The Evaluation of the Factors Affects on the Brand Equity of Pars Khazar Household Appliances Based on the Vision of Female Consumers

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Abstract: Nowadays, lots of organizations are convinced that one of their most valuable assets is their product brands and services. The Brand equity is one of those capitals which preserve company's value and also have the loyalty of customers in follow. The more the Brand equity in customers' mind the more the company can achieve revenues. In this research, David Aaker's customer-based brand equity has been used which has four dimensions of brand awareness, brand association, brand's perceived quality, consumed brand's loyalty, family variables, brand's name, firm's image and the price have been evaluated as the effective factors on brand equity's dimensions. This article aims to evaluate factors affects on the Brand Equity dimentions of Pars Khazar household appliances based on the vision of female consumers. The statistic population includes lady customers of Pars Khazar household appliances in Guilan province which are chosen based on simple random sampling. The results show that family and firm's image of the company have direct effects on brand awareness, brand association and brand's perceived quality. Brand's name has direct effect on brand awareness and the perceived quality of brand and also the price has direct effect on perceived quality of brand. Finally, the awareness, association and perceived quality of the brand have direct effects on brand's equity.

Key words: Brand equity · Brand Awareness · Brand Association · Perceived quality of brand

INTRODUCTION

One of the most famous and main concepts of marketing that is discussed widely by researchers and theorists of marketing is the brand equity. Some reasons for this popularity are the strategic and important role of brand equity in management decision and creation of a competitive advantage for organizations and their customers [1]. The brand equity makes the organizations able to obtain more prices instead of their brand besides preserving their market share [2]. This topic will be accepted by a glance at the table of world's most valuable trading brands which is published by Inter Brand organization in Business Week magazine annually; where Coca Cola's trading name has been placed at the top of the list as the recent years. Coca Cola's trading brand of 65.3 billion dollars value constitutes 54% of Coca Cola's market value [3] And this is due to the power which one trading name possessed in attracting new customers and keeping the former customers. David Aker has stated in

the year [4] that brand's equity increases the efficiency of marketing planning and customers' loyalty to the brand; it reduces the expenses and promotional activities costs and creates a platform for its development through developing the brand. Therefore brand's equity causes profitability for the brand and provides cash flow for the organization [5]. A powerful brand can be consider as the most valuable assets of one trading organization because it causes the organization to obtain more profit margin, better collaboration canals and also other advantages [6]. If the trading brand possesses a high equity the firm can reduces the marketing expenses regarding it because the customers are aware and loyal to it and while discussing with the distributors and retailers the firm possesses more powerful position. Customers also help the firm in attracting new customers by proposing the purchasing of the brand to others. The recognition of various aspects of a trading brand and its effects on customers' reaction and behavior helps the firms to codified and perform their marketing planning better and more effective. Therefore

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trading brand is very important for every firm; its creation and preserving its proper position in customers' minds are the main goals of marketers. The customers purchase the trading brand and not a commodity. According to Ston King, the trading brand is what a customer purchases and a commodity is what that is manufactured in a factory. The commodity can be imitated by the competitors but trading brand is a unique thing. The understanding of brand's equity's aspects and comparing their effects' intensity on firm's brand equity make the managers to plan correctly for accessing the goals of trading brand; as the more effective marketing planning can prevent the wasting of resources and increases goals' achievement. The household appliances industry is one of the main bases of economical system in a country which can have notable effects on the great economical and trading environment due to its dynamic and ability. The government should increase household appliances' importing custom tariffs and also prevent the entrance of smuggled household appliances beside increasing the quality, innovation and creating variety in product manufacturing for supporting the capacities and capabilities of this industry. This research also is toward th recognition of household appliances customers' demands and expectations and the development of this industry and helps the designers and marketers to concentrate on these factors in codifying marketing guidelines.

Research's Theoretic Framework: To use the concept of brand's equity it is important to understand its resources and outputs. Brand's equity can't be perceived completely without exact survey on its resources. Its resources are the helper and effective factors in its formation process in consumer's mind. The recognition of brand's equity resources for firm's brands and competitors' brands is essential for a brand manager so he can increase brand's equity of the firm he manages toward the competitors' brands. There have been various definitions of brand's equity until now. In the year 1989, the American marketing council defined brand's equity as a value which is added by the name of the brand and it is rewarded in the market as profit margins and more market shares which can be seen as financial property and also a set of associations and favorite behaviors by the customers and canal's members [7]. Brand's equity examines from two approaches: 1) financial approach, 2) customer's approach. The Brand equity from the financial approach is done with comparing the preferring financial indicators and classifying between different brands in financial and international levels by various organizations and the most famous of them performs by the Inter Brand. In this research we have surveyed brand's equity from the consumer's approach adopting David Aaker's model. According to Professor David Aker, brand's equity has roots in the four bases which are discussed in this model:
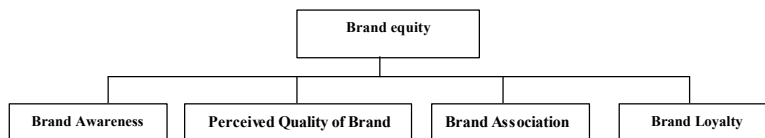
Shape 1- Aaker Model [4]

Reducing the abstract level of concepts until they can be used in the measurement is called making the concepts operational [8]. Therefore in this research the operational definition of variables is as following:

Brand Awareness: It includes potential ability of the buyer for recognizing and remembering that one brand is a member of a special class. Brand awareness along with wide association of the brand makes a clear image of the brand [9].

The Perceived Quality: The perceived quality obtains the innate perceived advantages which are provided for customer's general appraisal of the superiority of a brand [10].

Brand's Association: Brand's association is all the things that are connected to the brand in the mind and can include consumer's imagination, product's features and its usages, the associations related to the organization, brand's personality and symbols [11].

Brand's Loyalty: The loyalty can be conceptual through several ways. For example, through behavior approach which emphasizes on the repetition of purchasing behavior or the theoretical approach which is based on some values related to the brand [5].

The Effective Variables on Brand's Equity Aspects: In the present research, the approach of consumers is examined from four variables of family, brand's name, firm's image and price. These variables are examining together for the first time. Now we describe each of variables:

Family: Family as the smallest and first origin in which each of us is a member is considered as one of the most effective factors on consumer's behavior. Family includes buyer's spouse and children and has more direct effect on buyer's behavior and purchasing. According to researches consumers become familiar with the brands and products through the family for the first time but this awareness includes the products which are purchased by the parents [12].

Brand's Name: Brand's name is a word that is considered for a commodity. Trading names are powerful when they point to all the positive aspects about the products features, its profitability, organization's expected values, personality and the users' types [13]. Bruwar and Johnson have stated that when consumers appraise the quality of a product they would rely on product's external signs like brand's name [14].

Firm's Image: One of the most valuable assets of a firm is its credit and background toward the customer that depends on the firm's turnover and market's deduction from its turnover. The efforts that a firm does for raising target market's positive deductions can affect the firm's products deduction [15] also in the competitive environment of today many firms need to have positive and strong reputation and credit among their beneficiaries such as their staff, customers, investors and the public. The organizations should try to create an image which is stable, dynamic, public oriented and concentrated on a specific area [16].

Price: In general definition the price is the amount of benefit that consumers pay for the advantages they possess due to having or using a commodity or service [13]. The consumers often classify the brands in their minds according to their products' price levels. The perceived value of the product should be higher in consumer's mind than its production and sale costs; the consumers are interested to pay more for some brands [17].

Considering Aaker's model which is one of the most famous perceived models in the field of consumer based brand equity, in this research we will examine the direct effects of the variables of family, brand's name, firm's image and price on the deduction aspects of brand's equity and then the direct effect of aspects on brand's equity is evaluated.

Research's Hypotheses: According to definitions and the performed researches the hypotheses of the research and the research's conceptual model, are discussed as below:

H_1 - Family affects brand's awareness directly.
H_2 - Family affects brand's association directly.
H_3 - Family affects the perceived quality of the brand directly.
H_4 - Firm's image affects the perceived quality of the brand directly.
H_5 - Firm's image affects brand's association directly.
H_6 - Firm's image affects brand's awareness directly.
H_7 - The price of a brand affects the perceived quality of the brand directly.
H_8 - Brand's name affects the perceived quality of the brand directly.
H_9 - Brand's name affects brand's awareness directly.
H_{10} - Brand's awareness affects brand's equity directly.
H_{11} - Brand's association affects brand's equity directly.
H_{12} - The perceived quality of brand affects brand's equity directly.
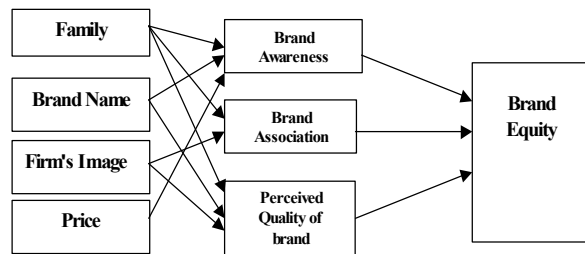
Shape2- Research Model

Methodology: Considering the aims of this research it is a practical one and considering its performing it is descriptive survey research. The statistic population of this study, all lady-consumers of Pars Khazar firm's household products that because of the infinite population, 200 of them were selected as samples. In this study the retail places, chain stores and valid agencies have been considered as the most places for the research. Because consumers were mentally involved with shopping, choosing and comparing the brands the questionnaires have been distributed in these places. In this research, the questionnaire tool which its reliability was examined has been used for collecting the data. To evaluate the questionnaire's reliability its Cronbach Alpha has been calculated which is averagely equal to 0.808 for the variable 8 of the research that indicates the questionnaire's question's reliability.

Research's supporting tables of hypotheses and questions also are as below.

Table 1: Research's supporting tables of hypotheses

	Variables	Number of hypotheses	Reference
Main Variables	Brand Awareness	10	Pappu 2006 - Jung 2008
	Brand Association	11	Jung 2008 - Olson 2008
	Perceived Quality of Brand	12	Wilcox 2008 - Wang 2009
Effective Variables	Family	1,2,3	Gil 2007
	Brand Name	8,9	Johnson & Bruwar 2007
	Firm's Brand	4,5,6	Martenson 2007
	Price	7	Keller 2008

In this research the descriptive and inferential statistics methods have been used for data analyzes; As first described by descriptive statistics for each variable in the form of tables, charts and statistical indices were paid and then for data analysis, hypotheses test and generally to extend the results from sample to statistics population, the one-way variance analysis model method and to determine the direct relation between variables the Pearson correlation coefficient has been used.

According to the main goal of the present research that is the evaluation of the effective factors on the brand equity of Pars Khazar house appliances from the viewpoint of lady consumers and the main issue of this research is the exploration of the amount of effects that the recalled factors of Pars Khazar brand have had on the brand equity and that these effects have been significant or not? This research's findings are in the Table-2 completely.

Table 2: The analysis of hypotheses

Hypothesis		Sum of Squares	df	Mean Square	F	p-value	Correlation coefficient	Acceptance/ Rejection
H_1	Between Groups	139.202	2	69.601	17.282	0/0001	0/412	Acceptance
	Within Groups	793.393	197	4.027				
	Total	932.595	199					
H_2	Between Groups	87.997	2	43.999	14.871	0/0001	0/433	Acceptance
	Within Groups	582.878	197	2.959				
	Total	670.875	199					
H_3	Between Groups	35.291	2	17.645	8.616	0/0001	0/337	Acceptance
	Within Groups	403.464	197	2.048				
	Total	438.755	199					
H_4	Between Groups	115.262	2	57.631	35.096	0/0001	0/544	Acceptance
	Within Groups	323.493	197	1.642				
	Total	438.755	199					
H_5	Between Groups	230.413	2	115.206	51.527	0/0001	0/474	Acceptance
	Within Groups	440.462	197	2.236				
	Total	670.875	199					
H_6	Between Groups	283.905	2	141.952	43.109	0/0001	0/548	Acceptance
	Within Groups	648.690	197	3.293				
	Total	932.595	199					
H_7	Between Groups	47.772	2	23.886	12.035	0/0001	0/612	Acceptance
	Within Groups	390.983	197	1.985				
	Total	438.755	199					
H_8	Between Groups	94.418	2	47.209	27.009	0/0001	0/529	Acceptance
	Within Groups	344.337	197	1.748				
	Total	438.755	199					
H_9	Between Groups	260.956	2	130.478	38.271	0/0001	0/380	Acceptance
	Within Groups	671.639	197	3.409				
	Total	932.595	199					
H_{10}	Between Groups	95.749	2	47.875	21.124	0/0001	0/481	Acceptance
	Within Groups	446.471	197	2.266				
	Total	542.220	199					
H_{11}	Between Groups	95.928	2	47.964	21.172	0/0001	0/472	Acceptance
	Within Groups	446.292	197	2.265				
	Total	542.220	199					
H_{12}	Between Groups	115.096	2	57.548	26.543	0/0001	0/483	Acceptance
	Within Groups	427.124	197	2.168				
	Total	542.220	199					

The Results of Hypotheses Testing: According to the Table-2 it can be seen that the value of Sig= 0.0001 < 0.05 therefore the first hypothesis would be accepted with the significant level of 95% so family affect the brand awareness directly. Thereupon there is difference between the levels of family in brand awareness and also the coefficient of correlation between the variables indicates that there is a direct relationship between them. Therefore the rest of hypotheses of the research that all of them were accepted would be analyzed in the same way and due to the abbreviation the extra explanations about the rest of the eleven hypotheses were omitted.

CONCLUSION

This research's results guide us to this point that the variable of firm's image is the most effective factor among all the other effective factors on brand equity in Pars Khazar brand. It can be concluded that firms can represent their new products for the first time by creating a positive awareness, association and image in the consumers' minds by recognizing the necessities and market demands and concentrating on them. There are lots of factors that play a role in the formation of a favorite and permanent image of a firm in the customers' minds such as product designing, product's turnover, product's distributing services among the customers, product's availability and the easiness of purchasing. Therefore it is offered that managers should do more investments in the marketing plans that can join strong, unique and favorite associations to the brand in the consumer's mind. Using sensible and insensible supervising systems can be beneficial in this zone. Even though representing firm's manufactured products' information in the form of brochure or pointing to them while selling them to the customers seem to be simple but it can create a more favorite image from the firm in the customers' minds. The results of the research also have indicated that brand's name has had notable influence on the customers' awareness. Brand's name is one of the fundamental selections and represents beneficial, brief and compact associations and awareness in the field of the product. Therefore it is offered that the familiarity and awareness balance of the brand components can increase by more noticing and selecting a proper name, logo, character and brand slogan. A permanent name with positive intellectual associations also can be as an offer to the future generations. According to this research's findings it can be concluded that the more a consumer's experience of a brand increases through ((seeing, hearing or thinking))

the more the possibility of its recording in the memory would be. It is also offered that for increasing the conumer's intellectual associations of the brand, different methods such as receiving information from various resources such as news, reports and even mouth to mouth or customers' imaginations of the brand, name, logo, the manufacturer firm, the manufacturer country and the distributing network should be created. The managers should recognize and manage the effects of each one of them in the finest way.

The mentionable point also is that according to the notable effect of the family on the brand equity, the managers should pay special notice to the family factor. They should create a nice memory from the product in the family. Finally it must be said that one of the applicable tools for the house appliance manufacturer firms according to the day by day entrance of the competitors into the market is advertising. Advertising causes the consumers to become more familiar with the brands and see them in various situations and would remember them when they decide to buy a product. The advertising can also be used as an effective factor for further awareness and recalling of the brand in the consumer's mind. The contents which indicate the quality or the distinctness should be used in the advertisement so it would increase consumer's loyalty to the brand and finally all these factors would increase brand equity.

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