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An examination of the relationship between Services Marketing Mix and Brand Equity Dimensions

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Abstract

In today's competitive world, brands are tools for promoting adding values to products and also are one of the most valuable assets of an enterprise. Brand aid create value for customers and organizations, and illustrate reasons why of paying more for purchasing goods or services. This survey research with emphasis on Aaker and Joachimsthaler (2000), investigates the effects of services marketing mix (including: price, product, place, advertising, physical evidence, process and people) on four dimensions of brand equity dimensions (including: perceived quality, brand loyalty, brand awareness and brand association). The research method is based on descriptive and correlation. Also required data has been gathered via a probabilistic approach from chain stores in Tehran city by a valid questionnaire. Using appropriate statistical tests data has been analyzed and then test results has been presented for concluding remarks. Results of this research paper demonstrated the strong positive and meaningful relationship between brand equity dimensions and services marketing mix in chain stores.

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1. Introduction

Brand equity create added value or favourableness that one product create it by means of brands name (Aaker, 2004). The name of a brand increases strategic and economic value for their owners (Gil, Andrs and Salinas, 2007). In today's complicated world consumers face so many choices for choosing and purchasing goods and services and also decreasing time of purchasing and complication of decision making. Regarding to this issue, brand's name capability can easily simplify customer decision making and reduce risks and also it define expectation and promote customer satisfaction (Farquhar, 1989). Brand can create value for firms and customers and illustrate reasons for paying more by customers in the case of top brands. Brand play the main role for adding value similar to assets technology and raw material in each and every enterprises regarding to this issue that was mentioned, firms can also take advantage from specific value for name of brands as method for achieving stable competitive advantages (Fledwick, 1996). On the other hand services marketing mix is mentioned as a valuable tool for recognizing customers of each market sectors. In this research take advantage from seven main factor of marketing mix

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(including: price, product, place, advertising, physical evidence, process and people). The main objective of this research is to investigate relationship between dimensions of brand equity and service marketing mix in chain stores.

2. Theoretical Background

2.1. Brand Equity

Scholars have various comprehensions for brand equity. Some of them define brand equity as added value, loyalty to brand, recognition of brand, brand awareness, perceived quality, added utility, attitude fluctuation caused by brand recognition and so on. (Aaker and Joachimsthaler, 2000). Some of scholars restrict use of brand equity into evaluation of mental implications whereas some others consider it as attitude implications. on the other hand in marketing literature brand equity categorize into two parts; first, the category consist of customer attitude (e.g. brand awareness, perceived quality and so on) and those which consist of customers attitude (e.g. loyalty to brand and so on) (shams, 2007). Aaker consider brand equity as collection of traits and credits linked to brand that is led to promotion or demotion of created value by product. He divide these traits into five groups consist of, loyalty, brand awareness, realized quality and other traits (e.g. registered sign, concession and so on).

Many of scholars illustrate that brand equity encompasses factors like brand awareness, customer’s loyalty to brand, perceived quality, registered sign and so on. The rest of factors depend on capability of brand for separating its own from other competitors. However the root of each and every activity that was mentioned before is amount of customer recognition from brand. On the other hand this issue cause various responses to marketing activities about brand (Keller, 1993; Lassar& et al., 1995). Some other scholars regard to brand from financial aspect and also regard to brand equity in framework of pure financial value (Upshaw, 1995). In table 1 offer some the most selected definitions for brand equity.

Table 1. Most cited definitions for Brand Equity

| Researchers | Year | Definitions |
|--------------------|------|---|
| Aaker | 1991 | A set of assets and capitals that related to brand and increase or decrease the value of goods and services which brand offer. |
| Edrem & et al. | 2006 | A concept that refer to this idea that, the value of products for customer increases in a condition that firm with passing time related to some special elements that is formed extract of brand. |
| Farquhar | 1989 | The added value that a specified brand dedicate to product |
| Keller | 1993 | Marketing effects that related to brand specifically |
| Yoo & Donthu | 2001 | Various responses of consumer to brand compared with fake goods during both of marketing motivator have the same traits |
| Kamakura & Russell | 1993 | The further benefit related to brand could not be achieved with practical traits |

According to view point of Aaker and Joachimsthaler (2000), brand equity consist of four main dimensions that present research also was fulfilled base on this viewpoint. Figure 1 demonstrates these dimensions correctly.

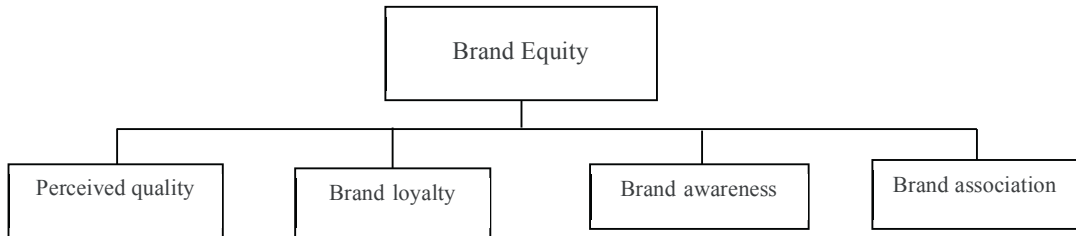


Figure 1. Dimensions of brand equity: (Aaker and Joachimsthaler, 2000)

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