

عنوان مقاله:

Investigating The Impact Of Export Promotion Programs On Export Performance With The Mediating Role Of The Perceived Brand In The UAE Customers

محل انتشار:

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خلاصه مقاله:

The brand of a country is the national reputation and the mental image of the customer on the desirability of the goods under the brand of the manufacturing country and the strengthening of this brand is a distinction from the products of the origin country. Thus, the aim of this study to examine the effect of financial, information, scientific and technical incentives on branding by comparing Turkey and Iran among UAE customers and provide a suitable model in applying Iran's export incentives to the category of branding. The present study is applied in terms of aim, survey in terms of nature and quantitative in terms of the using statistical data. The statistical population of this study included ۲۲۰ customers in the UAE (Dubai and Sharjah) for each of the surveyed countries in ۲۰۲۰. Finally, the research model was evaluated through Smart PLS software. The research results also indicated that the perceived brand from the origin country is very effective in strengthening customer relationships and product innovation in the selection and customer tendency to purchase and export performance by applying export and investment incentives. The results of present study suggest that by improving export incentives, the value of the national brand can be increased and comparing the path coefficient and t-values between Iran and Turkey indicates the quality of the impact of export incentives and customer orientation on the brand of Turkish products has been more than Iran.

کلمات کلیدی:

UAE, Export promotion Programs, Export Performance, Perceived Customer Brand

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