

عنوان مقاله:

Study of the Effective Factors on Brand Equity and Effect of Brand Name on Loyalty and Satisfaction

محل انتشار:

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خلاصه مقاله:

In modern world, the topic of branding has various advocates in the marketing world and making a powerful brand in the market is the objective of most organization. Brand association and brand image create the value like assets for organization, therefore, promoting brand name in most cases turned to the organizational strategy. so strong trade naming is a necessity. Brand equity originates from a perception that customers have from that brand and finally, a powerful brand equity results in considerable increase in the profitability. Successful brands will increase the trust to intangible services and products and customers are able to imagine better recognize their services. This study aims to evaluate the factors influencing on brand equity according to customer's perspectives based on brand equity developed by Aaker and these dimensions include perceived quality, brand Awareness, brand loyalty and brand association. Results of this study indicate the influence of every factor on brand equity. Finally, we discuss the significant effect of any dimension of brand equity in the brand image. According to the results, brand loyalty has most effect on brand equity and brand awareness also influences on brand equity through brand loyalty. Due to the importance and influence of brand name, we discuss dimensions of the brand personality and its influence on .satisfaction, perceived value, trust and loyalty to brand name

کلمات کلیدی:

brand equity, brand loyalty, brand awareness, brand association, perceived quality, brand image, brand personality

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