مجلة العلوم الاقتصادية
Journal homepage:
http://journals.sustech.edu/

The Impact of marketing efforts on Brand Equity:
A Case of Samsung Brand in Sudan

Dalia M. E. Diab and Ilham H. F. Mansour
School of Administrative Sciences – Universtiy of Khartoum

المستخلص :
تهدف هذه الدراسة إلى التعرف الى دور واهمية الجهود التسويقية ممثلة في عناصر المزيج التسويقي في خلق وبناء العلامة التجارية وذلك بالتطبيق على شركة سامسونج . ولتحقيق أهداف الدراسة واختبار فرضياتها فقد تم اختيار عينة ميسرة من مجتمع دراسة مكونة من 368 من مستخدم لهواتف شركة سامسونج في السودان لاستطلاع ارائهم وذلك بجمع البيانات عن طريق الاستبيان . وقد بينت نتائج الدراسة وجود تأثير قوي ذو دلالة احصائية لعناصر المزيج التسويقي على أبعاد العلامة التجارية مثل الجودة المدركة والولاء للماركة بينما يضعف تأثيرها على كل من بعدي صورة العلامة التجارية والوعي بالعلامة التجارية . أظهرت نتائج الاختبار أيضا أن جميع عناصر المزيج التسويقي باستثناء الانفاق الاعلاني ذات تاثير قوي على القيمة الإجمالية للعلامة التجارية.

ABSTRACT:
This study investigates the relationships between selected marketing mix elements in the creation of brand equity at Samsung Company-Sudan. In order to achieve the research objectives and to test its hypotheses data was collected by deploying questionnaire for 368 Samsung customers in Sudan. The research results reveal that marketing efforts have a significant effect on perceived quality and brand loyalty; whereas marketing activities have partial significant effect on brand image and brand awareness. The test results also show that all the marketing-mix efforts except advertising spending affect the overall value of brand equity.

Keywords: strategic brand management, marketing efforts, brand equity.

Introduction:

The importance of brand equity has numerous benefits for companies that own brands. Brand equity has positive relationship with brand loyalty. More precisely, brand equity increases the probability of brand selection, leading to customer loyalty to a specific brand (Pitta and Katsanis, 2005). In addition, brand equity increases (1) willingness of consumers to pay premium prices, (2) possibility of brand licensing, (3) efficiency of marketing communication, (4) willingness of stores to collaborate and provide support, (5) elasticity of consumers to price reductions, and (6) inelasticity of consumers to prices increases, and reduces the company vulnerability to marketing activities of the competition and their vulnerability to crises (Barwise, 1993; Farquhar et al., 1991; Keller, 1993; Keller, 1998; Pitta and Katsanis, 1995; Simon and Sullivan, 1993; Smith and Park, 1992; Yoo et al., 2000).

Brand equity as sourced from the knowledge structures may be characterized by a set of dimensions. According to Aaker (1996), these dimensions include brand awareness, brand associations, perceived quality, and brand loyalty. Keller (2008) proposes six dimensions of brand equity, arranged in four hierarchical levels: salience in the bottom level, performance and image in the next level, judgment and feeling in the second-to-top level, and resonance in the top level. Consumer choice is much affected by brand equity characterized as such, and thus those in consumer markets are fully aware of the need to appropriately manage brand equity (Aaker, 1991, 1996; Keller, 2008).

In every business, it is the brand that must be strong enough to attract consumers and make it an exclusive customer. However, to achieve such status, factors such as brand equity of an enterprise should be considered as a strategy for the development of marketing activities. On the other hand, marketing mix is mentioned as a valuable tool for recognizing customers of each market sectors (Aghaie et al. 2014). Marketing mix consider one of the key parameters for the success of the brand equity.

Therefore, the objective of this study is two folds: first, to explore and empirically measure the effect of selected marketing efforts, i.e., product feature, advertising spending, price, distribution intensity, word of mouth, and staff service on the dimensions of brand equity. Second, to explore and empirically measure the effect of brand equity dimensions, i.e., brand awareness, brand image, perceived quality, and brand loyalty on consumer based brand equity.

Conceptual frame work:

In order to generate consequential research results for examining consumer attitudes towards marketing efforts of Samsung brand, theoretical framework was developed. Aaker (1991) formulated the proposal of brand equity, defining it as a set of assets and liabilities linked to a brand that create value for both customers and the firm. Aaker (1991, 1996) also suggested that each brand equity dimension can be achieved by a variety of marketing strategies.

Based on Aaker's concept, Yoo, Donthu and Lee (2000) created the Brand Equity Creation Process Model to systematically examine the relationship among marketing efforts, brand equity dimensions, and brand equity.

Their model was an extension of Aaker's proposal which indicated that marketing activities had significant effects on brand equity dimensions, which in turn created and strengthened the equity. Thus, the relationship between marketing activities and brand equity is mediated by these dimensions.

Consequently, Fig. 1 shows, the model addresses four dimensions of brand equity, six marketing-mix efforts as antecedents of the dimensions, and the overall value of brand equity as a consequence of the dimensions.

Based on the illustrated model, the following hypotheses on the relationships between marketing mix elements and brand equity dimensions can be defined: H1.1Product features affects perceived quality

H1.2 Price affects perceived quality.

H1.3 Distribution intensity affects perceived quality.

H1.4 Word of mouth affects perceived quality.

H1.5 Staff service affects perceived quality.

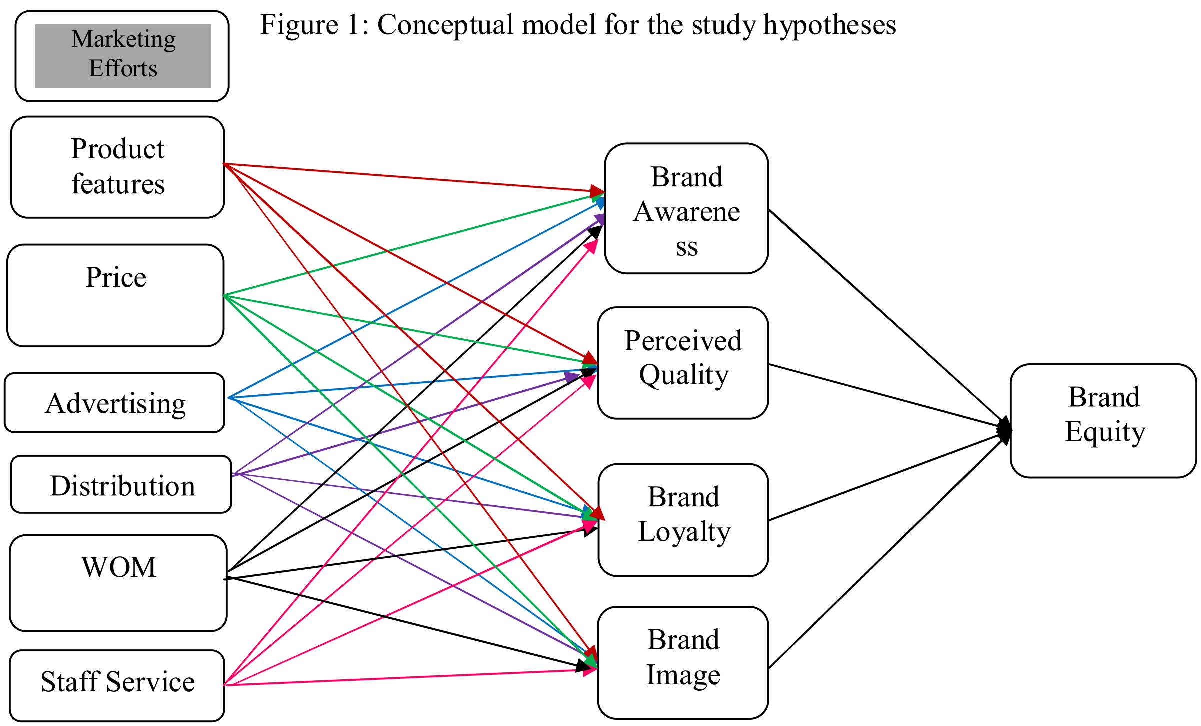
H2.1 Product features affects brand awareness.

H2.2 Price affects brand awareness.

H2.3 Distribution intensity affects brand awareness.

H2.4 Word of mouth affects brand awareness.
H2.5 Staff service affects brand awareness'.
H3.1 Product features affects brand image.
H3.2 Price affects brand image.
H3.3 Distribution intensity affects brand image.
H3.4 Word of mouth affects brand image.
H3.5 Staff service affects brand image.
H4.1 Product features affects Brand Loyalty.
H4.2 Price affects Brand Loyalty.
H4.3 Distribution intensity affects Brand Loyalty.
H4.4 Word of mouth affects Brand Loyalty.
H4.5 Staff service affects Brand Loyalty.
H5.1 Product features affects Brand equity .
H5.2 Price affects Brand equity.
H5.3 Distribution intensity affects Brand equity.
H5.4 Word of mouth affects Brand equity.
H5.5 Staff service affects Brand equity.
H6. Perceived quality affects brand equity.
H7.Brand image affects brand equity.
H8. Brand loyalty affects brand equity.
H9. Marketing mix efforts affects brand equity.

Figure 1: Conceptual model for the study hypotheses



Marketing Efforts:

Kotler P., Armstrong, Wong, & Saunders, 2008 defined marketing mix as set of controllable marketing tools that a company uses to create a desired response in the targeted market. Set of these tools is generally referred to as 4P's of Marketing, being Product, Price, Promotion and Place. In this study, we consider marketing mix, staff service and WOM as marketing efforts.

When making a decision about marketing actions, managers need to consider their potential impact on brand equity. Brand-name investments should be directed to enhance the reputation and image of the brand name and brand loyalty (Yoo et al., 2000).

Product features:

Product is some good or service that a company offers in the market. Product is something that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need (Kotler P., Armstrong, Saunders, & Wong, 1999).

Kotler et al (1999) suggests that a marketer should build an actual product around the core product and then build augmented product around core and actual product. Core Product refers to the problem-solving services or core benefits that customers are getting when they buy some product. On the other hand, actual product refers to a product's parts, level of quality, design, features, brand name, packaging and other features that are combined in order to deliver the core benefits. Augmented product means associating additional benefits and services around the core and actual product. These additional factors could be guarantees, after sale services, installation, etc.

Price:

Price is the amount of money that is paid for a product or service to an individual or organization (Aghaie et al., 2014). From a broader perspective, price is the sum of the values that consumers exchange for the benefits of having a product or service (Kotler and Armstrong, 2006). It is the only element that produces revenue and other elements represent costs.

A customer making purchase will use price as a vital extrinsic cue and indicator of product quality or benefits. This would imply that higher priced products will have characteristics that are more valuable than the lower priced products.

Prestige brands have a high status symbol because of higher pricing. Volume brands are usually priced near the market average and have relatively high market shares. Finally, economy brands are sold in the low-end segment of the market. These brands are more affordable and hence have the highest share amongst different brackets (Chattopadhyay, Shivani and Krishnan, 2008).

Advertising spending:

Kotler et al (2002) defines promotion as the activities a company performs in order to communicate to its existing and potential customers. Multiple channels are used to communicate to different parties (Distributors, customers) and different means could be used to do promotion. The purpose of promotion is to reach the targeted consumers and pervade them to buy.

Brand-oriented advertising (e.g., non-price advertising) strengthens brand image, causes greater awareness, differentiates products and builds brand equity (Aaker 1991; Keller 1993). Advertising may also signal product quality leading to an increase in brand equity (Kirmani and Wright 1989).

Thus, a greater amount of advertising is related positively to brand image, which leads to greater brand equity. In addition, according to an extended hierarchy of effects model, advertising is positively related to brand loyalty because it reinforces brand-related associations and attitudes toward the brand (Shimp 1997).

Distribution:

Distribution is intensive when products are placed in a large number of stores to cover the market. Distribution simply means delivering the desired product of the customer to the desired location in the desired time (Alvdary, 2005). Channels are synchronized groups of individuals or companies that with their tasks increase the desirability of goods and services. Marketing channels should consider the properties and present conditions in the market and should predict selling in the future and should have the flexibility and the ability of opposition against the changes (Aghaie et al., 2014). To enhance a product's image and get substantial retailer support, firms tend to distribute exclusively or selectively rather than intensively. It has also been argued that certain types of distribution fit certain types of products (Yoo et al., 2000). Consumers will be more satisfied, however, when a product is available in a greater number of stores because they will be offered the product where and when they want it (Ferris, Oliver, and de Kluyver 1989; Smith 1992). When distribution intensity increases consumers have more time and place utility and perceive more value for the product. The increased value results mostly from the reduction of the sacrifices the consumer must make to acquire the product loyalty (Yoo et al., 2000). Such increased value leads to enhance brand image, greater consumer satisfaction and brand loyalty and consequently, greater brand equity.

Word of mouth:

WOM defined as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service (Bolfing, 1989). WOM is a process of personal influence, in which interpersonal communications between a sender and a receiver can alter the receiver's behaviour or attitudes (Merton, 1968).

Accordingly (Murtiasih Sri, Sucherly & Siringoringo Hotniar, 2013), positive information is usually diffused from one customer to another if they have had a good experience of purchasing a product. It is important so that consumers feel satisfied and refer brand to others as well. These favorable experiences and buying recommendations for the product are beneficial from the company perspective.

Goldsmith and Horowitz (2006) proved that consumers relied on other consumers' opinions to reduce their risks and obtain pre-purchase information. Overall, Murtiasih Sri, Sucherly & Siringoringo Hotniar, 2013 stated that positive information through WOM increases brand awareness, brand associations, perceived quality and brand loyalty.

Investigating brand equity further provides evidence that WOM influence brand equity significantly and indirectly thorough brand awareness, brand associations, perceived quality and brand loyalty. The effect is in positive direction. It was evident that positive WOM helps companies to build strong brand equity. But management should be aware of WOM diffusion as it could be in negative or positive, especially on internet. Satisfied customers theoretically distribute positive WOM, but dissatisfy customer on the reverse will diffuse negative WOM (Murtiasih Sri, Sucherly & Siringoringo Hotniar, 2013).

Staff service:

Many services depend on the personal interaction between customers and companies' employees. The essence of these interactions would affect greatly the customer's recognition about the services quality. Successful services companies conduct special efforts for recruitment, training and provocation of the employees. Thus it is essential for a service company to devise a policy for its employees' interaction with the customers (Aghaie et al. 2014). Lee and Back (2008) studied CHRIE conference attendee behaviors from the perspective of brand equity using structural equation analyses and reported that staff service was positively associated with brand satisfaction.

Brand equity:

Yoo et al., 2000 define brand equity as the difference in consumer choice between the focal branded product and an unbranded product given the same level of product features. This definition deals with the comparison of two products that are identical in all respects except brand name (e.g., Samsung product versus no-name product). All consumers have an impression of what Samsung conveys about a product, but they do not have a similar impression about what no-name conveys. Samsung's brand equity is the extra value embedded in its name, as perceived by the consumer, compared with an otherwise equal product without the name. The difference in consumer choice between these two products can be assessed by measuring the intention to buy or a preference for the focal brand in comparison with the no-name counterpart.

According to Aaker (1991), brand equity is a multidimensional concept. It consists of brand loyalty, brand awareness, perceived quality, brand association, and other proprietary brand assets. Keller (1993) suggested brand knowledge, comprising brand awareness and brand image.

Perceived quality has been defined as consumer's subjective judgment about a product's overall excellence or superiority. Brand loyalty is a deeply held commitment to re-buy a preferred product or service consistently in the future. Loyal customers have been found to show more favourable response to a brand than non-loyal customers. Brand image has been defined as anything linked in the memory of the consumers to a brand, while brand awareness has been defined as accessibility of the brand in the customer's memory (Chattopadhyay, Shivani and Krishnan, 2008). Brand awareness along with strong brand association forms a strong brand image. Brand association, which results in high brand awareness, is positively related to brand equity as it can be a signal of quality and may thus help the buyer consider the brand at the point of purchase (Chattopadhyay, Shivani and Krishnan, 2010).

Feldwick (2006) has identified three different approaches to brand equity: (1) brand value (the total value of the brand as a company's intangible asset – financial approach), (2) brand strength (the strength of consumer commitment to a particular brand – behavioristic approach) and (3) brand description (associations and beliefs consumers have about particular brands – cognitive approach). Brand strength and brand description are customer-based aspects of brand equity, whereas brand value is a financial aspect of brand equity.

Brand awareness:

According to Keller (2009), brand awareness refers to the customer's ability to recognize and/or recall a brand under different conditions. Aaker (1991) defined brand awareness as the ability of potential customer to recognize and remember that a brand is a member of a special product category. The contribution of brand awareness to brand equity lies in the strength of the brand's presence in the customer's mind (Balaji 2011), as strong brand presence can positively influence customers' future brand decisions (Kim et al. 2008). The role of brand awareness on brand equity depends on the level of awareness which has been achieved. At higher levels of awareness, the probability of increase in considering the brand and the impact on consumer purchase decisions is greater (Rundle and Bennett, 2001)

Perceived quality:

Perceived quality is described as a customer's perception of the overall superiority of a brand with respect to its intended purpose, and relative to alternative brands (Hsu et al. 2012). Perceived quality can be defined as "consumer's perception of the overall quality or superiority of a product or service compared to other options (Zeithmal, 1988). According to Balaji (2011), a brand with high quality perceptions tends to benefit from higher customer preferences, repurchase intentions and equity. Perceived quality therefore adds to brand equity, in that it provides value to customers and presents them with more reasons to buy (Al-Hawari 2011).

Brand loyalty:

Oliver (1997) defines brand loyalty as "a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (p. 392). Aaker (1991) defines the brand loyalty as the interest of consumers to a particular brand. There are three different approaches in this subject area including the approach of behavioral loyalty, i.e. repetition of purchase, attitude loyalty approach i.e. an intention for purchase and commitment to brand, and the third one is a mixture of both of them (Bowen and Chen ,2007).

Firms are often interested in increasing loyalty levels because it offers significant benefits such as reduction of marketing costs (Aaker, 1991), more opportunities for brand extensions and a potential increase in market shares (Buzzell et al., 1975; Buzzell and Gale, 1987). Moreover, increased levels of loyalty may lead to more favorable word of mouth, greater resistance among loyal consumers to competitive strategies (Dick and Basu, 1994) and lower levels of price sensitivity among consumers (Keller, 1993; Reichheld, 1996, Rundle-Thiele and Mackay, 2001).

Loyalty is an important concept in marketing strategy and according to Aaker (1991) brand loyalty is the core concept of brand equity. Loyal consumers show more favorable responses to a brand than nonloyal or switching consumers do (Grover and Srinivasan 1992). Brand loyalty makes consumers purchase a brand routinely and resist switching to another brand. Hence, to the extent that consumers are loyal to the brand, brand equity will increase (Yoo et al., 2000). In general, it must be said that the high number of loyal customers is an asset to an organization and they have been identified as important determinants of brand equity (Aghaie et al. 2014).

Brand Image:

Aaker (1991) defines brand image as "a set of [brand] associations, usually in some meaningful way" and brand associations as "anything linked in memory to a brand" (p. 109). Brand image is the set of characteristics of a brand that comes into a consumer's mind when recalling a brand. Keller (1998) defines brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory". Brand associations along with brand image shape together the total meaning or the consumer's perception of the brand (Keller K., 1998).

A company having strong brand image is more likely to get qualified intermediaries, and middlemen work more enthusiastically to promote a product with a strong brand image and demand. (Keller , K. L., 1998) . Managers in their efforts to build the equity of the brands they should primarily focus on the creation of brand awareness and a positive brand image (nia Gilani Shahram et.al., 2011).

The intensity of marketing activities, without considering their quality, positively affects the creation of brand awareness and building of a more positive brand image, which in turn results in increased brand equity (nia Gilani Shahram et.al., 2011).

Method:

For data collection survey questionnaire was administered, targeting consumers in Khartoum city who own or used a Samsung phone. All scales utilized to measure model constructs were driven from the previous research (e.g. Keller & Aaker (1992), Yoo, Donthu & Lee (2000) , Kim and Hyun(2011). A three-part questionnaire was used to measure the variables. Part 1 is respondents' demographic data. The second part measures the marketing efforts consist of 19-item scale that measured customers' perception of five marketing efforts elements in term of advertising spending, product feature, price, distribution, word of mouth, and staff service. The third part consist of 14 items to measure Customer-Based Brand Equity elements and it applied 5 point Likert scale (1= strongly disagree, 5=strongly agree).

A total of 368 valid responses from Samsung phone users were collected for this study. Most of the respondents were males (50.3%) while females were (49.7 %), and (63.3 %) of the respondents were mostly in the age range between (18-25) years old. The education attained by majority respondents was bachelor degree which accounted for (65.2%). The occupation of respondents showed that 53% were students followed by company employees with monthly income more than 2,000 SD that accounted for 20.7%.

Reliability:

Cronbach's alpha has been estimated for each variable. As shown in table 1 most of the variables are about 0.70, or more, except of advertising spending is .21, so will be excluded and not be taken into the further analysis.

Table 1: Reliability Analysis

Variables	Mean	SD	Alpha
Advertising Spending (2 Items)	3.90	1.70	.21
Word of Mouth(2 Items)	3.84	.988	.79
Product Features(4 Items)	4.15	.654	.71
Price(2 Items)	3.47	1.03	.71
Distribution(2 Items)	4.32	.642	.57
StaffService(2 Items)	3.37	.740	.71
Perceived Quality (3 Items)	3.48	.878	.74
Band Awareness(3 Items)	4.55	.576	.78
Brand Image(3 Items)	3.96	.781	.67
Brand Loyalty(3 Items)	3.26	1.33	.87
Brand Equity(3 Items)	3.04	1.12	.87

Multiple regression analysis and hypotheses testing:

1. Analysis of Marketing efforts Influence on the Dimensions of Brand Equity:

In order to test the relationship between the marketing mix elements and the brand equity dimensions multiple regressions was used to test the hypothesis. Table 2 summarized the results of the relationships between the total marketing efforts variables (price, product, WOM, distribution intensity, and staff service) and the customer-based brand equity dimensions (perceived quality, brand awareness, brand image, and brand loyalty) for the first five Hypotheses: H1, H2, H3 and H4 and H5.

H1: The relationship between perceived quality and the marketing efforts, adjusted R2 was .35 (35%). For the marketing efforts product features (H11), price (H12) WOM (H14), and staff service (H15), have a positive significant effect on perceived quality. However, distribution intensity (H13), has a significant negative relation to perceived quality. Therefore, hypothesis of H1 was supported.

H2: The relationship between brand awareness and the marketing efforts, adjusted R2 was .094 (9%). The results showed that only the product features(H21) and distribution intensity (H23) have a significant effect, while the price (H22), word of mouth (H24) and staff services (H25) effect were not significant. However, word of mouth (H24) negatively related to brand awareness. Therefore, H2 was partially supported.

H3: The relationship between brand image and the marketing efforts, adjusted R2 was .38 (38%). The results revealed that product (H31), price (H32) ,WOM (H34), have significant influence on brand image, while distribution intensity (H33), and : Staff service (H35) influence was not significant. Therefore, H3 was partially supported,

H4: The relationship between brand loyalty and the marketing efforts, adjusted R2 was .27 (27%). The findings revealed that all the marketing effort variables (H41, H42, H44 and H45) have a significant positive influence with band loyalty except of the distribution intensity (H43) which negatively related to brand loyalty. Therefore, H4 was supported.

H5: The direct relationship between the marketing efforts and the overall brand equity, adjusted R2 was .39 (39%). The results showed that all marketing efforts elements (H51, H52, H54, and H55) have a significant effect on brand equity. However, Distribution Intensity (H53) have a negative effects on brand loyalty. Thus H5 was supported.

Table 2: Marketing efforts Influence on the Dimensions of Brand Equity

Hypothesis	Estimate	P	Results	Model Summary
H11: Product feature →Perceived Quality	.405	.000	S	R^2= .35 F=38.5 Sig. =000
H12: Price→ Perceived Quality	.189	.000	S	
H13: Distribution Intensity →Perceived Quality	-.136	.035	S	
H14: Word of Mouth→ Perceived Quality	.213	.000	S	
H15: Staff Service→ Perceived Quality	.128	.036	S	
H21: Product feature→ Brand awareness	.129	.014	S	R^2= .094 F=.7.544 Sig. =000
H22: Price →Brand awareness	.017	.595	NS	
H23: Distribution Intensity →Brand awareness	.137	.006	S	
H24: Word of Mouth →Brand awareness	-.023	.473	NS	
H25: Staff Service→ Brand awareness	.081	.084	NS	
H31: Product feature →Brand Image	.475	.000	S	R^2= .38
H32: Price→ Brand Image	.093	.010	S	

H33: Distribution Intensity →Brand Image	.105	.063	NS	F=43.728 Sig. =000
H34: Word of Mouth→ Brand Image	.174	.000	S	
H35: Staff Service→Brand Image	.013	.812	NS	
H41: Product feature →Brand loyalty	.668	.000	S	R^2= .27 F=26.75 Sig. =000
H42: Price →Brand loyalty	.186	.005	S	
H43: Distribution Intensity →Brand loyalty	-.352	.001	S	
H44: Word of Mouth →Brand loyalty	.236	.001	S	
H45: : Staff Service →Brand loyalty	.237	.015	S	
H51: Product feature→ Brand equity	.512	.000	S	R^2= .39 F=48.597 Sig. =000
H52: Price →Brand equity	.205	.000	S	
H53: Distribution Intensity→ Brand equity	.-437	.000	S	
H54: Word of Mouth→ Brand equity	.290	.000	S	
H55: Staff Service →Brand equity	.340	.000	S	

2.Analysis of the relationship between brand equity and dimensions of brand equity

In this section we will use multiple regressions to measures the impact of brand equity dimensions on overall brand equity (H6, H7, H8 and H9). As it can be seen from Table 3, two dimensions of brand equity have significant (p-value <05), positive effect on consumer based brand equity which are perceived quality (β= .122, p=.003) and brand loyalty (β= .698, p=.000) while brand awareness has a negative non significant relation with brand equity (β= -.032, p=323), and brand image has a positively non significant affect on brand equity (β= .065, p=080). Thus H6 and H9 are supported but H7 and H8 are rejected. Moreover, according to regression coefficient (beta), brand loyalty is at the first place of importance for dimensions of brand equity, and then come perceived quality.

Table 3: The Influence of Dimensions of Brand Equity on Overall Brand Equity

Hypothesis	Estimate	P	Results	Model Summary
H6: Perceived quality→ Brand Equity	.122	.003	S	R^2= .66 F=173.8 Sig. =000
H7: Brand Awareness→ Brand Equity	-.032	.323	NS	
H8: Brand Image →Brand Equity	.065	.080	NS	
H9: Brand Loyalty →Brand Equity	.698	.000	S	

Discussion and conclusion:

The research results indicate that different marketing mix elements impact the creation of brand equity dimensions with different levels of intensity, as well as that some elements of marketing mix can negatively affect the creation of brand equity dimensions. Also, the results reveal that there is a significant positive effect between perceived quality, brand loyalty and overall brand equity.

The positive effects of the two dimensions (perceived quality & brand loyalty) of brand equity on the overall value of brand equity are found in crosscultural study of America and Korea (Yoo & Donthu, 2002).

According to Yoo, Donthu and Lee's (2000) brand equity creation model was expanded and tested in the Indian context. It was found that not all parameters affecting brand equity in the US have a significant impact in India. For example, advertisement is not a very successful builder of brand equity in the Indian context which is harmonious with this study, while price level has no effect on brand equity for such consumers which is discordant with this study.

The research results lead us to the conclusion that managers who are engaged in strategic brand management may use firstly, the product features level as an instrument for improving the perceived quality, brand awareness, brand image, brand loyalty and overall brand equity.

Secondly, the price level as an instrument for improving the perceived quality, brand image, brand loyalty and overall brand equity.

Thirdly, distribution intensity level as an instrument for improving the perceived quality, brand awareness, brand loyalty and overall brand equity.

Fourthly, word of mouth level as an instrument for improving the perceived quality, brand image, brand loyalty and overall brand equity.

Fifthly, staff service level as an instrument for improving the perceived quality, brand loyalty and overall brand equity.

Finally, managers also can use perceived quality and brand loyalty to improve brand equity.

REFERENCES:

1- Aaker D.A. (1991), "Managing Brand Equity: Capitalizing on the Value of a brand Name", Free Press, New York, NY.
2- Aaker, D. A. (1996), "Building strong brands: Building, measuring, and managing brand equity", New York: The Free Press.
3- Aghaie Mohammad, Vahedi Elham , Asadollahi Amin , Safari-Kahreh Mohammad (2014), "An empirical Investigating to Effects of services Marketing mix on Brand Dimensions in Order to enhance brand Equity in the Tehran's Chain Stores", Research Journal of Recent Sciences, Vol. 3(2), 43-60, February (2014).
4- Al-Hawari, M.A. (2011), "Do online services contribute to establishing brand equity within the retail banking context?", Journal of Relationship Marketing, 10(3): 145–166.
5- Alvdary H. (2005), "Marketing and Market Management", Payam Noor University Press, second edition.
6- Balaji, M.S. (2011), "Building strong service brands: the hierarchical relationship between brand equity dimensions", IUP Journal of Brand Management, 8(3): 7–24.
7- Barwise, P., (1993), "Brand Equity: Snark or Boojum?", International Journal of Research in Marketing, 10(1), pp. 93-104.
8- Bolfing, C.P. (1989), "How do customers express dissatisfaction and what can service marketers do about it?", Journal of Services Marketing 3(2), 5–23.
9- Bowen H.T. and Chen S.L. (2007), "The relationship between customer loyalty and customer satisfaction, International Journal of Contemporary Hospitality Management", 213-217 (2007).
10- Buzzell, R.D. and Gale, B.T (1987), "The PIMS Principles", New York: The Free Press, 1987.
11- Buzzell, R.D., Gale, B.T. and Sultan, R.G.M (1975), "Market share-a key to profitability", Harvard Business Review 1975; 53 (1): 97-106.

12- Chattopadhyay, T; Shivani, S and Krishnan, M (2010), "Marketing Mix Elements Influencing Brand Equity and Brand Choice", vikalpa. volume 35.No3.July-September 2010.
13- Dick, A. and Basu, K. (1994), " Customer loyalty towards an integrated framework", Journal of the Academy of Marketing Science 1994; 22 (2): 99-113.
14- Farquhar, P.H., J.Y. Han and Y. Ijiri, (1991), "Recognizing and Measuring Brand Assets", Report No. 91-119, Cambridge, MA.: Marketing Science Institute.
15- Feldwick, P., (2006), "Do We Really Need "Brand Equity"?, Journal of Brand Management, 4(1), pp. 9-28.
16- Ferris, Paul, James Oliver, and Cornelis de Kluyver, (1989), "The Relationship Between Distribution and Market Share." Marketing Science 8 (2): 107-127.
17- Goldsmith, R and Horowitz, D. ,(2006), "Measuring Motivations for Online Opinion Seeking," Journal of Interactive Advertising, 6(2), 1-16.
18- Grover, Rajiv and V. Srinivasan. ,(1992), "Evaluating the Multiple Effects of Retail Promotions on Brand-Loyal and Brand-Switching Segments." Journal of Marketing Research 29 (February): 76-89.
19- Hsu, T., Hung, L. & Tang, J., (2012), "An analytical model for building brand equity in hospitality firms", Annals of Operations Research 195(1): 355–378.
20- Keller, K. L. (2008), "Strategic brand management: building, measuring, and managing brand equity", 3rd Ed. New Jersey: Pearson Education International.
21- Keller, K.L. (2009), "Building strong brands in a modern marketing communications environment", Journal of Marketing Communications, 15(2–3): 139–155.
22- Keller, K.L., (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity", Journal of Marketing, 57(1), pp. 1-22.
23- Keller, K.L., (1998), "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", New Jersey: Prentice Hall.
24- Kim, K.H., Kim, K.S., Kim, D.Y., Kim, J.H. & Kang, S.K. (2008), "Brand equity in hospital marketing", Journal of Business Research, 61(1): 75–82.
25- Kirmani, Amna and Peter Wright (1989), "Money Talks: Perceived Advertising Expenditures and Expected Product Quality," Journal of Consumer Research, 16 (December), 344–353.
26- Kotler P. Armstrong G. (2006), "Principles of Marketing", translated by Bahman Foroozandeh, Amookhteh Publishing, Tehran (2006).
27- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (1999), "Priciples of Marketing (Second European Edition ed.)" ,Upper Sadle River: Prentice Hall Inc.
28- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2002), "Priciples of Marketing", 3rd European ed. London: Prentice-Hall.
29- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008), "Priciples of Marketing", London: Prentice Hall.
30- Merton, R K (1968), "Social Theory and Social Structure", New York: The Free Press.

31- Murtiasih Sri, Sucherly & Siringoringo Hotniar (2013), "How Word of Mouth Influence Brand Equity for Automotive Products in Indonesia", Social and Behavioral Sciences 81 (2013) 40 – 44.
32- Nia Gilani Shahram et.al., (2011), "Impact of Selected Marketing Elements on Strategic Brand Management for Improving Brand Equity", Journal of Basic and Applied Scientific Research, 1(10)1305-1312, 2011. 32- Chattopadhyay, T; Shivani, S and Krishnan, M (2008), "Approaches Towards Measuring Brand Equity," Oxford Business and Economics Journal.
33- Oliver, Richard L. (1997), "Satisfaction: A Behavioral Perspective on the Consumer", New York: McGraw-Hill.
34- Pitta, D.A. and L.P. Katsanis, (2005), "Understanding Brand Equity for Successful Brand Extension", Journal of Consumer Marketing, 12(4), pp. 51-64.
35- Reichheld, F.F, (1996),. "The Loyalty Effect: The Hidden Force behind Growth, Profits, and Lasting Value", Boston, MA, Harvard Business School Press, 1996.
36- Rundle-Thiele, S., and Mackay, M, M ,(2001), "Assessing the performance of brand loyalty measures", The Journal of Services Marketing 2001; 15 (6/7):529-546.
37- Shimp, Terence A. (1997), "Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications", 4th ed. Orlando, FL: Dryden.
38- Simon, C.J. and M.W. Sullivan, (1993), "The Measurement and Determinants of Brand Equity: A Financial Approach", Marketing Science, 12(1), pp. 28-52.
39- Smith, D.C. and C.W. Park, (1992), "The Effects of Brand Extensions on Market Share and Advertising Efficiency", Journal of Marketing Research, 29(3), pp. 296-313.
40- Smith, Daniel C., (1992), "Brand Extensions and Advertising Efficiency: What Can and Cannot Be Expected." Journal of Advertising Research 32 (November): 11-20.
41- Yoo, B., N. Donthu and S. Lee, (2000), "An Examination of Selected Marketing Mix Elements and Brand Equity", Journal of the Academy of Marketing Science, 28(2), pp.195-211.
42- Yoo, B., & Donthu, N. (2002) "Testing cross-cultural invariance of the brand equity creation process", Journal of Product and Brand Management, 11(6), 380−398
43- Rundle and Bennett (2001), "A Brand for All seasons. Journal of product and brand management", 10(1), (2001)
44- Zeithmal V.A. (1988), Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence, Journal of Marketing, 2-22 (1988).
45- Lee, J.S., Back, K.J. (2008). Attendee-based brand equity. Tourism Management, 29, 331–344.