart (2002) argue that a brand as a name, term, sign, symbol, or combination of factors unique to specific goods and services that a company's products stems and set that separates them from their competitors (free, 2012).

Kapferer are generally defined in a way. He said, "There is the name that will impress buyers." In fact, what makes a brand name, prominence, distinction, confidence, and is associated with symptoms. So there is a living system that consists of three main poles (product, service, name and concept) is formed (Kapferer, 2008).

One of the most famous and most important marketing concepts that are widely used by researchers and experts will discuss marketing. The important reasons for the popularity of brand equity, brand equity and an important strategic role in management decisions and create competitive advantage for organizations and their customers are (Tylgan and others, 2005).

Keller (2001) points out that the brand equity of the brand's unique marketing applied implications. So much so that some analysts believe that life is far more brand names of products manufacturing facilities of the company. Trademarks are the property of durable and permanent company knows (Cutler, 1390). It the advent of brand equity, it focuses on the importance of marketing strategies have been proposed and provided managers and researchers (Keller, 2003). And brand equity as a critical issue during the marketing management issues have emerged and have been discussed since the early 1990s (Aaker, 1996; Valgrn Kobe et al., 1995; Keller, 1993; Lasar et al., 1995; his et al., 2006; Ferkloat et al., 2001; Ramos et al., 2005). David Aaker's (1991) dimensions of brand equity brand awareness, brand associations, brand loyalty, perceived quality, and brand assets being. Acre (1991,1996) suggested combining the perceived quality, brand awareness, brand associations and brand loyalty, brand equity occurs in the process of assessing the degree (Surrey and Ling, 2013). Aaker (1991) states that My¬Dard "In fact, all aspects of brand equity causal linkages are (...) and that any claim that there are independent dimensions of brand equity." Given this theoretical scheme, a large number of consumer-based brand equity studies using the dimensions of awareness / brand associations, perceived quality and brand loyalty concept and its evaluation completed (Gill et al., 2007; Yasin al., 2007; Yu and Dancho, 2001.2002; Yu et al., 2000). Aaker (1991), one of the few writers who has tried between behavior and cognitive impact on brand equity, communicate, He has combined these two aspects.

Model diagram CBBE (David Aaker, 1991)

Based on other studies (Bravo et al., 2007; Yasin al., 2007; Jung and Song, 2008) and in the framework of Yu et al. (2000) the final structure and the relationship between brand equity dimensions are studied. The study on consumer perceptions (eg awareness, brand associations and perceived quality) and also on consumer behavior (such as brand premium, purchase intention, Brand preference and brand extensions) is the focus.
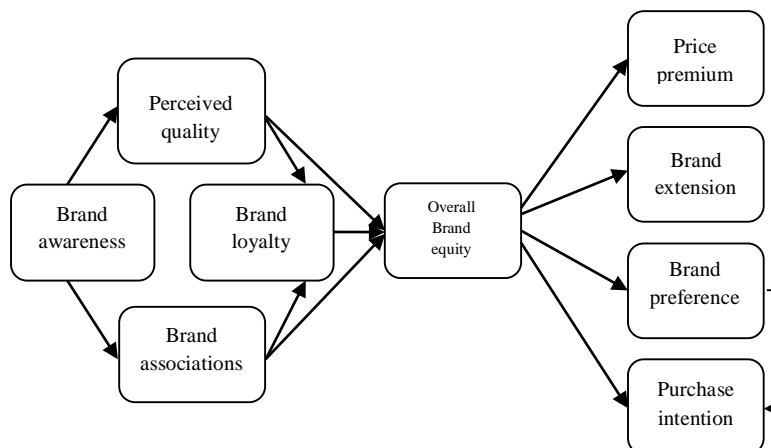

Figure 1. conceptual model Isabel Buil et al., 2013

Perceived quality

Customers are always looking for good quality. A good quality further expand business scope by customer And the reason for proper positioning and help companies to buy more and customer loyalty (Meyer, 2003).

So Matamani and Shahrokh (1998) and Yu et al (2000), perceived quality, brand equity is negatively correlated (Surrey and Ling, 2013).

The perceived quality is an essential element in consumer decision making. As a result, consumers quality alternatives with respect to the comparison of prices in the category (Yi et al., 2011).

Brand loyalty

Customers are the driving force for profitable growth and customer loyalty can lead to profit (Hayes, 2008).

Robert et al (2011) point out that several aspects of customer loyalty has been interpreted.

Brand loyalty, loyalty to products, services and other similar cases are of this category (Rashidi et al., 1392).

Loyalty is an important concept in marketing strategy and brand loyalty Acker said core brand equity.

Yu, strategic marketing research techniques (2008) found a strong positive correlation between brand loyalty and brand image there. The purpose of creating customer loyalty and relationship marketing activities (the Syrian and Ling, 2013).

Oliver (1997) Customer loyalty as "a deep commitment to excellence that led to purchase a product or service brand or repeated Brand of the same in the future, However, despite situational factors and marketing efforts that will potentially lead to behavior change "defines (Real et al., 1391). Loyalty means that clients spend less time to find out.

brand awareness/association

Customer-based brand equity, which occurs when the client's knowledge and familiarity with the brand, and many of the symptoms and associated with unique, powerful and unique brand recall (Kandahar, et al., 1391). Keller (2008) stated that stopped improving Brand recall, we need to connect the brand with the requirements and specifications, in the mind of the customer (Rahim Nia et al., 1390). Brand awareness and influence the formation and strength of brand associations on consumer decision making affects the reputation of the Brand (Keller, 1993). Based on the value of a brand is often associated receptors that are

linked to it. Associated receptors, such as the Ronald McDonald can view or positive feelings about the brand that has been attributed to create (Bavarsad et al.). Brands that have a higher level of Informed-are more likely to buy (Foladonda et al., 2013).

Customer response

Mac Carty and Hastk (2007) states that the identification of potential customers for sales, profit participation is crucial. These areas generally as direct marketing, interactive, goal-oriented and data-known, highly practitioners and researchers interested in services marketing and business research is reseller (Kim et al., 2013).

According to Hughes (2005), one of the key characteristics of this heavy use and analysis of behavioral data and customer transactions to predict the future behavior of customers (such as purchase, donation) is (Kim et al., 2013).

A variety of customer
Purchase intention

Want to buy, it is likely that in a situation of customers buy the corn, particular brand of a product category to purchase points (Korosno and others, 2009). Fyshbyn and ajizen (1975) stated that moved "single best predictor of a person's behavior, his intention to implement measures that would be treated" (Heidarzadeh et al., 1389). Ability to purchase a specific product by the consumer purchase intention is the future. The size of the purchase order to buy a particular product by the consumer and other goods refers to the refusal of the purchase (Yu et al., 2000).

Brand extensions

In 1990, 81 percent of new products to introduce new brands and brand extensions make selling used (Keller, 1998). Launching a new product is not only time consuming but a big budget to create brand awareness and promote the benefits of the product needs (Tavbor, 1981).Brand extension is a product extension strategy this strategy can-can reduce financial risk to the mother brand name through enhancing the customer's perception of the core brand equity is done (Moroma and Surrey, 1996).

Price premium

Price premium, their ability to maintain a higher price than the competition reflects. Thus making the Price premium, despite the real price of a category, for all major brands (Chatvpadya and others, 2009). Loyal consumers willing to pay full price for your favorite brands because they are superior to non-loyal consumers have the perception.

Create customer loyalty makes them less sensitive to price their and the company can appoint a higher price for products to competitors intense price competition and the company's superior defense (Cutler, 1999).

Brand preference

Preferred brand of one of the indicators of the strength of a brand in the hearts and minds of customers, rather they show how brands despite the assumptions on price and availability, are preferred. Measurements are rather an attempt to determine the impact of marketing activities on the hearts and minds of current customers and potential customers. Rather they indicate higher revenue (sales) and higher profits, as well as the construction of a company's financial performance indicator sets.

Several empirical studies in the literature to build a positive relationship between brand equity and brand preference support (Vakratsas and Amblr, 1999; McKay, 2001; Myers, 2003). In addition, Agarwal and Rao (1996) developed a model that considers the brand equity to link up the hierarchy model results.

Accepted and preferred brands in the literature, it has attracted increasing attention. Cooper (1993) noted that many new innovations are associated with a high risk And most of them in the market has failed to create a clear understanding of the factors in successful marketers need to have their reception. Accepted theory of how clients often prefer this form of goods and services, explain. Generally, the idea of the importance of complexity, compatibility, observability, verifiable, comparative advantage, risk, cost, connectivity, divisibility, profitability, social approval, and especially their preferred product.(Vi,2003)

Background internal investigation

Research conducted at the martyr Beheshti University Tehran to evaluate the effect of brand value brand acceptance by consumers of motor oil is the oil company IRANOL. The study of 302 drivers in the second half of 1386 IRANOL had used engine oil, was conducted in 1388 by Hussein et al. The study found that three dimensions of brand equity, including perceived quality, brand awareness and loyalty with the adoption of a positive relationship (Hosseini et al., 1388).

A study at the University of Mashhad by Rahim Nia and Fatemi interface of customer-based brand equity in the impact of successful communication with customers and brand image 5 star hotels Mashhad in 1390 were assessed.

The survey was applied on the basis of a survey collecting data and descriptive.

The data collected through a questionnaire in which the data are analyzed based on 196 questionnaires. In this study, data analysis was performed using SPSS Smart PLC and successful relationship with the client direct effect on brand image is more of a direct effect of the interface was approved brand equity.

Foreign literature

Yoo et al. (2000), used theory of hierarchical to provide effect of relationship model for three dimensions of equity brand, that is, brand awareness, brand association, perceived quality and brand loyalty. According to their measure, three paths existed for these three dimensions. Brand awareness and brand association has an effect on on perceived quality; and perceived quality resulted in brand loyalty (Yoo, Donthu and Lee 2000). This model was later used by Kim and Hun, and its fit was confirmed using the structural equation model. According to Yoo et al., every three dimensions had a positive effect on marginal brand equity (Kim and Hyun 2010).
H1: Perceived quality of audio and video products of Sony brand has a positive effect on brand equity.
H2: Brand loyalty of audio and video products if Sony has a positive relationship brand equity.
H3: Awareness / association of audio and video products of Sony has a positive impact on brand equity.
H4: Brand equity of audio and video products if Sony has a positive relationship premium price.
H5: Brand equity of audio and video products if Sony has a positive relationship brand extension.
Brand Preference and Purchase Intention
H6: Brand equity of audio and video products if Sony has a positive relationship brand preference.
H7: Brand equity of audio and video products if Sony has a positive relationship purchase intention.

Brand loyalty

Brand loyalty as one of the key drivers of brand equity was introduced (Yu et al., 2000; atilgan et al., 2005; Yasin et al. 2007). Brand loyal consumers respond better and better show. Brand loyalty of their customers to buy the routine gets the change they wish to prevent the other brands. So as much as they are loyal customers, increase brand equity. Therefore, equity will help to develop brand loyalty. This discussion leads to the following hypothesis:
Hypothesis 2: brand loyalty audio and video products, Sony has a positive effect on brand equity.

Awareness / brand associations

Strong brand awareness with invocations are led to a particular brand image.
Aaker (1991) brand associations as' that are connected to the customer's mind "and brand image as" a series of invocations (Brand), usually with significant "is defined.
Brand associations with various things, including ideas, Episodes, for example, a mixed reality that ultimately creates a strong network and integration of brand recognition.
As much stronger association will be based on experience or exhibit greater communication (Aaker, 1991; Alba and Hotchinsun, 1987) through their associations, companies can vary their products and place for it, and also provide opinion and a positive attitude towards brands (Dean, 2004).
This, in turn, can lead to higher brand equity (Yu et al., 2000; Chen, 2001).
Brand awareness, brand associations that link various memory (Keller, 2003). Therefore, consumers must be aware of them and then have a set of brand associations (Aaker, 1991).
It can be hypothesized as follows:

Hypothesis 3: awareness / association of audio and video products, Sony has a positive impact on brand equity.

Relationship between brand equity and customer response

Build strong brand equity through positive impact on the response of consumers to the brand, the company has a positive influence on cortical function. In this study, four were selected consumer response and studied and examined the responses are price premium, the attitude of consumers to the brand extension, brand preference and purchase intent.

Price premium

Price premium for a brand is the amount that a customer would like compared to other brands that offer similar benefits paid. The literature suggests that brand equity has a significant impact on the willingness of consumers to pay higher prices (the laser and others, 1995; Ntmyr and others, 2004).
Hypothesis 4: The Sony brand equity, audio and video products to Price premium have a positive relationship.

Brand extensions

Companies with higher equity can also be more successful Brndshan expand (Rngasowami and others, 1993).

One of the main reasons is to offer a new product with a brand name known causes a feeling of familiarity and confidence in customers.

Even if customers do not have specific knowledge about products would positively impact on attitudes about brand extensions (Milberg and Sin, 2008). The key role of brand equity on consumers' evaluations of brand extensions by two factors clearly justified. These factors include strong support for knowledge transfer and impact of their mother's embrace. (Zolar, 2003). Therefore, it is expected that a higher brand equity more positive response from consumers about its potential expansion. Thus, according to this hypothesis, the material is self-evident:
Hypothesis 5: Sony brand equity, audio and video products with a positive attitude towards the extension of the brand relationship.

Brand preference and purchase intent

Brand equity is also a positive impact on consumer brand preference. Literature is important to mention that a strong brand creates preferential assessmen and therefore as a whole rather than the cause (Haflr and Keller, 2003). Similarly, a customer who receives and understands a place higher value of a brand is more likely to buy it (Aaker, 1991). Researchers have found that brand equity on brand preference and intention to purchase by the customer has a positive impact. For example, Valgryn Cobb et al (1995) between the two groups, hotels and household cleaners, have found their preferred brands that have a higher value and are willing to buy more. Similar results by Tvlba and Hasan (2009) have been reported. According to the previous arguments, the following hypothesis can be combined:
Hypothesis 6: Sony brand equity, audio and video products that are preferred by customers has a positive relationship.
Hypothesis 7: Sony brand equity, audio and video products to buy from the brand relationship is positive.

Methodology

Choice of methodology depends on the definition of the problem and hypotheses (Khaki 2007). Given the fact that this research studied theoretical constructs in the real and practical contexts, this was an applied research. The descriptive-analytic method was used in research.

This type of research is to describe the current situation and trends and developments. Since the questionnaire was used to collect data on-the attitudes, beliefs and behaviors, this research was a "survey". Analytically, this was a "correlation research, which seeks to identify relation between variables and significance of the effects on variables on each other (Sarmad, Bazargan and Hejazi 2006). Field method was used with the aid of questionnaire for survey, which divided into two sections, items related to personal details of subjects, and those covering main questions of research. To develop the second part, similar

questionnaires and relevant literature were studied, and 5-choice Likert's scale was used (ranging from completely agree to completely disagree).
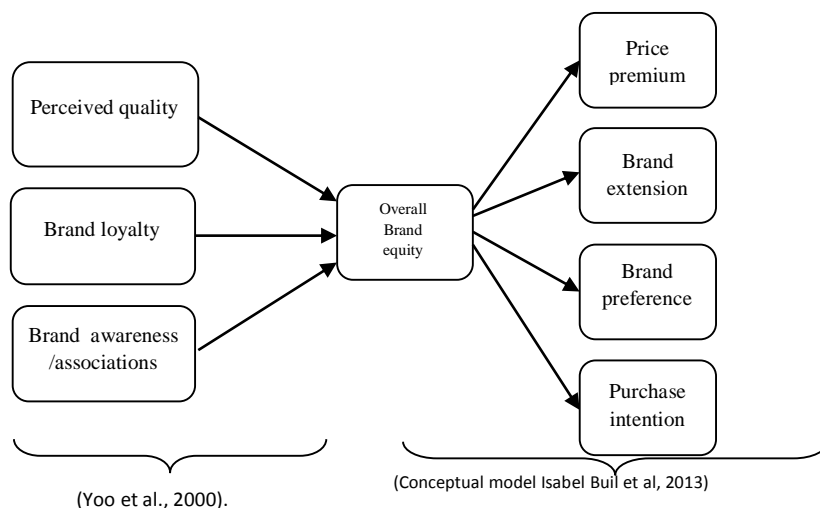

Figure 2.

This conceptual model diagram

      Model of the relationship between brand equity and customer response.

Reliability

      In this research, to determine reliability of questionnaire, opinion of university professors and experts about the items of questionnaire were obtained. Given the formal reliability is determined by subjects, before final administration of questionnaires, respondents was asked if the items of questionnaire were understandable. Literary editing of the content was also applied to facilitate understanding of the items by subjects. To perform pre-test, 39 questionnaire was administered to subjects, and Cronbach's alpha for the whole questionnaire was obtained to be 0.853 using SPSS software, which suggest high reliability of questionnaire. Cronbach's alpha for individual variables is also shown below:

To answer the questions and test hypotheses, it is necessary to identify variable (Sarmad, Bazargan and Hejazi 2006). The variables are as follows:

Dimensions of brand equity: perceived quality, brand loyalty, brand association/awareness

Brand equity

Customer response (premium prices, brand extension, brand preference, purchase intention)

DATA ANALYSIS
Descriptive statistics

      Demographic features of sample is described here, including age, sex, and education level Sex Of 384 subjects, 249 (65%) were male, and 124 (32%) female.

Age

      Subjects aged 25-30 accounted for the highest percentage and subjects aged 20-30 accounted for the lowest percentage of sample. Also, 16 subjects didn't complete the questionnaire.

Education

      The results of descriptive analysis in terms of education are shown in the chart below:

Data analysis show that the highest frequency related to high school diploma education level, which accounted for 28% (108 persons), and the lowest related to Bachelor's degree (80 persons).

Table 1. Reliability Analysis

Variable	Cronbach's alpha
Perceived quality	0.833
Brand loyalty	0.880
Brand association/awareness	0.833
Brand equity	0.840
Premium price	0.821
Brand extension	0.815
Brand preference	0.830
Purchase intention	0.846
Perceived quality	0.853

Data analysis show that the highest frequency related to high school diploma education level, which accounted for 28% (108 persons), and the lowest related to Bachelor's degree (80 persons).

Variables
Table below shows the descriptive results for variables.
Descriptive distribution of variables

Table 2. variable Min, Max, Mean Std

Variables	Size	Min	Max	Mean	Std.
Perceived quality	384	2.200	5.000	3.955	0.542
Brand loyalty	384	2.333	5.000	4.155	0.485
Brand association/awareness	384	2.000	5.000	3.680	0.592
Brand equity	384	1.750	5.000	3.622	0.648
Premium price	384	1.667	5.000	3.722	0.626
Brand extension	384	2.000	5.000	3.918	0.613
Brand preference	384	1.333	5.000	3.940	0.682
Purchase intention	384	2.000	5.000	3.964	0.598

Inferential Statistics
KMO test
KMO test is used to study sample size adequacy. Table below shows the results from KMO test for each variable.

Table 3. serocS test : OMK 4 elbat

Variables	KMO test scores
Perceived quality	0.793
Brand loyalty	0.757
Brand association/awareness	0.846
Brand equity	0.798
Customer response	0.882

As seen from table, all coefficients KMO test were above 0.70 and on good level, suggesting adequacy of sampling for factor analysis.

Measurement of Current Status Variables

One of the questions to be answered for this research was how well the condition of variables was. To answer this question, the status of variables (good or bad) and their dimensions was evaluated. This was performed using one-sample t-test. By doing this test, one can identify the level of each of the variables: perceived quality, brand loyalty, brand association/awareness, brand equity, premium price, brand extension, brand preference, and purchase intention.

To measure status of these dimensions, single statistical population mean test was used. Test of hypotheses for this test are as follows;

H0: μ = 3 variables have not difference with average

H1: μ ≠ 3 variables have difference with average

Given 5-choice Likert's scale was used, test value of 3 (average level) was applied. In study of dimensions, good status is one in which mean score of component is greater than 3, while bad status is one in which mean score is smaller than 3. Results from SPSS 22 software are as shown in table below.

Table 4. Test of means for variables

Variables				(μ=3) 3		Status		
Mean	Std.	T	Degree of freedom	Significance	Mean		95% margin of safety	
Lower bound				Higher bound				
Perceived quality	3.955	0.542	34.527	383	0.000	0.955	0.901	1.009	Good
Brand loyalty	4.155	0.485	46.628	383	0.000	1.155	1.106	1.203	Good
Brand association/awareness	3.680	0.592	22.502	383	0.000	0.680	0.620	0.739	Good
Brand equity	3.622	0.648	18.833	383	0.000	0.622	0.557	0.687	Good
Premium price	3.722	0.626	22.604	383	0.000	0.722	0.659	0.785	Good
Brand extension	3.918	0.613	29.329	383	0.000	0.918	0.856	0.979	Good
Brand preference	3.940	0.682	27.001	383	0.000	0.940	0.872	1.009	Good
Purchase intention	3.964	0.598	31.578	383	0.000	0.964	0.904	1.024	Good

Study of mean and significance showed all variables had significance of less than 0.05, so null hypothesis was rejected for them all, suggesting their status has significant difference with mean. Given positive t statistic, the value of this variable is greater than the average value of population and their condition was so considered to be good.

Pearson's Test

Before test of the hypotheses and identifying whether or not variables have an effect on each other, it must be determined if there is relation between variables. Pearson test was used for correlation between variables. Results are shown in tables below. In case no relation exists between variables, we will stop test of the hypothesis.

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