Impact of Brand Equity on Purchase Decision of Final Consumer Focusing on Products with Low Mental Conflict

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ABSTRACT

This paper attempts to identify, select and provide operation brand equity structures customer-based in the market properly, and examine how effects and their relationship with each other is developed a model that brand equity is reviewed and tested for sample in industry of products with low mental conflict in Rasht. Based on literature review, products with low mental conflict and new idea towards it and suggestions, considering model of brand equity in terms of Keller, a model was presented and in the next stage of mentioned factor were studied as effective factor on the purchase decisions. In this study, based on descriptive -survey research design and random sampling, information needed 400 buyers of food products daily consumption was collected by using a questionnaire valid and reliable and for data analysis and hypothesis testing was used SPSS software and has been used the method of the relationship investigation. Results indicate that "brand equity has a direct impact on consumer purchase decision."

KEYWORDS: Brand Equity, Brand Identity, Brand Mind, Brand Awareness, Perceived Quality, Purchase Decision.

1. INTRODUCTION

In recent years many companies have come to believe that one of their most valuable assets is their products and services brands (Kapferer, 2004; Kotler, 2006) today's complex and challenging world, all people, whether as an individual and as a business manager are facing with increasing options and effort for reducing the time to make decisions and choices. Accordingly brands ability to simplify customer decisions, reduce risk and defining their expectations is very valuable. One of the senior management duties of each organization is to build strong brands while doing promises and commitments should improve the strength of their capabilities over time. By creating conceptual distinctions among products through branding and increase customer loyalty, marketers will create value beyond the financial profitability for the organization.

The paper is organized as follows: first raised statement of problem and then discusses the research background check and the more theoretical framework and conceptual model of research is presented. Hypothesis expression and also research methodology and analysis of statistical population, sample size and sampling method are issues that are discussed in continue of paper. In next section express summarizes the results of exploratory factor analysis, confirmatory, statistics index. Finally, conclusions and recommendations of management, policy and future research are offered.

2. Problem Statement and Significance of Research

Brand marketing is often the starting point, the distinction between goods and services provided and products are in competition in the market, so it is critical to the success of organizations. In recent years the issue of brand and particular brand equity (BE) has attracted attention of researchers the field of marketing and institutions that are evaluating brand equity. As defined by Aaker brand equity shows the price difference between strong brands in comparison with average brand in sales. Views of Aaker and Jacobson (2001) brands by improving information processing, ensure in decision making and customer satisfaction and business provide value. These companies also increase the efficiency and effectiveness of marketing programs, brand loyalty, price and profit margin, brand development and acquisition a competitive advantage can provide value. Leonidou et al (2002) conducted research to identify effective marketing strategies on export performance shown that there is a significant relationship between creation brand and export. Most value the companies' kind of producing some Fast-Moving Consumer Goods (FMCG) is created by intangible assets and may be compared to tangible assets of less than 10 percent of total assets of the company also reduced. In addition, 70 percent of the company's intangible assets can be created by brand (kotler, 2006). So brand include intangible assets that is allocated a significant share of this value to self (Aaker and Jacobson, 2001). This compared has been different in different industries and different years. In this regard the creation or development of new products and as well as the high refractive index of new products has led manufacturers to brand strategy development (Tauber, 1988). Although current research focuses on building and concept of brand equity, so far it doesn't create the general consensus on how to measure it and what structures should be included in the process of measurement of brand equity (Jensen & Klastrup, 2008 & Atilgan et al, 2009). Each approach based on customer and based on brand performance in the market from various dimensions have examined structures of brand equity and provided a model (Aaker ,1991 & Keller ,1993),another group of researchers also designed a new hybrid model by integrating the above approaches (Aaker ,1996, Keller & Lehmann 2006 & Balduf et al. ,2003). Therefore there is an

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urgent need to identify and operate structures of brand equity. So as to allow researchers to measure their empirical and to effectively analyze factors associated with performance brand in the market.

3 - Theoretical Definitions and Background of Research:

Brand equity is an instrument to measure the competitive strength of Brands(Farquhar ,1989) That have been studied from two perspectives: According Aaker (1991) Brand equity consists of five dimensions: 1)Awareness, 2) perceived quality of the brand, 3) brand associations, 4), brand loyalty, and 5) other assets (such as copyright and patents). He knows these dimensions as basis of measuring brand equity. Simon & Sullivan The cost of advertising (and other brand promotion activities) present and past, brand age, in order entering the market, share of advertising are mentioned as sources of brand equity. As can see branding mainly is based on brand market performance (BMP).Moetameni & Shahrokhi (1998) after reviewing the financial and marketing approach, were first people who discussed to modeling a combination of global equity of brand. Also other researchers trying that have provided a comprehensive model for measuring brand equity by combining form structures of these two approaches (Aaker, 1996 ٬Yoo et al, 2000 & Baldauf et al,2003). On the other hand Munzo et al (2004) in their paper are presented the scale for communication between brands and their business performance. These researchers said that despite all the issues about brand important as the engine of valuing and success for business has been proposed, businesses have paid less that with systematical program benefit do analysis to allow them that their brand performance measures in the market that are consistent with brand strategies in the market. Salinas & Ambler in his article, different approaches of brand evaluation classify based on different approaches and their compatibility with different applications. Kartono and Rao (2005) have done also research entitled "linking consumer-based brand equity to market performance: an integrated approach to brand equity management" they offered an integrated approach for managing brand equity in this paper that through an econometric model, with supply and demand created structural link between CBBE and BMP That is used for strategies compete of company in pricing and advertising. Hult et al (2008) about measuring performance of organizations have pointed to two important: first create theoretical foundation for the study variables to measure their performance and correct choice and second, appropriate research methods and coordination with selected variables. They for measuring business performance have used from both objective and subjective criteria and tested them and emphasized that measuring the performance of businesses through a combination of objective and subjective indicators a more complete understanding from how their performance together are provided to researchers and industry practitioners. Wang et al (2008) presented model that all of performance standards as mental collected through a questionnaire and measured and also secondary data were not used. Baldauf et al (2003) in their paper all of information related to financial performance of brand in market collected through questionnaire and Secondary information on this issue did not benefit.

3. 1. Definition of Brand

General brand can defined a worth that consumers are dedicated to specific products of manufacturers. Tybout & Calkins (2005) defined good brand is" set from what to a particular product is related, such as name, brand, symbol and sensory quality of a product or service". Kotler (2006) believe that the rapid globalization of markets and intense competition activities has prompted market leaders that for their design and marketing programs find new perceptual principles; because traditional marketing approaches are no able to compete with the complexities of the modern age. Kotler identified two major challenges of branding: (a) Trying to understand consumers and their ultimate desire. (b) Distinguish the shareholders of the market from share of competing products by using the brand as a business tool. According to Kotler view ultimate goal of to perform tests is highlighting the company's share in the share of competitors. In discussion of brands sometimes will be given in only one aspect of it, for example, name or logo. However, brand management purpose is total of system. This is conditional nature of brand assets: only when there are brand that goods or services are also available. Also distinction is summarized in the concept of brand: a unique set of properties (tangible and intangible) that forms brand value proposition. In short, brand is common idea of an exclusive and pleasant that is embodied in goods, services and locations. The word is an important idea. Because actually it sell values, not products and services (Kapferer, 2004). Following Miller & Moor (2006) have provided the pyramid as dynamics pyramid of brand based on financial indicators - quantitative and customer – qualitative.
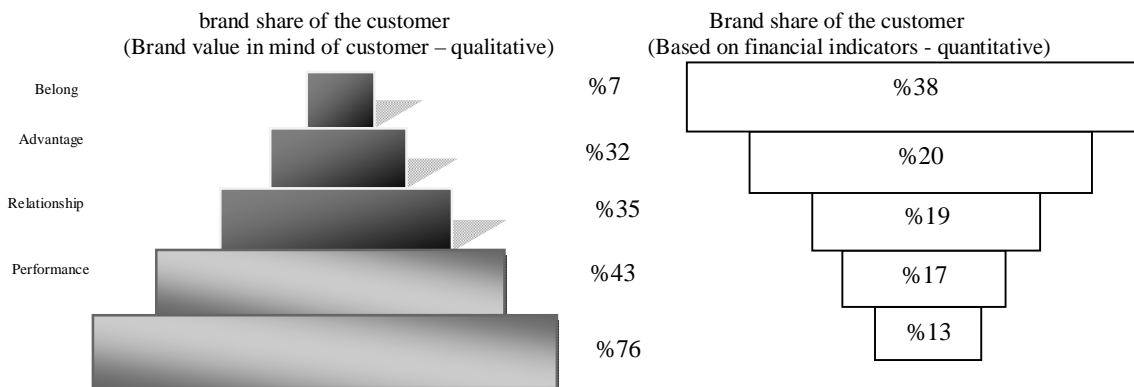

brand share of the customer
(Brand value in mind of customer – qualitative)

Brand share of the customer
(Based on financial indicators - quantitative)

Belong	%7
Advantage	%32
Relationship	%35
Performance	%43
	%76

%38
%20
%19
%17
%13

Figure 1: the dynamics pyramid of brand and Comparison brand share of the customer based on mental and financial indicators (Miller & Moor, 2006)

3.2. Brand equity

It is Added value that is created through name in the market through better profit margin or market share for the product. This Added value can be considered by customers as a financial asset and a set of relationships and appropriate behavior (Yasin et al, 2007). Lassar et al (1995) knows Brand equity is Prioritize consumer from a brand compared to other brands in a product category. The concept of brand equity in the accounting literature and marketing are discussed and the importance of long-term focus in brand management is emphasized(Woodall,2009).

Gill et al (2007) said that Brand equity is value that brand add to product. Some use of the term brand equity measure through effect on mental depend of consumer (Keller, 1998). Others pointed to behavior: For example, initial measurements Aaker (1991), his latest articles entered market share, distribution and additional costs. In The official definition of science marketing "brand equity" is "A series of dependents and behaviors from customers, channel members and mother organization that is caused higher Revenue and profit margin" (Lassar &. Banwari& Sharma., 1995).
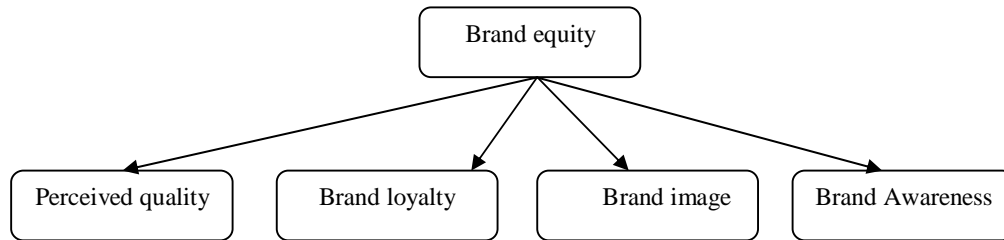
Figure 2: Model of brand equity (Aaker)

There are a lot Suggest and Classification for dimensions of brand equity That first and most famous of them presented by Aaker (1991) that it can be said :it is a model purely psychological that equity can be measured from the perspective of consumer and includes 5 dimension brand awareness, brand associations, perceived quality, brand loyalty and other assets associated brand equity relate to a company That has been raised that Practically 4 dimensions first will be considered to analyze the consumer-based brand equity that even Aaker have used from this 4factors in other theories and fifth factor is discussed As a communication channel between the company and other factors. Keller (2003) Brand image raised as an indicator of brand equity. Pappu et al(2006),gill (2007), Atilgan(2006), yoo et al (2002) and also elsen (1993) expressed 4 dimensions includes brand awareness, brand associations, brand loyalty and perceived quality for brand equity.

3.3. Definition of brand awareness:

The brand Awareness can be defined Consumer's ability to identify or remember a brand in specific product category (Aaker, 1996). Reminder of the name, symbol and advertising slogan and brand attributes and brand recognition in this variable is measured. According to Keller view, brand awareness is a fundamental condition for creation of the brand image. When a brand is well established in the memory, Relating association to brand and their right settling in memory, it is easier. As shown shevelig and kapender and Kapndr have showed Significantly In fact knowledge is related to many of valuable dimensions of image (Esch, Langner, Echmittm&Geus,2006) that According Aaker view,brand awareness is composed two parts of brand recognition and brand reminder(Aaker, 1991).

3.4. Definition of Brand Identity

According to Murphy view (1990), a brand is a complex phenomenon. Just not a real product, but it is a unique talent of its features. Customers may relate with brands based on their several features and perceptions and their behavior (Veloutsou, 2006&Moutinho).according to Brodie et al view (2009); there are Special relationship between the concept and special personality of brand. Brand identity is as "a set of human characteristics combined with a brand"(Aaker, 1997). Describing brand is called brand identity. Brand identity includes brand name and visual features (such as logos, colors, fonts, etc.). In brand identity is determined customers feel towards brand. Accordingly brand identity is a tool to identify customers and showing brand distinction. Brand identity shows associations of brand and it represents company desires for form their own identity in the minds of customers. The concept of identity is crucial for three reasons: brand needs to be durable, and can issue consistent symptoms and products and be realistic. So brand identity is defense against risk of brand image ideal -oriented, opportunity-oriented and unstable (Kapferer, 2004).

3.4. Definition of Brand image

Brand image is customer perception and a description of brand identity (Geuens & Weijters, 2009). It is a set of perceptions, beliefs and inference of tangible and intangible of consumers about brand. In fact brand image is brand associations in consumer memory (Keller, 1996). Mental images, "symbols and objects," are one of the many aspects that can as a basis of relationship (Johnson & Johnson, 1994). Brand image is image that people have about the company or its products. Company with design and drawing of Identity or status is form mental images of people. Of course there are other factors that are involved in determining mental image of each company (Kotller, 2006),brand image is a strong associations, favorable and unique in memory that is caused perceived quality, positive attitude and an overall positive impact(Esch,2006).

3-5 Definition of perceived quality

Quality is set of characteristics and features of a product or service that provides satisfaction and needs of consumer. Zeithaml (1996) perceived quality know customer perception from superior quality of goods or services to competitors that does not include technical dimension. He also makes clear that perceived quality is component of brand equity. Indicators such as brand performance, employee behavior, and reliability, service quality and physical appearance are measured in this variable.

3.6. Definition of purchase decision:

Consumer decision-making process can sometimes be a complex process and consumers can rely on the information about specific products and brands and their consumer experience gathered to reach purchase decision (Jiang& Rosenbloom, 2005). Operational definition of the purchase decision can be defined that every consumer has 5 stages of decision making, especially in complex decision situations: recognizing the problem, research to gather information, evaluate options, and make decisions about purchases, behavior after purchase. Purchasing process is started much before the actual time of purchase and its consequences continue until long time after the purchase.

3.7. The impact of brand functions on consumer behavior

In the field of brand marketing who expect companies certain reactions from consumers, these functions are valuable. These functions are criteria for a company that can be defined consumer response to their market brand (Keller, 1998). Brand value is as a distinctive effect that brand knowledge (awareness and perceptions) on consumer reaction in brand marketing. Competitive advantage is divided into three general groups that are created from positive image or perceptions from a brand:

1. **Benefits related to current activities and potential profitability:** These advantages result in increased sales volume and profit margins. It also is caused inelastic response of consumer towards price increase and it compasses more impact of marketing communication and commercial cooperation.
2. **Benefits related to Longevity of Profits:** These advantages lead to brand loyalty, reduce vulnerability to competitive marketing activity, reducing vulnerability to marketing crises.
3. **Benefits related to Growth Potential:** it cause opportunities for the possibility of granting the license (licensing), create positive word of mouth communication, and introduce new products as a brand extension.

Researchers have found that favorable perception of a brand has a positive effect on consumer choice, performance and purchase intent, willingness to pay higher prices for the brand, accepting brand extension and suggestion of brand to others (Yoo, 2000؛ Hutton, 1997).

4 - Conceptual Model and Theoretical Framework for Research:

Decision making models consumer in researches of consumer behavior is widely used. Models advantage is providing a conceptual framework that as logically show interrelationships between the variables under study aims. Walters (1978) claims that decision making models define the exact cause and its effect on consumer behavior. Many popular models of consumer decision-making were developed in the 1960s and 1970s. Du Plessis et al (1991) believed that Haward has provided the first model the consumer purchase decision in 1963. Other models presented in this regard are model of Nicosia (1966), Haward-sheth (1969), Engel,kollatv& Blackwell (1968), Andereason (1965), Hansen (1973), Markin (1974/1968). It seems that have famous build models the particular comprehensive models after 1978 has declined. Models of consumer decision making are divided into two groups comprehensive models and simple models That simple models can be noted black box models, models of personal variables, personal variables model / satisfaction after purchase and comprehensive models is include Engel , Blackwell & Miniard, Sheth-Haward .

Table 1: research Background support from research structure

Structures			research Background
Customer-based brand equity	Brand Awareness		Keller, K. L. & Lehmann(2003);Aaker (1996);yoo & Donthu Baldauf et al(2003) (1997,2000); [5].
	Attitude	Perceived quality (PQ)	Baldauf et al(2003);Aaker(1991,1996);kim kim(2004)
		Perceived value (PV)	Mackay(2001),taylor et Aaker (1991,1996); Agarwal& Rao (1996); al(2004)
		(AF) Affection	Chaudhuri, A., & Hollbrook(2001); taylor et al (2004)
	(ST) Satisfaction		Taylor et al (2004);aaker (1991,1996); Delgado(2003); Esch et al (2006)

The researcher believes that result of this hypotheses supports from the hypothesis tested. So this shows that can brand with this issue a sense of what the buyers have a brand, it is relevant or even equal. The findings support from relationship between positive adherence to the product brand and purchase decision (ie the brand name has an impact on purchasing decisions). Model of relationship between the four structures is presented in Figure 2.
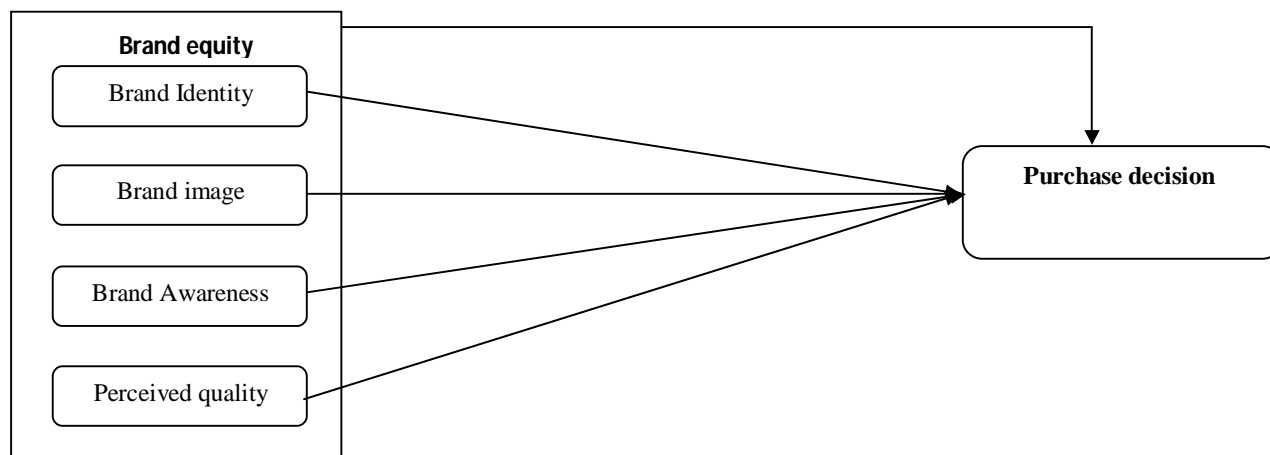
Figure 3 shows possible links or relationships between all the structures means brand equity that include product brand identity, brand image and brand awareness, perceived quality from product and purchase decision that can be said brand equity that include subtype identity, image, brand awareness and perceived quality are the independent variables and the purchase decision is considered as the dependent variable.

4. Tools and methods of data collection and statistical population and sampling:

In this study to gather information is used method of library (specialized texts) and field methods (questionnaires collected) for data collection, target population in this study were buyers of food products. The target respondents are buyers who buy food products. The reason for this preference was the buyers that check can lead to searched answers and date and reliable answers. Respondents randomly were sampled from among buyers of daily products with low mental conflict in Rasht. Before selecting a qualified 400 respondents, researcher with about 420 respondents interviewed. Researcher eliminated 20 Respondents because they were not qualifying for review. Survey was performed among 874 940 urban population in Rasht. To analyze data collected were used the methods of descriptive and inferential statistical methods in this study. The study variables were analyzed using descriptive statistical methods. Then, for analyzing the data in this study has been used SPSS software. In descriptive statistical have been used indices such as frequency, percentage, mean and standard deviation and in inferential statistics have been used structural equations (including confirmative factor analysis).

5- Data analysis

Research findings are as follows.

Descriptive statistical analysis of data collected is provided in table number two and four.

Table 2: The statistical distribution of gender distribution of respondents

Row	Gender	Frequency	Percentage of Frequency	Cumulative Frequency	Percentage of cumulative frequency
1	Female	264	66%	264	66%
2	Male	136	34%	400	100%
	Total	400	100%	--	--

Table3: The statistical distribution of Education distribution of respondents

Row	Education	Frequency	Percentage of Frequency	Cumulative Frequency	Percentage of cumulative frequency
1	Lower than Diploma	45	11%	45	11%
2	Diploma	98	25%	143	36%
3	Bachelor	171	43%	314	79%
4	Master	75	19%	389	97%
5	PhD and higher	11	3%	400	100%
	Total	400	100%	--	--

Table4: The statistical distribution consumption of dairy products distribution of respondents

Row	My consumption of food products is high	Frequency	Percentage of Frequency	Cumulative Frequency	Percentage of cumulative frequency
1	Completely agree	74	19%	74	19%
2	agree	126	32%	200	50%
3	Neither agree and nor disagree	148	37%	348	87%
4	disagree	36	9%	384	96%
5	Completely disagree	16	4%	400	100%
	Total	400	100%	--	--

	Table 5: Mean ranking and prioritization of effective factors of the purchase decision		
Row	Components	Mean Rating	Prioritization
1	Brand equity associated with purchase decision making	3.50	2
2	Brand identity associated with purchase decision making	3.51	1
3	Brand image associated with purchase decision making	3.48	3
4	Awareness of the brand associated with purchase decision making	3.44	4
5	perceived quality of brand associated with purchase decision making	3.43	5

Table 6: the result of testing research hypotheses

Row	**Hypotheses**	**t-test**	**df**	**sig**	**Mean difference**	**Sig 95%**	
						Lower limit	Higher limit
1	Brand equity effects on purchase decision of products with low mental conflict	153.035	1999	0	3.569	3.52	3.61
2	Brand Identity effects on purchase decision of products with low mental conflict	186.492	3199	0	3.505	3.47	3.54
3	Brand image effects on purchase decision of products with low mental conflict	178.276	2799	0	3.478	3.44	3.52
4	Brand Awareness effects on purchase decision of products with low mental conflict	159.696	1999	0	3.442	3.4	3.48
5	Perceived quality effects on purchase decision of products with low mental conflict	86.462	517	0	3.958	3.87	4.05

In this research, brand equity from Iranian consumer from brand of consumer products with low mental conflict based on image, identity and brand awareness and perceived quality of products has been analyzed. The main objective of this research is investigation of impact of factors on consumer reactions and in order to create competitive advantage for companies producing consumer products with low mental conflict. Therefore, by using statistical techniques related to structural equations and Confirmatory Factor Analysis has been analyzed research questions based on the impact of brand equity on consumer willingness to "purchase decision". The information contained in table 6 and figure 2 indicates that total of five possible paths to influence the independent variables (brand equity) on the dependent variable (purchase decisions of consumers), Independent variable in all paths have a direct impact on the dependent variable.

More detailed analysis and prioritization of factors affecting on purchase decision, Table 7 shows the statistical analysis of variance Friedman. In Mentioned technique has been tested Mean ranking equal assume of Variables related to purchase decision of dairy products with Pegah brand.

Table 7: testing Priority components related to the hypotheses of purchase decision

Hypothesis	**sig**	**df**	**Chi-square calculated**
All of hypotheses	0	160	2349.9

Because significant level is less than the error rate (0.000 <0.05), so there is difference between mean of variables related to purchase decision. In other words, 95% confidence level can be stated that Mean ranking of variables related to the purchase decision isn't equal and some variables than others from the perspective of the respondents have higher priority. Table 8 shows mean ranking and prioritization of hypotheses related to the purchase decision.

	Table 8 Mean Ranking and prioritization of factors affecting on the purchase decision		
Row	Components	Mean Ranking	Prioritization
1	Brand equity relationship with purchase decision	3.50	2
2	Brand identity relationship with purchase decision	3.51	1
3	Brand image relationship with purchase decision	3.48	3
4	brand Awareness relationship with purchase decision	3.44	4
5	perceived quality relationship of brand with purchase decision	3.43	5

According to the above table can be concluded that Priority components related to purchase decisions, from the perspective of consumers respectively are Brand identity relationship with purchase decision, brand equity relationship with purchase decision, brand Image relationship with purchase decision, brand awareness relationship with purchasing decision, perceived quality of the brand relationship with purchase decision

3- Conclusion

Results of this study indicate that dimensions of brand equity has a direct impact on purchase decisions, consumers feel by dimensions of brand equity brand for the first time after consumption and then tend to make purchase decisions, they consume brands that is somewhat familiar with its equity and express quality that this value has created for them. Dimensions of brand equity have a direct impact on purchase decisions. This factor will be strengthened by brand loyalty, Yoo research and others (2000 and 2002) also indicate these results in two different communities. Shams and others (2008) also have reported similar findings in Iran. But Gill et al (2007) does not find direct relationship between brand awareness, brand associations and brand quality but stated that this relationship can be established by the loyalty

and research of Shafiei et al(2008) stated same results of the results of Gill and others (2007). Results of current research indicates that there is direct impact between brand equity and purchase decision that brand equity can be divided into a subset of awareness , identity, mind and perceived quality of the brand that this subset also had a direct impact on purchase decision.

8. Recommendations for Future Research:

According to the results of this paper, specifically the following policy recommendations are offered:

* Due to the special position of brands in the asset value of company should change managers' view in the Iranian firms to investment on the brand to invest more in this area.

* Rate and rank institutions of brand establish by competent authorities to measure brand equity in companies and institutions in various industries to help companies bid on the shares.

* Determination of brand value of companies conduct by assigned Supreme Council and Privatization organizations and during pricing, companies until managers pay more attention to brand value, their maintain and upgrade.

* Standard development and determine by the organizations responsible for corporate brand valuation and its recommendations to the stock and asset assessment institution.

* To enter valuating brand in government literature about the privatization and decisions instructions and divestiture units.

* conduct research and evaluate has been approved the effectiveness of brand equity on purchase decisions. It can be used plans for the expansion of brand equity for final consumers on their purchase decision was impressive.

* Statistical population development of the city of Rasht to whole country and this study for it more accurate findings However, due to the need for financing will be allowed to do it by company.

* Research and extensive study on the characteristics of the population according to demographic statistics obtained in this study used for the design and implementation of branding plans and management.

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