

عنوان مقاله:

Analysis and Prediction of How Advertisement Influences Brand Equity Using New Methods of Artificial Intelligence: A Case Study on Branches of Pasargad Bank in Tehran ,Iran

محل انتشار:

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خلاصه مقاله:

One of the most valuable assets of any firm is the brand equity of its name. Firms with superior position in the brand equity of its name from customers perspectives can be simply accounted for more profitable among other firms in the same industry. Meanwhile, communications in marketing plays a major role in creating equity for different brands, such that improvement of the communications between the firms and their customers will promote power and brand equities. Out of various communication tools, advertisements and sales promotion activities have the key roles. This study aims to analyze and predict the influence of advertisement and price promotion on the brand equity of Pasargad Bank as well as different dimensions of it, including perceived quality, brand associations, brand loyalty, and finally knowledge of brand awareness. In this case study, the system is trained and its performance is evaluated then. Efficiency of the proposed method is also assessed by comparison of the results obtained here with those from artificial intelligence. For this purpose, a case study was carried out within branches of Pasargad Bank in Tehran, Iran. Having collected the information via questionnaires, they were processed using new artificial intelligence techniques. The results of this research show that the applied methods were properly able to predict the influence of advertisement on brand equity. The results have also demonstrated that the promotional activities as well as price promotion have positively associated and influenced the brand equity in these branches. Therefore, in order to reinforce the brand equity of names for banks, bank managers are necessarily recommended to pay enough attention to these factors.

کلمات کلیدی:

intelligent methods, advertisement, promotion, brand, bank

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