

عنوان مقاله:

Training to Reduce Brand Aversion in Technological Businesses: Data Envelopment Analysis Approach

محل انتشار:

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خلاصه مقاله:

Purpose: The purpose of the current research is to teach how to reduce brand aversion in technological businesses. **Method:** The research method was based on multi-criteria decision-making techniques for real data of technological businesses. In this research, the data envelopment analysis method was used in DEAP software. Based on two inputs, and three outputs, the effectiveness of brand aversion training has been investigated in ۲۰ technological businesses. **Findings:** The results show the importance of brand hate training in improving the performance of these businesses. More importantly, brands are becoming increasingly international and culturally relevant markets. As a result, an essential element of all brand management theory tests should be considered from a cross-cultural perspective. When we examine the structure, antecedents, and consequences of brand aversion cross-culturally, the consumer's understanding of feelings of deep dissatisfaction and aversion to consumer-brand relationships deepens. **Conclusion:** The findings indicate that the gradual decrease in trust affects the two dimensions of brand .hatred, i.e. feelings of disgust and deep dissatisfaction

کلمات کلیدی:

Brand Management Training, Brand Aversion, Technological Businesses, DEA

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