

# Assessing the Impact of Marketing Mix 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 in producing car floor-covering of Pishro Plastic Khazar Company. This research, in terms of purpose, and regarding data collection is considered descriptive - case study. Customers of Pishro Plastic Khazar Company, are 480 persons that are considered as statistical universe, and to determine the sample size, according to Krejcie and Morgan table, a sample size of at least 214 is required, and by using LISREL software and structural equation modeling technique, 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.

**Key words:** Marketing mix, Image, Brand loyalty, Perceived quality, Brand awareness, Brand equity

## INTRODUCTION

The role of brands to identify the company's products in today growing markets is undeniable. By expanding the competitive arena and the influx of global brands to the domestic market, paying attention to the brand concept and its equity is effective on domestic companies in order to gain more market share. Nowadays, necessarily, innovation and technical superiority are not the only fundamental factors to success; in the markets where products and services are more adopted together, a strong brand may be the only characteristic that makes distinguished product or service from competitors' (Kotler & Pfoertsch, 2006).

Brands in Iran are not indicating on the balance sheet as an asset; therefore it would neutralize the concentration of long-term management on brand internal development. Therefore, cash flow and short term profits are used often

as key performance parameters. Iran has many domestic products but has not been successful in the field of planning, and there are a lot of problems to this industry, which studying all of them in this research is not possible; and one of the challenges in this area according to experts' viewpoints is marketing and brand that there is no defined optimal model to them.

In recent years, the amount of importing goods with a variety of brands, and a great desire of vendors to foreign brands and trademarks, have become problem to Iranian manufacturers; although many internal products, in terms of quality and prices have the ability to compete with foreign ones, their position among consumers is improper, and as a result of increasing consumers' expectations, their market share apparently are at risk.

Due to recent economic developments in Iran, the market has become highly competitive, therefore, companies are looking for competitive advantage through investing on creating brand, and the role of branding in trade will be more highlighted (Amirshahi, 2010). Strong brands, in addition to create competitive advantage, will increase organization's liquidity, and accelerate cash flow and provide the possibility of rising prices, profitability and customer loyalty (Madden et al, 2006); therefore, it can

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be said that, in the past few decades, brand equity has been formed and evolved as a measure of brand strength. One of the requirements to establish strong brand is identifying all factors to create brand equity (Solomon, 2010) that one of effective factors on brand equity is marketing mix; and through analyzing its effectiveness, identifying more effective factors to promote brand and allocating more resources will be possible. Therefore, this research has discussed analyzing the impact of marketing mix and corporate image on brand equity, which as manuals and criteria can lead and evaluate corporate activities to create a stronger brand. Increasing equity according customers' perspective, in other word, creating a strong brand, has many benefits to businesses. It can be said, more precisely, increasing brand equity will increase the probability of selecting brand (PitTa & Katshis, 1995).

It should be noted that conceptual model variables include brand equity, brand awareness/associations, brand loyalty, perceived quality, corporate image, distribution channel, price, promotional activities, and after- sales service, and according to above items, The main research question will be expressed: "How is the impact of marketing mix on brand equity to produce car's floor covering in Pishro Plastic Khazar Company?"

## THEORETICAL LITERATURE AND RESEARCH HYPOTHESES

### Marketing Mix

The classic marketing mix model and the theory of its variables and factors were introduced by McCarthy in 1960. Marketing mix has developed out of the concept of economy, and some of its key assumptions were used as instruments of marketing analysis (Hakansvn and Alvsky, 2005).

The classic marketing mix elements include product, price, distribution and promotion. However, Yoo et al took in to account price, store image, distribution intensity, selective marketing, at 2000, that these cases have originated from a classic marketing mix elements. Yoo et al suggested that these factors have more impact on the brand equity, from the perspective of customer (Kotler & Salzbeger, 2009).

### After-Sales Service

Interaction with customers, considering customer-based, and developing the culture of consumer protection should take particular attention. therefore, practitioners of economy (industrial, manufacture, etc.), in addition to provide recent achievements in the field of after- sales services, should pay attention introducing new software

and services to all their customers, and introduce and discussed development in quality management services (Armando & Heidi, 2009).

### Price

Since, the price is the value that customers assign to a product or service, pricing policies are very important. Price is the only element in marketing mix that generates income; other elements do not generate income. In addition, competition on the product and pricing are the most important problem that marketing managers are encounter with them (Dadkhah, 2000).

### Distribution

Other important problems that managers encounter with are decision making on distribution of products. This decision has a direct impact on the other marketing decisions such as pricing, advertising, packaging, etc. Distribution, simply, means delivering manufactured product to consumers at proper and desired time and place. Consumers' needs are various, and consumers are in different regions that nowadays the latter one has enhanced the importance of distribution in marketing mix, (Moheb Ali, 1996).

### Promotion

Promotion covers all communicational tools that can deliver a message to target audience, this tools consists of 5 following groups (the Roosta et al., 2004)

- Advertising
- Sales Promotion
- Public Relations
- Sales Force
- Direct marketing (personal selling) (Cutler, 2006)

### Brand Equity and Its Dimensions

Brand equity is collection of thoughts, feelings, and attitudes and willingness toward that brand. Therefore, we say a brand has equity when it has the ability to affect the behavior of individuals who have it, and also be able to affect willingness, preferences, attitudes, and their purchase behavior. According to this definition, brand equity can be interpret to the interests of consumers towards a brand and based on preferences, purchasing intention, and her/his choice from other brands; Of course, his/her choice among other brands with similar quality (Pappu & et al., 2006). Cup Valgern (1995) has been the pioneer of researchers in evaluation of customer-based brand equity on the basis of Aaker (1991) and Keller (1993) conceptualization. These researchers have considered brand equity as a set of four dimensions, i.e. brand awareness, brand association, perceived quality, and brand loyalty (Yoo & Donthu, 2001).

**Brand Awareness**

Brand awareness refers to the power of a brand, in the mind of customer, and is one of the basic and important components of brand equity (Aaker, 1991; Keller, 1993). Researches indicate that customers who know a brand name, probably in future purchases, purchase the same brand, because in any case, a well-known brand is preferred to an unknown one. Purchase decisions on the basis of brand name are very effective to create brand equity (Saadat Nahad, 2011).

**Brand Image (Brand Association)**

Brand image is another important component of brand equity (Aaker, 1991; Keller, 1993). Something that has been thought is “meaning of brand to consumers” (Keller, 1993). Atlygan (2005) believes that brand associations, due to various reasons, and through creating positive attitudes, and desired emotion, force consumers to buy. Brand associations are complex and highly related, and contain a set of ideas, moods, situations and facts that provide an integrated network of brand knowledge. These associations, which are the result of beliefs consumer brand - and will be provide by marketer- formulate due to direct experience of consumer on product and affect his/her intention of purchase and choosing brand (Atilgan & et al., 2005).

**Perceived Quality**

Zeithaml (1988) believes perceived quality is “consumer judgment on preference and advantage of a product”(Saadat Nahad 2011). High perceived quality occurs when consumers prefer a brand more than other one, which result in some impacts on their purchase decision, and compels them to choose a brand among other brands, and this means that high perceived quality affect consumer’s choice and also increase brand equity (Atilgan et al., 2005).

**Brand Loyalty**

Consumer loyalty reflects the favorable response toward a brand, in contrast with disloyalty or changing the reaction of consumers. Brand loyalty causes consumers continuously purchase a brand and resist toward the tendency of other brands. Brand equity mainly arises through brand loyalty (Aaker, 1991). Despite the fact that dimensions of brand equity are interrelated with each other, brand loyalty, per se is one dimension of brand equity (Baldauf, & et al., 2003).

**Theoretical Framework and Research Hypotheses**

Distribution through high quality image shops implies that a brand has a good quality. Intensity of distribution also, has a positive impact on brand equity dimensions because high distribution intensity increases the possibility of buying a brand at any time and any place that consumer wants. Since the increase of distribution intensity lead to reduction of

consumer’s efforts to find and use a brand, consumers are more willing to understand it more valuable that in fact will result in more satisfaction and brand loyalty of costumer (Kim & HYUN, 2011).

H1a: The performance of distribution channel has a positive impact on brand awareness.

H1b: The performance of distribution channel has a positive impact on perceived quality.

H1c: The performance of distribution channel has a positive impact on loyalty.

Value-based pricing is a prominent characteristic of brand and therefore, at the time of motivating consumers, attract attention to thinking about the brand; on the other hand, will result in destruction of higher quality understanding. Although the express that the quality of product is consistent with price (Kim & Hyun, 2011). The impact of price on brand equity depends on market characteristics, so that, Abert (1986) showed that in technology-driven market, organizational buyers consider low prices less important than other criteria of selecting product, and prefer pay a higher price to more advanced equipment. Higher price along with more services that are provided by distribution channel increases brand loyalty.

H2a: Price has a positive impact on brand awareness.

H2b: Price has a positive impact on the perceived quality.

H2c: Price has a positive impact on brand loyalty.

Promotion is defined as providing information to convincing (van Riel et al, 2005) and includes advertising, promotional events, personal sales, and web-based communication activities etc. In consumption marketing, positive impacts of advertisement on dimensions of brand equity has been completely mentioned. Promotional events with long-term goals can provide brand equity, which through presentation of actual product experience that contribute establishing specific optimal and strong relationships (Keller, 2008). Van Riel et al., in 2005, suggest that the promotion has a positive effect on brand loyalty, as well as service quality (Kim & Hyun, 2011).

H3a: Company’s promotional activities have a positive impact on brand awareness.

H3b: Company’s promotional activities have a positive impact on customer perception.

H3c: Company’s promotional activities have a positive impact on brand loyalty.

Modabi implies that, corporate image is an important pioneer of brand equity in marketing; Van Riel suggests that, corporate images have a positive impact on brand loyalty. Good image of a corporate shows reliability and

credit that develop to consumers or industrial buyers, which actually leads to increase the perceived quality of the brand (Cretu & Brodie, 2007). Kim and Hyun (2011) showed that corporate image with a positive and significant impact on perceived quality plays a key role in the process of creating brand equity.

H4a: Good corporate image has a positive impact on brand awareness.

H4b: Good corporate image has a positive impact on brand loyalty.

H4c: Good corporate image has a positive impact on the perceived quality of the product.

Business market research indicates that corporate image has more impact on brand loyalty than product image or decide to select depending on the company's reputation is variable (Cretu & Brodie, 2007). Results and consequences of brand equity dimensions, i.e. brand awareness, perceived quality, and brand loyalty has positive impact on brand equity. (You et al, 2000, Kim & Hun, 2011).

H5a: Brand awareness has a positive impact on brand equity.

H5b: Perceived quality has a positive impact on brand equity.

H5c: Brand loyalty has a positive impact on brand equity.

Henderson (1971) revealed that marketing mix factors, such as the appearance of product, retail shop and promotional activities are essential to create a corporate image. By research of Kim and Hyun (2011), which has been performed in the software industry, it became clear that the performance of channel, promotion and after-sales service have a positive impact on the corporate image.

H6a: Distribution channel performance has a positive impact on the corporate image.

H6b: The price has a positive impact on the corporate image.

H6c: Promotional activities have a positive impact on image of the customers from company.

After-sales service is the main factor to creation brand loyalty in the industrial markets. Excellent sponsorship services provide a memorable characteristic of brand, which consequently brand awareness will be formed in the customer's mind. In the software industry, after sales service has a positive and significant impact on perceived quality (Kim & Hyun, 2011).

H7a: After sale services has a positive impact on brand awareness.

H7b: After sale services has a positive impact on perceived quality.

H7c: After sale services has a positive impact on brand loyalty.

H8a: Brand awareness, has a positive impact on perceived quality.

H8b: Brand awareness has a positive impact on brand loyalty.

H8c: Customer perception has a positive impact on brand loyalty.

Based on previous theoretical content and reviewing the studied concepts at this paper, the following model will be presented as a theoretical model (Figure 1).

## RESEARCH METHODOLOGY

### Overview

This research is a descriptive one, because it deals with phenomena that occur naturally, and experimental manipulation does not carry out in it. Since we decide choose a sample according to size among statistical population, case study is applicable. Therefore, the method of present study is descriptive. Moreover, considering this fact that the results of this study can be used to help Pishro Plastic Khazar Company, therefore, the present study in term of purpose will be an applied one.

### Data Collection

The present study is a field study. This paper has used questionnaire to data collection and data analysis. To design questionnaires, the five points Likert scale has been used, which is one of the most common measures (from strongly disagree to strongly agree). Distribution of questions in the questionnaire is shown in the following table.

Furthermore, to assess the validity of questionnaires, content validity (experts' opinion), and confirmatory factor analysis and to assess their reliability, Cronbach's Alpha

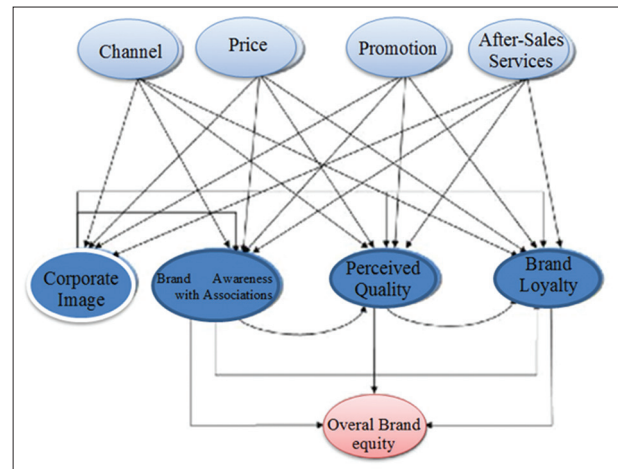


Figure 1: Research theoretical Model (Kim and Hyun, 2011)



**Table 1: Distribution of questions in the questionnaire**

Row	Variable	The number of measurement index	Type and scale of measurement	Resource
1	Brand equity	3	5-point Likert	Kim and Hyun, 2011
2	Distribution channels	3	5-point Likert	
3	Price	2	5-point Likert	
4	Promotion	6	5-point Likert	
5	After-sales service	3	5-point Likert	
6	Brand awareness/ association of ideas	3	5-point Likert	
7	Perceived quality	4	5-point Likert	
8	Brand loyalty	3	5-point Likert	
9	Company image	5	5-point Likert	

Coefficient were used that the results of their reliability are shown in table 1.

**The Statistical Sample**

Statistical universe in this research Are Pishro Plastic Khazar Company’s customers and retailers who buy from dealers are considered as target consumer. Therefore, due to large statistical universe, and because of cost and time consuming process of providing complete list of customers, cluster sampling is used, because have the same probability to being selected, and population structure has formulated from numerous and various characteristic that their remarkable characteristics can be easily determined.

In this study, Krejcie and Morgan table are used to the sample size. The number of customers in this company who purchases agencies is 485 employees. To determine the sample size and according to the Krejcie and Morgan table, a sample size of at least 214 people is needed depending on the sample size. Due to the required number of samples, a total of 400 questionnaires were distributed and collected, that from them, 75 questionnaires were removed from the sample set because they were not complete, and ultimately, 325 acceptable questionnaires were used to this study. In the present study, in the first stage, the list of stores hat supply products of Pishro Plastic Khazar Company, was prepared in the cities of Tehran, Karaj, Qazvin, Rasht, Ardabil, Tabriz, Mashhad, Arak, Isfahan, and the number of customers were identified. Then, customers were determined based on different regions, and their percentage in each region, and ultimately, the number of necessary samples from each region according to the required sample size. In the stage of distributing questionnaire, the number of stores that a questionnaire should be distributed in them were determined, and by default, per sales representative, up to 50 questionnaires should be prepared in every region, and stores have been selected through simple random

**Table 2: Reliability of factors based on final collected data**

Questions related to variables	Cronbach's alpha
Distribution channels	0.7767
Price	0.6122
Promotion	0.8904
After-sales service	0.6988
Corporate image	0.7848
Brand awareness	0.8266
Perceived quality	0.7956
Brand loyalty	0.6052
Brand equity	0.7598

method in that region.

Among respondents, in terms of age, 24% have been between 20-30 years, 32%, between 30-40 years, 20%, between 40-50 years, 20% between 50-60 years, and 4% were over 60 years old. In terms of monthly income, the income of 20% was less than 7 million Rials, the income of 28% was between 7 - 15 million Rials, 24% have income between 15 - 30 million Rials, and the income of 28% was more than 30 million Rials per months. In terms of education level, 36% were under diploma, 44%, diploma, 16% have bachelor degree, and 4% have Master degree and higher.

**RESULTS**

In this research, to investigate research hypotheses, path analysis, structural equation modeling, and confirmatory factor analysis has been used simultaneously that the following results were obtained.

**Measurement Model**

In this part, initially the result of variables’ measurement model will be expressed and at the end, the results of research structural equation modeling, to analysis hypotheses will be investigated. Here it should be noted that in order to confirm the measurement model or structural model, firstly, their indices should have fitness (credit), and secondly, t-value of their standard coefficients should be significant.

Table 3 shows the results of fitness of research measurement model. According to the following table and fitness indices ( $\chi^2/df$  1.83,  $GFI = 0.92$ ,  $AGFI = 0.90$ ,  $RMSEA = 0.051$ ), of research model will be confirmed. Therefore, available indices in the measurement model are valid to evaluate related corresponding characteristics in the structure.

**Structural Model of Research (Results of Hypothesis)**

On the basis of fitness indicators ( $\chi^2/df$  1.83,  $GFI = 0.87$ ,  $AGFI = 0.84$ ,  $RMSEA = 0.051$ ), Structural Model of

**Table 3: Results of research measurement model**

Dimension	Questions	t-value	Standard values $\lambda$	AVE
Distribution channels	There are numerous channels to purchase the company's products	18/30	0/93	0/69
	The process of buying products from this company will be done easily	12/76	0/86	
Price	Delivery of products is fast and accurate	10/18	0/56	0/67
	Product price of company is appropriate	6/91	0/47	
	Product price of company, on the basis quality is reasonable	8/99	0/74	
After-sales service	generally, after-sales service company is desirable	11/61	0/68	0/63
	The process of changing defective products will be done quickly	8/84	0.52	
Promotion	Communication processes to after-sales service is easy	13/69	0/82	0/65
	Seller are able to provide sufficient information about the provided services to customers	17/60	0/82	
	Sellers of the company are affable	16/16	0/78	
	Company's website gives good information	17/95	0/83	
Brand equity	Frequency of interacting with the seller (in the shop) is high	18/39	0/85	0/68
	Company offers various promotional packages	13/77	0/69	
	Propaganda to these floor coatings is often seen	11/36	0/60	
	Even if other brands have similar characteristics of this brands, I prefer just buying the brand of Pishro Plastic Khazar	12/46	0/69	
	If there are better brand that this brand i prefer buying Pishro	12/02	0/67	
	If other brands, due to any reason, are distinctive from Pishro Plastic Khazar, I think buying this brand is more reasonable.	14/81	0/80	
	This company has a long-term experience	13/08	0/69	
Corporate Image	This is a customer-centric company	12/43	0/67	0/54
	Pishro Plastic Khazar is a high-technology company	12/07	0/65	
	This company is market leader	11/10	0/61	
	This company is representative of IT software	11/72	0/64	
Brand awareness	Whenever we talk about floor coatings, I remember easily and quickly some brand features	14/82	0/76	0/74
	I can quickly remember the symbol and logo of this company	15/75	0/80	
	I am absolutely aware the brand of Pishro Plastic Khazar	15/27	0/78	
Perceived quality	Perceived quality of Pishro Plastic Khazar Company is unbelievable	17/11	0/83	0/63
	High quality of corporate is stable	17/23	0/84	
Brand loyalty	The company should have a high quality	10/53	0/57	0/50
	The quality of this company is much higher than other brands	10/59	0/58	
	Pishro Plastic Khazar is my favorite brand	4/42	0/29	
	I trust this company	9/79	0/64	
	I'm satisfied it	8/80	0/56	

Research confirmed; as well as, standard values of research model have been shown in Figure 2 in order to describe the hypotheses.

Accordingly, the results of research hypotheses have been shown in Table 4.

**CONCLUSION**

By using sample data and applying the statistical analysis, the following results have been achieved: Distribution channels have a significant impact on company image. Because its absolute t-value is equals 4.88 and greater than the table value of 1.96, therefore hypotheses1 can be concluded, i.e. distribution channel on has a significant impact on company image. And the value of impact is 0.32 and positive (direct). Thus, the hypothesis (1) is confirmed. 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 been confirmed in the study of above mentioned people. Price has a significant

impact on company image; because its absolute t-value is equals 2.62 and greater than the table value of 1.96, and the value of impact is 0.24 and positive (direct). Thus, the hypothesis (2) is confirmed. Comparing it and other research shows that the results of second hypothesis are in contrast with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people but in this study has been confirmed. It should be noted that the results of this research have been contrary to the findings of Kim and Hyun, and probably one of effective factors on this case is economic, social and cultural, etc. differences between countries and Research of Kim has been done in Korea, where consumer behavior is different from Iran's, and probably, in Iran, people's attitudes has been formed over time and due to using different goods. Promotion has a significant impact on corporate image; because its absolute t-value is equals 3.21 and greater than the table value of 1.96, and the value of impact is 0.26 and positive (direct). Thus, the hypothesis (3) is confirmed. Comparing it and other research shows that the results of third hypothesis are consistent with the

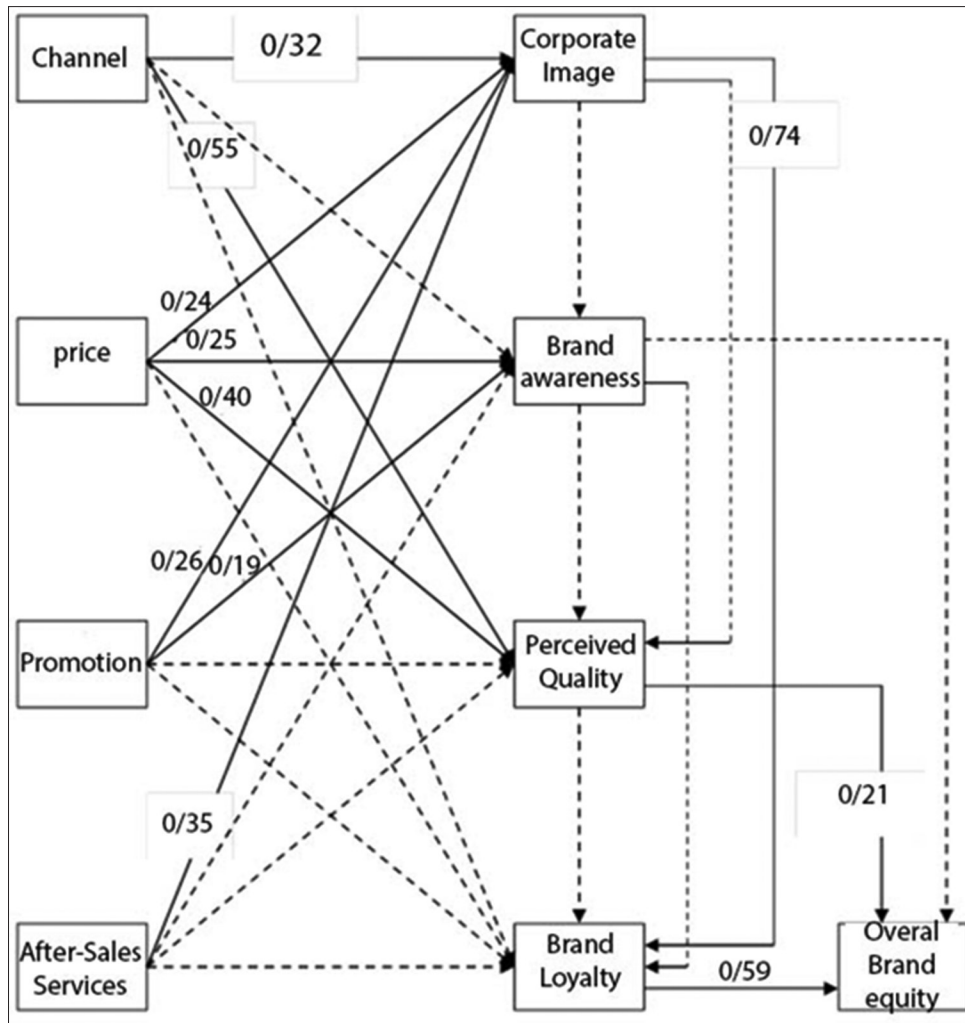


Figure 2: Standard values obtained by structural model

findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. After-sales service has a significant impact on company image; because its absolute t-value is equals 4.94 and greater than the table value of 1.96, and the value of impact is 0.35 and positive (direct). Thus, the hypothesis (4) is confirmed. Comparing it and other research shows that the results of hypothesis 4 are consistent with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Distribution channel has a significant impact on corporate image; because absolute value of t is equals 1.50 and greater than the table value of 1.96, thus, the hypothesis (5) is not confirmed. Comparing it and other research shows that the results of hypothesis 5 are in contrast with the findings of Kim and Hyun 2011. Price has a significant impact on company image; because its absolute t-value is equals 2.41 and greater than the table value of 1.96, and the value of impact is 0.25 and positive (direct). Thus, the hypothesis (6) is confirmed. Comparing it and other research shows that the results of hypothesis 6 are consistent with the findings of Kim and Hyun 2011.

This hypothesis has been confirmed in the study of above mentioned people. Promotion has a significant impact on company image; because its absolute t-value is equals 2.21 and greater than the table value of 1.96, and the value of impact is 0.19 and positive (direct). Thus, the hypothesis (7) is confirmed. Comparing it and other research shows that the results of hypothesis 7 are consistent with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. After-sales service has a significant impact on brand awareness; because its absolute t-value is equals 0.46 and smaller than the table value of 1.96, thus, the hypothesis (8) is not confirmed. Comparing it and other research shows that the results of hypothesis 8 are consistent with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Corporate Image has a significant impact on brand awareness; because its absolute t-value is equals 1.12 and smaller than the table value of 1.96, thus, the hypothesis (9) is not confirmed. Comparing it and other research shows that the results of hypothesis 9 are consistent with the findings of Kim and

**Table 4: Results of Hypothesis**

Hypothesis	t- value	$\beta$	Result
H1 Distribution channels → corporate image	4.88	0.32	Confirmed
H2 Price → corporate image	2.62	0.24	Confirmed
H3 Promotion → corporate image	38.21	0.26	Confirmed
H4 After-sales service → corporate image	4.94	0.35	Confirmed
H5 Distribution channels → brand awareness	-1.50	-0.11	Not confirmed
H6 Price → brand awareness	2.41	0.25	Confirmed
H7 Promotion → brand awareness	2.21	0.19	Confirmed
H8 After-sales service → brand awareness	0.46	0.04	Not confirmed
H9 Corporate image → brand awareness	1.12	0.11	Not confirmed
H10 Distribution channels → perceived quality	6.98	0.55	Confirmed
H11 Price → perceived quality	3.78	0.40	Confirmed
H12 Promotion → perceived quality	-1.78	-0.15	Not confirmed
H13 After-sales service → perceived quality	-0.66	-0.05	Not confirmed
H14 Corporate image → perceived quality	0.68	0.06	Not confirmed
H15 Brand awareness → perceived quality	0.10	0.01	Not confirmed
H16 Distribution channels → brand loyalty	0.02	0.00	Not confirmed
H17 Price → brand loyalty	-0.26	-0.03	Not confirmed
H18 Promotion → brand loyalty	-1.58	-0.16	Not confirmed
H19 After-sales service brand loyalty	0.88	0.08	Not confirmed
H20 Corporate image → brand loyalty	3.66	0.74	Confirmed
H21 Brand awareness → brand loyalty	-1.77	-0.16	Not confirmed
H22 Perceived quality → brand loyalty	1.60	0.18	Not confirmed
H23 Brand awareness → brand equity	0.98	0.06	Not confirmed
H24 Perceived quality → brand equity	2.89	0.21	Confirmed
H25 Brand loyalty → brand equity	3.76	0.59	Confirmed

Hyun 2011. Distribution channel has a significant impact on Perceived quality; because its absolute t-value is equals 9.98 and greater than the table value of 1.96, and the value of impact is 0.55 and positive (direct). Thus, the hypothesis (10) is confirmed. Comparing it and other research shows that the results of hypothesis 10 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people but in this study has been confirmed. Price has a significant impact on perceived quality; because its t-value is equals 3.78 and greater than the table value of 1.96, and the value of impact is 0.40 and positive (direct). Thus, the hypothesis (11) is confirmed. Comparing it and other research shows that the results of hypothesis 11 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people

but in this study has been confirmed. Promotion has a significant impact on perceived quality; because its t-value is equals 1.78 and smaller than the table value of 1.96. Thus, the hypothesis (12) is not confirmed. Comparing it and other research shows that the results of hypothesis 12 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people but in this study has not been confirmed. After-sales service has a significant impact on Perceived quality; because its absolute t-value is equals 0.66 and smaller than the table value of 1.96, thus, the hypothesis (13) is not confirmed. Comparing it and other research shows that the results of hypothesis 13 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people.

Corporate Image has a significant impact on perceived quality; because its absolute t-value is equals 0.68 and smaller than the table value of 1.96. Thus, the hypothesis (14) is not confirmed. Comparing it and other research shows that the results of hypothesis 14 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Brand awareness has a significant impact on perceived quality; because its absolute t-value is equals 0.10 and smaller than the table value of 1.96. Thus, the hypothesis (15) is not confirmed. Comparing it and other research shows that the results of hypothesis 15 are consistent with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. Distribution channel has a significant impact on brand loyalty; because its absolute t-value is equals 0.02 and smaller than the table value of 1.96. Thus, the hypothesis (16) is not confirmed. Comparing it and other research shows that the results of hypothesis 16 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people.

Price has a significant impact on brand loyalty; because its absolute t-value is equals 0.26 and smaller than the table value of 1.96. Thus, the hypothesis (17) is not confirmed. Comparing it and other research shows that the results of hypothesis 17 are consistent with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. Promotion has a significant impact on brand loyalty; because its absolute t-value is equals 1.96. Thus, the hypothesis (18) is not confirmed. Comparing it and other research shows that the results of hypothesis 18 are consistent with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. After-sales service has a significant impact on brand loyalty; because its absolute t-value is equals 0.88 and smaller than the table value of 1.96, thus, the hypothesis (19) is



not confirmed. Comparing it and other research shows that the results of hypothesis 19 are consistent with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. Corporate Image has a significant impact on brand loyalty; because its absolute t-value is equals 3.66 and greater than the table value of 1.96, and the value of impact is 0.74 and positive (direct). Thus, the hypothesis (20) is confirmed. Comparing it and other research shows that the results of hypothesis 20 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. Brand awareness has a significant impact on brand loyalty; because its absolute t-value is equals 1.77 and smaller than the table value of 1.96. Thus, the hypothesis (21) is not confirmed. Comparing it and other research shows that the results of hypothesis 21 are consistent with the findings of Kim and Hyun 2011. This hypothesis has not been confirmed in the study of above mentioned people. Perceived quality has a significant impact on brand loyalty; because its absolute t-value is equals 91.60 and smaller than the table value of 1.96. Thus, the hypothesis (22) is not confirmed. Comparing it and other research shows that the results of hypothesis 22 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Brand awareness has a significant impact on brand equity; because its absolute t-value is equals 0.98 and smaller than the table value of 1.96, thus, the hypothesis (23) is not confirmed. Comparing it and other research shows that the results of hypothesis 23 are in contrast with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Perceived quality has a significant impact on brand equity; because its absolute t-value is equals 2.89 and greater than the table value of 1.96 and the value of impact is 0.21 and positive (direct) thus, the hypothesis (24) is confirmed. Comparing it and other research shows that the results of hypothesis 24 are consistent with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people. Brand loyalty has a significant impact on brand equity; because its absolute t-value is equals 3.76 and greater than the table value of 1.96, and the value of impact is 0.59 and positive (direct). Thus, the hypothesis (25) is confirmed. Comparing it and other research shows that the results of hypothesis 25 are consistent with the findings of Kim and Hyun 2011. This hypothesis has been confirmed in the study of above mentioned people.

## RECOMMENDATIONS

According to the findings of hypothesis 1, 2, 3 and 4, among marketing mix variables, after-sales service has

the greatest impact on the corporate image, therefore, managers should concentrate on after-sales service to provide image.

The results indicate that corporate image has a positive impact on 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 brand equity through influencing the perceived quality of brand. Managers, to improve and maintain the attitudes of Pishro Plastic Khazar consumers toward the price of products, can concentrate on determining standard prices, and binding agencies to comply with determined prices, without manipulating corporate image. Results indicate that distribution channel affect perceived quality, therefore it is recommended that the managers Pishro Plastic Khazar Company move toward promoting brand equity by proper planning, effective management, marketing activities, and suitable investment to widespread distribution, increase the number of agencies etc.

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