

THE IMPACT OF MARKETING ON BRAND EQUITY

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Abstract

One of the most valuable assets of any company is brand equity. Companies that in terms of brand equity have a high position in the minds of consumers can be easily considered more profitable among other companies in their respective industry. This research has been carried out with the aim of studying the impact of marketing mix on brand equity of different clothing brands such as Khaddi, Sapphire, and Junaid Jamshed. This research, in terms of purpose, and regarding data collection is considered descriptive - case study. Customers of selected brands are in thousands and to determine the sample size, according to Krejcie and Morgan table, a sample size of at least 300 is required, and by using SPSS and Amos software, the relationships between research variables have been examined. Research results indicate that there is a significant and positive relationship between perceived quality, brand loyalty, and brand equity, and also, distribution channels and prices affect brand equity through effecting perceived quality.

Keywords: Marketing mix, image, brand loyalty, perceived quality, brand awareness, brand equity.

Introduction

Overview and background:

At the current era the need of product and service are immensely important for any specific product or the brand of the company so in today's growing market the role of any specific brand for the identification of any product of company is undeniable the fundamental factors to the success are not only innovation and technical superiority but the product and services are adopted together as the strong brand image, a better one from the other company. (Kotler & Pforesch, 2006). In today's fast growing world the recent developments in Pakistan's economy the competition between brands arises therefore every brand every company looking for their sustainable competitive advantage through investing in creation of brands and role of brand in trading became more highlighted (Amairshahi, 2010) Strong brand in addition to create

Competitive advantage will increase organization liquidity and accelerate cash flow and provide the possibility to rising prices profitability and customer's loyalty (Madden, 2006) therefore, it can be said that in past few decades the brand equity formed and evaluate and as a measure of brand strength. In this study researchers mainly focusing upon the model or the frame work which is based on classic MM (marketing mix) as PR (price), DC (distribution channel), PRO (promotion) and ASS (after sales service) impacts on BE (brand equity) and its dimensions such as BA (brand awareness) BL (brand loyalty) PQ (perceived quality) and BI (brand image) with respect to few clothing brands named as Khaddi Sapphire and Junaid Jamshed.

Problem statement:

Marketing is an indispensable part of the different businesses or organizations to understand the importance of the market research and also to analyze the beneficial for selecting and communicating the target market according to the product need. Foreign demands and customers are relay on international marketing and research (Susan P Douglas, 1983) as stated that marketing mix is an immense important Part for the development of the product demands and also create its impact on brand. By having a good brand equity, a firm can differentiate its product or service from other competing brand's offering (Aaker, 1991) Furthermore are stated in several research on BE (brand equity) highlighted that it creates continued interest on it, the most notable and early model on BE (brand equity) had been proposed by (Aaker 1991). Which suggested behavior of market, BL (brand loyalty), BA (brand association), PQ (perceived quality) as measures of BE (brand equity)? (Keller 1993). Different researchers further highlighted that different sort of marketing activities can also create impact on brand equity but didn't not mention that either these activities can directly create equity of brand or should follow any kind of specific mechanism for creating brand equity (Aker,1991)

In the recent research of Lia zarantonello and Brend H. Schmitt event marketing increasing the attention and has attracted one form for communication as an alternative and its impact on BE (brand equity) and brand experience (Lia zarantonello 2013).As many researchers above just focuses on the event marketing, MA (marketing activities), BE (brand equity) and brand experience in this research researchers are going to propose the sub factors of BE (brand equity) which are BV (brand value), Association, Quality & Awareness with the impact of classic MM (marketing mix). And to identify that classic marketing mix can create an impact either beneficial or not on the Equity of brand and if it's what are the ways techniques and mechanism should be used to make it more efficient and effective.

Objectives of Research:

The objectives of this research paper are to highlight the impact of marketing efforts on BA (brand image), how the marketing effort using different strategies can make their product a brand.

- To encounter how marketing mix affect the brand equity
- To observes how marketing mix puts an impact on BA (brand awareness)
- Figure out how the elements of marketing mix may influence the brand loyalty
- To identify how marketing mix may affect the value of brand

Scope of the Research:

In the research paper we are discussing the effect of marketing efforts on brand equity. In these study our independent variable is PR (price), DC (distribution channel), ASS (after sale services), PRO (promotion) and are dependent variables is (BA) brand image, BE (brand equity), BA (brand awareness), BL (brand loyalty). We focus on the textile industry through which we analyze how the marketer does their marketing efforts to make their product value in the customer mind. BE (brand equity) helps to direct the product how to manage their PR (price), BA (brand association), value, quality and status in the mind of their customers. Customers only impressed by the brand whose different products are available in the market from the same brand name. In textile industry there are also very tough competition because every single company tries to create their BI (brand image) through marketing techniques and do also do efforts that their customer are become the loyal customer for a long time period. Now the company identifies the need of the individual's customer by talking feedback about the product in order to provide that type of satisfactory product which a customer need, in this whole process the marketer deliver the awareness of their product value for making strong image towards the customer intellect.

Significance of the Research:

This study is beneficial for the industry and advertisement department in order to provide the guidelines that how a product became a brand what type of strategies and techniques are used to make their product as a brand in the marketing world. Now days there is a very tough competition among the textiles industries every single brand tries to convince the customer at their product for such a long period of time. Through the research we highlight the impact of the MM (marketing mix) efforts on the BE (brand Equity) which also helps the marketer or manufacture how to generate values in their product because values is the only thing which make their brand strong.

Hypothesis:

H1a: The performance of BA (brand awareness) has a positive impact on DC (distribution channel)

H1b: The performance of BL (brand loyalty) has a positive impact on DC (distribution channel)

H1c: The performance of PQ (perceived quality) has a positive impact on DC (distribution channel)

H2a: BA (brand awareness) has a positive impact on PR (price).

H2b: BL (brand loyalty) has a positive impact on PR (price).

H2c: PQ (perceived quality) has a positive impact on PR (price)

H3a: BA (brand awareness) has a positive impact on CPA (company promotional activity).

H3b: BL (brand loyalty) has a positive impact on CPA (company promotional activities).

H3c: PQ (perceived quality) has a positive impact on CPA (company promotional activities).

H4a: BA (brand awareness) has a positive impact on CI (company image).

H4b: BL (brand loyalty) has a positive impact on CI (company image)

H4c: PQ (perceived quality) has a positive impact on CI (company image).

H5a: BE (brand equity) has a positive impact on BA (brand awareness).

H5b: BE (brand equity) has a positive impact on BL (brand loyalty).

H5c: BE (brand equity) has a positive impact on PQ (perceived quality).

H6a: CI (company image) has a positive impact on DC (distribution channel).

H6b: CI (company image) has a positive impact on PR (price).

H6c: CI (company image) has a positive impact on PRO (promotion).

H7a: BA (brand awareness) has a positive impact on ASS (after sale service).

H7b: BL (brand loyalty) has a positive impact on ASS (after sale service).

H7c: PQ (perceived quality) has a positive impact on ASS (after sale service).

H8a: PQ (perceived quality) has a positive impact on BA (brand awareness).

H8b: BL (brand loyalty) has a positive impact on BA (brand awareness)

H8c: BL (brand loyalty) has a positive impact on CP (customer perception).

Literature Review

Definitions:

Marketing Mix:

Basically the concept of MM (marketing mix), models & the variable of its theory and factors were present in 1960 by McCarthy. This concept has developed out of economy and further the instruments of analysis of marketing were used as its key assumptions (Hakansvn & Alvsky, 2005) Elements of classic MM (marketing mix) admit PRO (promotion), P (product), PR (price) and DC (distribution channel). Although another researcher Yoo et al define it as price, store image, selective marketing and distribution intensely in 2000, originated that these are from elements of classic marketing mix, further more you et al provide his suggestion as the factors which are discussed above have more influence on the elements of the BE (brand equity), regarding customer's prospective (Kotler& salzbege, 2009).

Promotion:

We can define the promotion as the most important tool for the delivering of products information as it's further defined as, A communicational tool which help to convey the message to the relevant customer or targeted audience as it covers all 5 tools of communication(Roosta.,2004). Which are given as under?

Sales Force

SP (sales promotion)

Adv. (advertising)

PR (public relations)

DM (direct marketing) as cited by (Cutler, 2006).

After-Sales Service:

The process which is immensely important for the After-Sales Service is developing the culture which actually protect the customer includes customer interaction, considering customer base because that takes particular attention so the industrials and manufacturer of the economy provide achievement in the field of after sales service so for the sake of the customers convince the new software should be introduced and further discussed on the development of quality management service(Armando and Heidi, 2009)

Distribution:

The mostly occurring problem faced by the manager while making any decision regarding the product's distribution need to be encounter, which directly affect the other elements of classic marketing mix i.e. pricing , packaging, advertising etc. The term distribution define simply as providing or delivery of secondary goods or manufactured goods to the targeted customer on the given or proper time and place according to the customer due to the nationwide and globalization the customers are now a day's need product from different areas and regions which actually increased the value or importance of the distribution in marketing mix, as cited by (Moheb Ali, 1996).

Price:

PR (price) is the component of MM (marketing mix) which is defined as that it's an assign value of any product or service which customer's pay against that, the only factor of marketing mix which generates the income so it's policies are quiet important while on the other factors do not generate any sort of income the most important problem which should be resolved or encounter are pricing and product for the sake of maintaining competitive edge (Dadkhah, 2000).

Relationships:

Brand Equity and its dimensions:

The collection of thoughts towards the brands is actually known as brand equity which includes attitude, willingness, feeling or anything cognitive towards the specific brand. Because brand has an ability to create an impact on the behavior of any customer or individual so it must be said that brand has an equity which effect the attitude, willingness behavior to purchase and preference of an individual as it's already defined that it's can be predict or interpret that what is customer interest and preference his or her personal preference buying intention and also choice for other brands which are based on his or her preference regarding other brands with same quality (Pappu, 2006). The few researcher are named who set the four attributes of the BE (brand equity) on the bases of evaluation of study on customer based brand equity are (Cup Valgern 1995) pioneer of researcher evaluation customers baser brand equity on the basis of (Aasker1991 and Keller 1993) conceptualization (Yoo and Donthu2001).

Brand Loyalty:

Basically it's a customer behavior towards the brand as it's reflects the favorable response towards the brand in contrary to the disloyalty or change in any reaction in purchase behavior to any specific brand or product it's caused continuously purchase of any product from any specific

brand and it resist from the tendency of other brands so brand equity mainly arises through the brand loyalty (Aaker, 1991). As brand equity based on interrelated elements but BL (brand loyalty) is one of main dimension of BE (brand equity) (Baldauf, 2003).

Brand Awareness:

The most significant and basic element of BE (brand equity) in customer's mind is BA (brand awareness) which actually considered as the power of any brand (Aaker, 1991; Keller, 1993). Basically in his research indicated that the BA (brand awareness) create an impact of customer buying behavior as if the customer knows the name of the brand and purchase from the brand there's the chances to purchase that he'll purchase from that well-known brand and also preferred on the unknown one buying decision based on the brand name which effect the brand equity positively (Saadat Nahad, 2011).

Perceived Quality:

Zeithaml (1988) believes PQ (perceived quality) is customer opinion preference and advantage of a product (Saadat Nahad, 2011). Basically consumer prefer a brand more than 1 high perceived quality occurs which results in some impact on their buying decision and further compels them to select the brand or product among the other brand all products and that means the perceived quality that affect consumer preference and also increase the brand equity (Atilgan, 2005).

Brand Image:

Another important component of brand equity is brand image (Aaker, 1991; Keller, 1993). Anything which is perceived in the cognition is meaning of brand to consumer (Keller 1993). According to the (Atilgan 2005) believes that force consumer to buy due to various reason through creating positive attitude and desired emotion hence this concept is brand association. A set of moods idea situation and cracked that actually provide linked network of brand knowledge basically has a complex in highly related with brand association which actually based on the association of the brand and result of numerous customers believe on any specific brand which provide by the marketer due to the direct experience of customer on brand and also effect any individuals intention of purchase and while choosing any specific brand (Atilgan, 2005).

Methodology

The aim of the research was to clarify the connection b/w international marketing with the brand equity & the sub variables of BE (brand equity) such as IM (international marketing) relation with BA (brand association), BV (brand value), BL (brand loyalty) and BA (brand awareness).

Method of the data collection:

This study was one of the descriptive studies and a correlation research and collection of the data was collected in a non-contrived environment. The data had been collected through questionnaires the analysis of the unit was considered by an individual the collection of primary data by using questionnaire from the respondent randomly from the marketing team of different textile industries the cross-sectional time horizon was used due to limited time constraint to compare the study different research hospital has used by the researcher together the fact and figure by reading different research articles 300 questionnaire has been distributed among different marketing individual for gathering the primary data in a quantitative manner basically the questionnaire was consist of two part in which first part is consist of respondent's relevant while other part based on independent and dependent variables with Likert scale i.e. 5. (Strongly Agree) 4. (Agree) 3. (Neutral) 2. (Disagree) 1. (Strongly disagree).

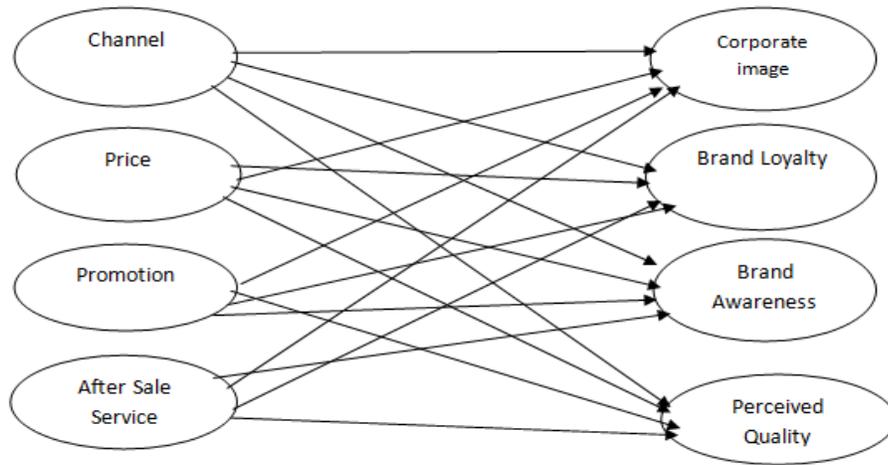
Sampling:

Sampling is one of the most important factor to determine the accuracy of the research and if it will be wrong that will directly impact on final results of the study there are lots of sampling techniques which are used to gather the data according to the requirements of the research dimensions All the marketing employees are the population as per the requirement of the study and the employees of textile industries (marketing department) are the sample space for the researcher. Random sampling technique has used by researcher to draw the collection of primary data as simple random sampling based on providing equal chances to every individual

Statistical Technique:

The researcher after compiling the data were collected in MS Office and then do further processes in the statistical package for social sciences SPSS a variety of tests applied on the research data i.e. Regression analysis for discovering the correlation between the variables. Moreover, researchers used Cronach's Alpha used for finding out the reliability of the questionnaire the conclusion and result drawn according to the test result acquired. As noted by (Fidell & Tabachnick, 2007) in a general rule of thumb if the values of reliability weighting above 0.71 are excellent, if the values are above 0.63 are good, 0.55 is good, 0.45 is fair and 0.32 is poor. The values of Cronbach's alpha take from the SPSS and CFA using AMOS for finding out the values of CR, AVE, MSV and ASV. For checking out the hypothesis testing SEM has been applied in AMOS.

Research Framework Model:



Results & Analysis:

Frequencies of demographics:

Demographic information showed that the first selection of researchers' questionnaire. The total respondent in the research are 300 in which 120 are male and the rest of the respondent are female 180 which specified that the most of the respondent are females, and for the respondents' percentages and frequency mostly the respondent are drop in to 20 to 40 age group category. Most of the questionnaires were filled by those who have 3 to 6 years of experience.

Result (CFA):

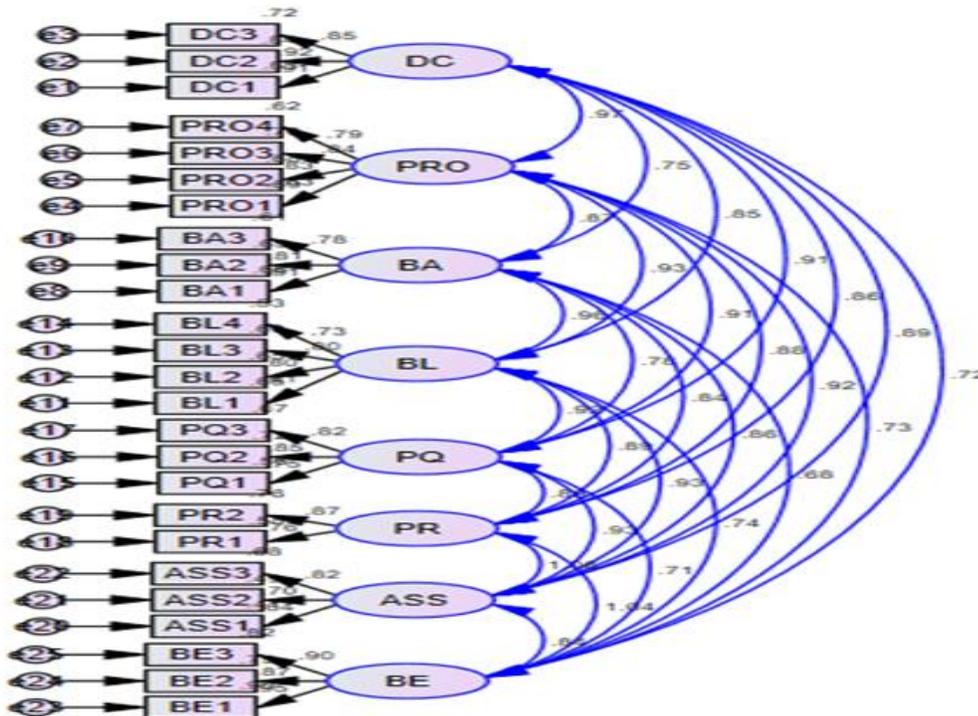


Table No: 1 Reliability Analysis

Interpretation:

Construct/ Indicators	Standardized Factor Loading (CFA-AMOS)	Construct Reliably		Construct Validity		
		Cronbach's Alpha	Composite Reliability (CR)	Convergent Validity Average Variance Extracted (AVE)	Discriminant Validity Maximum Shared Value (MSV)	Average Shared Variance (ASV)
Distribution Channel						
DC1	.91	.918	.923	.799	.940	.727
DC2	.92					
DC3	.85					
Promotion:						
P1	.83	.893	.893	.677	.940	.790
P2	.83					
P3	.84					
P4	.79					
BA (brand awareness)						
BA1	.81	.842	.842	.640	.921	.679
BA2	.81					
BA3	.78					
Brand loyalty:						
BL1	.81	.865	.864	.613	.921	.791
BL2	.79					
BL3	.80					
Perceived Quality:						
PQ1	.75	.844	.849	.652	.864	.750
PQ2	.85					
PQ3	.82					
After Sale Services						
ASS1	.69	.762	.743	.490	.864	.847
ASS2	.68					
Brand Equity						
BE1	.92	.935	.925	.805	.705	.621
BE2	.86					
BE3	.91					
Price:						
PR1	.75	.795	.831	.714	.792	.857
PR2	.93					

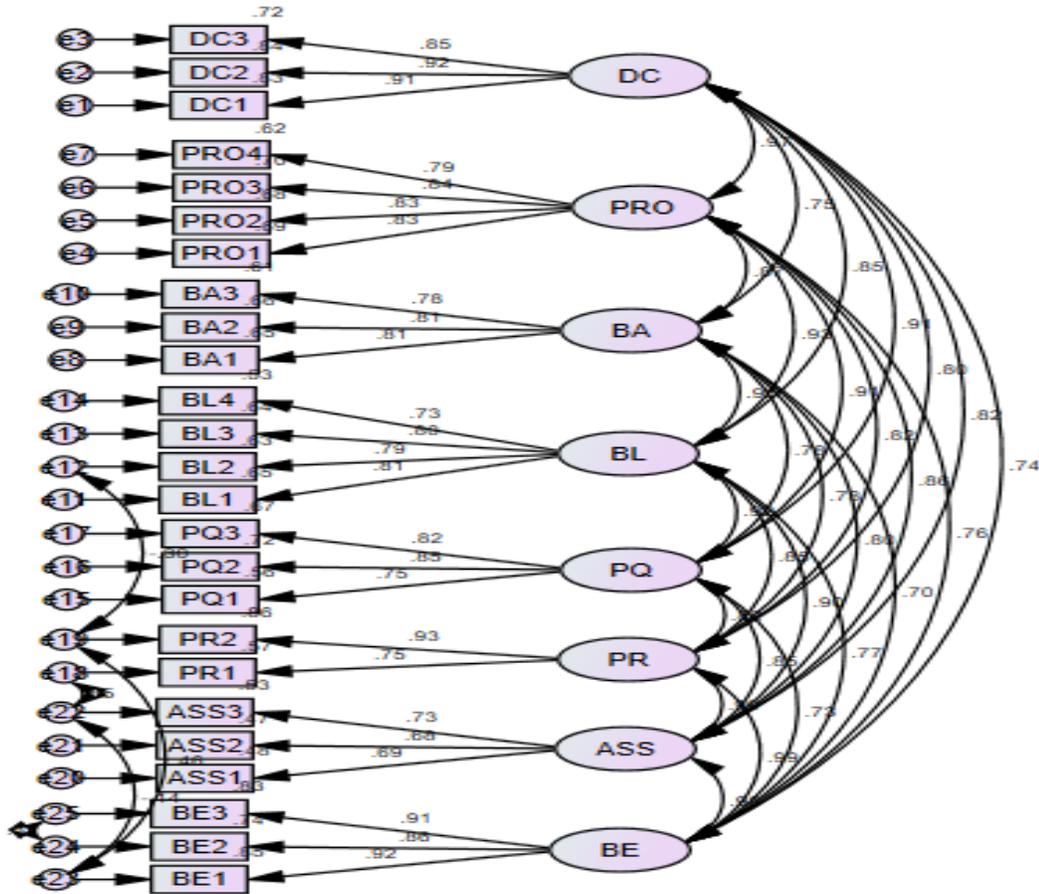
The outcomes demonstrate that Chronbach's Alpha estimation of the considerable number of develops are overhead 0.7 and expressed by Nunnlay 1967 which implies the mechanism's inner constancy is good to anticipate the outcomes. Also, the AVE estimations of all builds are greater than 90.5 that demonstrate that the difference clarified through these develops is great and the blunder is disclosing a smaller amount to the dormant variable. The discriminates legitimacy is additionally according to the average which demonstrate that every one of these are clarifying what

they should Clarify, implies they are not clarifying different factors and just clarifying their very own factors in which they were put.

Models Fit with Error:

CMIN/DF	P	GFI	AGFI	TLI	CFI	RMSEA
4.270	.000	.794	.729	.868	.892	1.05

Table No: 2



CFA Model: 2

Models Fit without Error

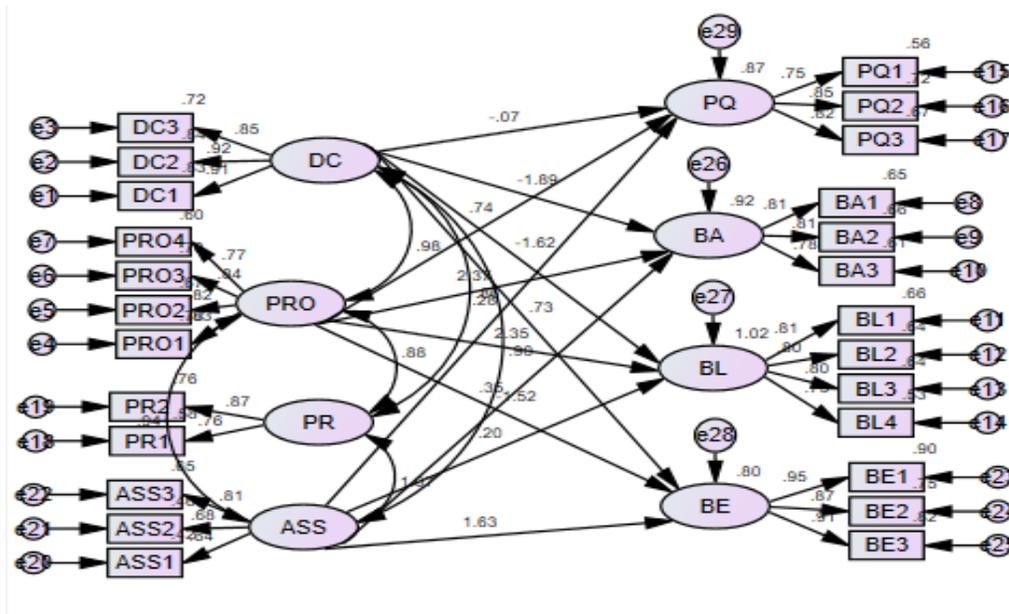
CMIN/DF	P	GFI	AGFI	TLI	CFI	RMSEA
2.815	.000	.843	.789	.927	.941	.078

Table No: 3

Interpretation:

The value of CMIN/DF, P, GFI, AFGI & RMSEA is fit and it's significant according to our testing after removing the error. The value of TLI & CFI is according to the requirement of (hair, 2006). The table shows that the result is significant and the testing is at the requirement of the model fitness.

Hypothesis Model:



Direct Effects:

	ASS	PR	PRO	DC	BE	PQ	BL	BA
BE	2.379	.000	-1.689	.652	.000	.000	.000	.000
PQ	.324	.000	.655	-.051	.000	.000	.000	.000
BL	.252	.000	2.279	-1.260	.000	.000	.000	.000
BA	.441	.000	2.281	-1.450	.000	.000	.000	.000

Table No: 4

Interpretation:

The direct effect of (brand equity, brand image, brand loyalty and BA (brand awareness) has significant relation with marketing mix variable. However BE (brand equity) has a direct bond with the marketing mix.

Indirect Effects:

	ASS	PR	PRO	DC	BE	PQ	BL	BA
BE	.000	.000	.000	.000	.000	.000	.000	.000
PQ	.000	.000	.000	.000	.000	.000	.000	.000
BL	.000	.000	.000	.000	.000	.000	.000	.000
BA	.000	.000	.000	.000	.000	.000	.000	.000

Table No: 5

Interpretations:

Indirect Hypothesis analysis of BE, PQ, BL, & BA show a significant result with value of 0.000. There's a direct relation of BE (brand equity) with marketing mix variables.

Conclusion

By using sample data and applying the statistical analysis the following results has been achieved: DC (distribution channels) has an impact on CI (company image). Because the absolute T-value is equal (0.67) therefore hypothesis (1) can be concluded, i.e.: DC (distribution channel) has not significant impact on CI (company image). Comparing it and other research shows that the results of first hypothesis are consistent with the findings of Kim and Hyun 2011. This hypothesis has not confirmed in the study of above mentioned people. PR (price) has a significant on CI (company image); because it's absolutely t-value is equals (0.000), thus hypothesis (2) has confirmed. Comparing it and other in contrast with the finding of kim & hyun 2011. PRO (Promotion) has a significant impact on company profile; because its absolute T-value is equals (0.001), thus the hypothesis (3) has been confirmed. ASS (after sale service) affects the corporate profile; because it's absolute T-value (0.000), thus the hypothesis (4) has confirmed.

\Comparing it and other research shows that the results of hypothesis (4) are consistent with the findings of Kim & Hyun 2011. DC (distribution channel) also has an impact on corporate identity and its T value of (0.000), thus the hypothesis (5) has been confirmed. PR (price) may also affect the image of a company with absolute T-value (0.000) thus the hypothesis (6) has been confirmed with the findings of Kim & Hyun 2011. PRO (promotion) puts their impact on the image of the company and its absolute value (0.001) thus the hypothesis (7) has been confirmed. ASS (after sale service) affects the CI (company image) & it's T-value (0.000) thus the Hypothesis (8) has been confirmed. CI (corporate image) has a significant impact on BA (brand awareness) with absolute T-value (0.00), thus the hypothesis (9) has been confirmed, comparing with the finding of Kim & Hyun 2011. DC (distribution channel) may smash the company identity and their absolute T-value (.735) thus the hypothesis (10) has not been confirmed. PR (price) may collision the quality of the product because their absolute T-value (0.000) thus the hypothesis (11) has been confirmed. PRO (promotion) may smash the PQ (perceived quality), their absolute T-value (0.003) thus the hypothesis (12) has confirmed. ASS (after sale services) has an impact on the quality of brand their absolute T-value (0.004) thus the hypothesis (13) has confirmed with the finding of Kim & Hyun

2011. Company profile may have an impact on the products quality, with the absolute T-value thus the hypothesis (14) has not been confirmed. BA (brand awareness) has a significant impact on perceived quality with absolute T-value (0.000) thus the hypothesis (15) has confirmed.

Recommendations

According to the findings of hypothesis 1, 2, 3 and 4 among marketing mix variables, ASS (after-sales service) may affect the CI (corporate image), therefore, managers should concentrate on ASS (after-sale service) to provide image. The outcomes of the research identify there is an impact of CI (corporate image) as a positive impact on BL (brand loyalty): managers, by using can use special programs to answer customers, and factors that can create positive image corporation in the minds of customers, can perform some progresses. The price will affect company's BE (brand equity) through influencing the PQ (perceived quality) of brand, Managers, to improve and maintain the attitudes of Junaid Jamshed, khaddi & sapphire consumers toward the price of product can concentrate on determining standard prices, and binding agencies to comply with determined prices, without manipulating corporate image. Results indicate that DC (distribution channel) affect PQ (perceived quality), therefore it is recommended that the managers of Junaid Jamshed, khaddi & sapphire company move toward promoting brand equity by proper planning, effective management, MA (marketing activities), and suitable investment to widespread distribution, increase the number of agencies.

Future Limitations

In this study the researchers describe their studies boundaries about their research "the impact of MA (marketing mix element) on BA (brand equity)", the researchers specify their boundaries towards the textile industries by choosing three of the famous brand i: e Junaid Jamshed, Khaddi, Sapphire in order to identify how each variable of the marketing mix put their efforts towards the BI (brand image), PQ (perceive quality), value, PR (price) etc. the person who interested to research on this topic on further detail or sub variables can study our limitation or boundaries on the research paper.

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