

## عنوان مقاله:

Comparing High-involvement and Low-involvement Products: Brand Perspective

## محل انتشار:

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## خلاصه مقاله:

Today, with fierce competition in attracting new customers, maintaining existing ones and gaining a greater market share, organizations across the world are obliged to develop new products and create distinctive features in them. With regard to the results, the levels of perceived quality, value and risk as well as the relative price and purchase intentions among the students (participants) are appropriate. This paper discuss knowledge of brand awareness and its crucial role which should be well known to marketing manager for the design of an organization`s marketing strategies. The purpose of this paper is to determine the brand awareness of high- and low-involvement products among students enrolled at Tehran University. A self-administered survey was completed by a convenience sample of 60 students of the Tehran University in Iran. The focal high-involvement product was laptop and the low-involvement product, shampoo. The results indicated similar awareness of high-involvement product brands and low-involvement product brands. Advertising played an equal role in the awareness of Laptop brands and Shampoo brands. The brand names which are easy to pronounce was far important for both Shampoo and Laptop brands. The item of best-selling brands had the most roles and the item of high quality had the least effect on consumer decision making. In addition, the results showed that the higher price brands are more important than well-known ones

## کلمات کلیدی:

Advertising, Brand awareness, Customer, Tehran University

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