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The Role of advertising and sales promotion about creating brand equity

Abstract:

One of the most valuable assets of any company is its brand value brand the minds of consumers, the Company can earn a shade more benefits to the consumers that the value of the company's assets and maintains customer loyalty will follow. Brand promise that the producer to the consumer and requires companies to be honest about the products and services it offers. In today's competitive world that our goods are not physically distinguish a reputable brand can provide a significant competitive advantage. In this situation, if we can take advantage of the reputation of the brand in the best way we can gain customer loyalty that determines, in the long run is to attract them. Nowadays, customer loyalty, is the key to commercial success. Increasing customer loyalty share and business profitability rises. Market understanding and adopting appropriate strategies for loyal customers and planning their loyalty rate increase creates long-term benefits for businesses. It seems that one of the factors that affect customer loyalty and brand reputation are its benefits the effect of these items into consideration us. According to the survey of 302 consumers of the Government of Canada did Shows that the brand creates a competitive advantage. Name and sign Commercial sign Quality and Promise to Buyer such as special designs that consumers to buy services and products name and encourage brand. It can be said that despite a decade of research still to understand the validity of brand loyalty that leads to the need for further research.

Introduction

In recent years, research has been done on identifying factors that may influence the customer satisfaction and loyalty is expanded. In most cases, customer loyalty is critical to the success of business organizations because they usually attract new customers, retain existing customers is more expensive than in most of the research done by many The authors suggested to loyal customers as a competitive asset to be preserved. Many marketing researchers the critical role of effective interpersonal between customer and vendor in customer satisfaction, create favorable attitudes to the brand and strengthen the bond between customer and brand loyalty emphasize that the key to commercial success .Customers considered loyal important to have an increase in customer loyalty , profit increases to the rate of costs is called loyalty. Richard Oliver, the definition of loyalty in this way has raised "strong commitment to repurchase loyalty to a superior product or service referred to in the future, to potential competitors and bought the same brand or product marketing efforts despite the Dead Research on customer loyalty in the final product brand loyalty purpose company that has the product with the mark commercial special is, priority or prefer to buying a special marking on a product display stands, by the customer, is brand loyalty. Customers in the beginning, a buy special examinations of the product trademark and satisfaction after buying it and continue to repeat the same trademark or brand to be willing, because it's familiar and reliable are the product. Brand loyalty means repeat purchase is the reason for this behavior is the psychological processes. In other words, repeat purchase is merely a response is not optional but a result of the psychological, emotional and norm. Oliver (1999), loyalty and deep commitment to repurchase or supporting a favorite product or service, that despite situational influences and marketing efforts of competitors, thereby the brand of products to be defined in the future. keler (1998) states that in the past often simply brand loyalty through repeat purchase behavior, while customer loyalty is measured

rather than a simple purchase behaviors can be widely Terry considered. Behavioral loyalty and attitudinal loyalty brand loyalty is composed of two parts.

Despite their importance, company consultants Individuals with regard to advertising and sales promotion for brand equity is not clear or the same brand and researchers need to experience and explore the highlights beyond the impact of this variable. So this study suggest the need for it would be. Another way to understand the customer-centric brand value brand equity is the interaction between different dimensions. In general, researchers have concluded that interactive communication between various dimensions of customer value-oriented brands there. However, a number of researchers have shown that they are more focused on orders or arrangements between brand dimensions. In this context, the aim of this paper is to highlight Based on the first two parts of the same show two specific managers in brand equity: advertising and sales promotion.

In fact, the study found costs and advertising and how to spend their attitude about the ads. This study the effects of two types of sales promotion, including the promotion of the monetary and non-monetary examined. Secondly, Brands, discover relationships between aspects of transactions.

According to the framework or structure Jowl et al in 2000 proposed a real research beyond the resources or facilities are brand equity. First, much of the research on brand equity realized and repeated propaganda effect that advertising spending money brands. In contrast, this study is also about promoting attitudes of non-monetary indicators of analysis puts Although some researchers have concluded that the characteristics of advertising more than just advertising is about spending the features include attitudes about advertising that plays an important role in the growth of brand equity, brand equity that is characteristic of this research are unaware of

this kind of attitude. Recent writings on this issue also focuses on the promotion of requiring two separate monetary and non-monetary promote to promote that. It is noteworthy that promotes academic research on non-monetary effects on brand equity is very low. Second, the article thus causal dimensions of brand equity puts are analyzed. Several studies a ranking of the importance of equity and thus offer the potential cause and effect. However, few studies have been conducted to test this is how the dimensions of brand equity associated discerning nose. However, the analysis of all the aspects of this study is to provide insight and perception beyond using the theory of brand equity can be increased.

The paper concludes with a general discussion and summary on brand equity and marketing mix elements of these hypotheses follows begins now. Then part IV to explain and interpret the methodology rather than the model was analyzed.

The next section shows the results and findings of this research. And finally conclude this article with the results, implications and limitations of this study ends.

2. The conceptual structure

1.2 brand equity

Value of brand equity is the most important marketing issues. Despite the considerable attention that has been received in this case no consequences on the fact that as the best criteria for establishing multi-faceted complex concept and is not there. One reason is that there are different views in order to define and evaluate this concept has been created. This reinforces the financial perspective is brand equity. In other words, customer-focused approach and evaluation of brand equity based on the concept of individual mesh is more or consumers.

According to recent views and psychology, and particularly brand value represents the value of the brand is a product. Impotent in 1991 and accepted one of the most detailed definition of the brand equity Akar says: "Total evaluation of brands and brand name or symbol of some kind of commercial for a brand or a company or the value of a product or services of the company ". Chlorine in 1993. Page 2 also offers a similar definition: "The impact of comprehensive customer brand represents the reaction is marketing the brand or brands." The criteria that the value of brands is customer-centric knowledge, attitudes, blends, proportions and loyalty to a brand or brand can be assessed. This standard reflects the significant profits that include assessment of resources or facilities brand equity and its consequences as well as their ability to recognize our hands. This means that these criteria as an initial assessment of the future performance behave signals. According to this view, two major ones that makes sense to the Visa brand, structures or the bounds of the impotent and chlorine. According to the impotent brand equity a few next concepts are the four basic dimensions of which include first and awareness of the brand, the quality, brand partnerships and mixed and loyalty. Brand equity fifth does not care about the dimensions provided by the impotent. While other features are to be considered this issue and assess it. Since this element or compound with customers Nothing of this to brand equity is not justification to fifth after dominating ideology of this post is metal, but other characteristics to pay it.

Creating brand loyalty requires an investment of marketing programs to potential and current customers is about. The marketing activities could affect the mindset of customers and different results have been. All fields are customers with an opportunity to create favorable attitudes and increase brand loyalty and provides the main area dealing with customers' sale. As a seller only person who communicates with the client, he can play a major role for customer experience and brand

evaluation. Kotler and Keller argue that customers usually choose brands that are consistent with their idea, though sometimes customers, brands according to their beliefs are to choose social ideas. Karand and colleagues believe that product designers and marketing personnel benefit from features brand identity. Because their marketing programs according to their character development. Mileaz and Hazbig show that own the brands personality and products as well as users of the possible advantages and individuality in accordance with the perceived image of the selected product. So brands can act as a means of defense and existing customers better marketing tool marketing offensive in the field of retail services maintain. Several studies show that satisfaction with the brand, brand loyalty is the primary key. Therefore, dealing with customer sales satisfaction seller and links dealing sales, increases customer loyalty to the seller. So loyalty to the seller is very positive effects on brand loyalty. In the present decade creating brand loyalty as a panacea for all organizations to increase competition in the marketing war has been proposed. So the relationship between a company and its customers in the creation of profit and loss, there is less scattering studies indicate that the loss of customers, has managed to significantly increase profitability.

In recent years research has been done on identifying factors that may influence the customer satisfaction and loyalty is expanded. In most cases, customer loyalty is critical to the success of business organizations because they are usually more expensive than retaining existing customers and attract new customers in much of the research undertaken by many authors is proposed to be maintained loyal customers as a competitive asset and one way to strengthen it by establishing a cooperative relationship sincerely, fit and strong is between sellers and buyers. In fact, satisfaction, customer is the perfect answer. In other words satisfaction is judging the characteristics of the product or service. Or that their product or service

in connection with the reagent provides an appropriate level of satisfaction. Finally, the advantage of satisfied customers, repurchase or business development is ongoing. By definition Anderson (1994), satisfaction can be selected as the fit between products, and intended to be expected. Customer satisfaction usually referred to as the assessment of the quality or perceived value expectations and the appropriateness or inappropriateness or the difference between expected and actual quality is considered. As a result, it can be said that satisfaction is the result of a complex information processing, which essentially consists of a comparison of the actual or expected customer's perception of a product or service or level of fitness With Meaning Case Expectation are. As can be seen from the validity of the consent of the trade mark takes effect and makes pledges of loyalty, the desire to intensify the selection and recommendation of oral (mouth to mouth). This also leads to customer loyalty to the brand and make the benefits to the firm. Validity of the brand integrity and experience raises two key dimensions. Remember that honesty and truth will vary and can be defined as an internal feature. The basic shape of this concept, motivation Recent establish communication links that are established interests or honesty in their hearts there is a connection nature they are. Reputation of mark from two ways of the company adds value. The first new customers by developing and focusing awareness and strength attracts and then recognize them as reminders to existing customers on thinking about the company operates and cases of arbitrary makes it. One of the rules established brand reputation of the trade mark law is actually the linchpin of a brand is its claim to authenticity. If we can establish your brand, we can make the claim of authenticity. Coca-Cola slogan was: "This is a real, this claim had established a close relationship with a brand so that everyone would say, yes this is a genuine and the rest are just emulate it. As you can see, even when the brand is well-established and powerful competitors is our claims on claims. As was shown in model validation brand satisfaction, commitment and loyalty, and

ultimately the credibility of the brand's ongoing commitment to increase the profits of the brand A.

The role of the brand in institutions

Brand should be able to capture the heart and spirit of its audience. In today's world, which it markets with products that are physically very different from each other to create the perfect personality for a brand, can make a significant difference. To accomplish this and to create a lasting brand in the minds and hearts must pay to search and investigate, identify areas of brand among customers on the one hand and on the other hand, including the underlying communication effective to attract customers more. Each brand has its own character. Brands distinctive identity and its goals that makes and face oh you tangible and its friendly offer, able to reach out and connect with your customers rich and useful not only part of the heart and mind but also seizes part of everyday life for consumers. In the two approaches are complementary in the field of measuring value. The first approach received by customers seeking value goods and services organization. When these competitors offer better value and higher than the value the organization provides the opportunity to succeed and maintain a competitive position in the market. The second approach is to measure the value of deals that deliver a customer or group of customers to the organization. Here the organization on an ongoing basis and actively promote and protect its valued customers pays to increase their motivation and loyalty, repurchase and tries to provide customers with value less than the customers with the interests of customers, i.e. the cost for them is more than the gains from trade with them - spoke groups above the value of lead.

Because consumer interest in brands

When you use the goods and services that consumers prefer to purchase goods and services marked the brands that people always speak about the many reasons that the temporal, and we also have reason Paul 2009 in the following we refer to it. In fact, a summary of activities which connects the customer and the company. The brand is a very important means of communication in the process of customer relationship management. Brands are valuable to consumers.

The money is for this reason that attract new customers, and this goes back to the use of brand awareness and convey to people other than as a reminder tool for existing customers is the company remember fall. The brand as an agent for buyers and sellers involved in the process of communicating the long-term recounted that plays a key role in this connection. So by the name of commercial, they can to the subject means used to maintain existing customers and also as means of offensive at absorption clientele new used worked stuck. Brands available to consumers in order to select the device. Only brands that makes a product more easily be distinguished from other products .Customers compared with a variety of consumer goods, more information about products and services marked. hence, simply unable to separation and selection of products and services symbols marking of non-marked and are unfamiliar because the packaging is marked to facilitate rapid detection product. By living in a world of speed, people are constantly looking for ways to waste less of their lives. A mark is often faster buying decision.

Provide the Quality assurance and risk reduction

When customers visit the product with a brand they buy quickly than the mark of quality and value for money. Business will have a special feeling. "This" feeling or "Expectation" to customer help, he does that from buying products clients not refrain from unknown clients away from risk-taking across the board, but more brands and reduce their fears and concerns.

Anatomy

Model

As mentioned before, many variables including customer loyalty to the brand's role quality, brand equity, brand awareness, commitments, brand and..... it seems, another variable can be in the size and customer loyalty can be used. For many show business name and the size of its customer base is a key aspect of special value. In fact, the number of customers is important because spending is going to create the savings of scale. So it would be to create a competitive advantage against competitors.

Conclusion

Obtain and maintain brand loyalty is a major challenge in the competitive markets. Many marketing researchers as well as practitioners, the critical role of effective interpersonal interactions between customer and vendor in customer satisfaction, create favorable attitudes to the brand and strengthen the connection between consumers and the brand emphasized. In competitive markets a wide variety of benefits such as creating obstacles to competitors 'brand loyalty, generate revenue and more sales, reduce customer acquisition costs and avoid sensitive customers to

the competitors' marketing efforts. Creating brand loyalty requires an investment of marketing programs to potential and current customers is about. . Institution that makes long-term profitability for the institution or company. Brand significantly effects on customer satisfaction. In fact, brand impact on customer loyalty stems directly from their consent. This indicates that the concept of brand loyalty and satisfaction is affected. In fact, a kind of psychological sense of loyalty and desire to continue the relationship with the company. The brand creates a continuous commitment to the customer. The institution that makes long-term profitability for the institution.



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