



Investigating the role of brand mediation in relation to customer-specific brand equity dimensions with customer willingness to buy (Case study: Renault car buyers in Tehran)

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Abstract

Brand credibility is one of the most valuable assets of any company. Banners that bring added value to customers can reach a special place in the minds of consumers. The present research studies the effect of brand equity on the intention to make purchasing decisions, taking into account the brand mediation variable. The present research is applied in terms of purpose, because it is used for solving a scientific problem and descriptive survey is descriptive. The statistical population of the study includes all Renault car customers in Tehran. In order to estimate the sample size, according to the Cochran formula, the sample size has been selected. Sampling method is also used for sampling because of the lack of access in the same conditions to the entire statistical society. Available. In this research, for data analysis, we first used descriptive data tables and distribution charts, then Kolmogorov-Smirnov test and Structural Equation Modeling Analysis with LISREL software. The results showed that all assumptions were confirmed and the main hypothesis was based on the effect of brand equity on the intention to make a purchasing decision, taking into account the brand mediation variable.

Keywords: brand equity, buying intention, brand credibility



Introduction

In the present era, changes occur quickly in various manufacturing and service sectors. These changes have affected both the structure and the nature of the competition. Surprisingly, in this challenging environment with accelerating changes, organizations and companies have to shift their response to the market and focus less on products and services on customers, and have a long-term vision instead of short-term vision. In today's world, buyers are faced with many questions to decide on their purchasing process. In this environment, organizations and companies have been forced to establish customer relationships and loyalty in their business priorities, and to succeed in a technology-driven, sophisticated and competitive marketplace, to search for key issues for customer loyalty. One of the issues is the impact of brand equity that can be considered.

Problem definition:

When buying a product, the customer faces several decisions about the product, the purchase method and its use. Researchers in Behavioral Sciences have made many efforts to better understand how these decisions are made. Behavioral intention expresses the intensity of intentions and individual will to conduct target behavior. Brand as the most valuable intangible asset of any organization, due to its extraordinary advantages, plays an important role in the success of the organization and in establishing effective communication with customers; therefore, creating and maintaining its appropriate position in the minds of customers to influence decision making and intent. Their purchase is an important goal of any organization's model.

The experience of the years of Renault's presence in Iran has led Negin Car Corporation to a better and more desirable service that deserves Iranian customers and Renault's global standards to be fully privately represented as the official representative of the Renault international automaker, with sales and service activities Following the sale of one of the most up-to-date and most quality cars in the world in 2008, the main goals of Negin Car Co. are



based on the design, explanation, presentation and improvement of the quality of a variety of after-sales services, as well as the direct supply of the latest Renault products with the latest European Day's Assessments were founded to work with Bert as soon as possible The import and auto industry services have a good competition, so that according to the program, the network of its representatives in various sectors, including technical education and marketing information, international standards of France and standards approved by the Ministry of Industry, Mine And the business is monitored and evaluated and it is always looking for improvement and improvement. On the other hand, the credibility of a brand is due to the years of activity and communication with customers, and to fulfill and deliver what is promised to customers, as well as to provide services and products of superior quality or at least the desirability for customers, resulting from the company's ability and expertise. It is created. This credibility also develops over time through customer-to-customer reciprocation. If the trust in the company is eliminated, the brand will quickly disappear (DehdashtiShahrokh and colleagues, 2010)

Brand credibility is the belief in information about the position and position of a product that is present in a brand. Companies can use multiple marketing mix elements, such as offering wider guarantees to show product quality. Such measures may or may not be valid in relation to market conditions (such as competitive or consumer behavior). According to Sweeney and Asset, brand credibility is a summary of brand communication with customer and customer with the brand over time, because customers can Brand relations can also relate to customers. In other words, brand credentials show the cumulative effect of the credit of all previous marketing efforts undertaken by that brand, or, as Cappenser says, "Brand credentials are the live memory of actions taken by the brand." An indication of the position and issue of that product, less perceived risks by consumers and low costs for consumers to collect and process information for decision. Brand credentials may affect consumer perceptions (or expectations) from It increases the quality of the product, which is because the brand may affect the psychological process in which the levels of objective quality become perceived to be of a



perceived quality level. Thus, two brands of the same quality may be due to different levels of their credit. There is a different perceived quality. In this regard, Robert and Ehman, suggest that stability in product quality, leads to a low level of product variability. Clearly, brands with a good quality process can have high levels of credit if they are truthful and honest about their position and position. (DehdashtiShahrokh et al., 2010)

Both the specialty and reliability of a brand show the cumulative effects of past and present marketing strategies and strategies. Commercial names that are more stable over time in relation to the truth of their promises will have higher credibility. Structures Compatibility and transparency are the prerequisites for this credibility. Transparency creates uncertainty in the product information of the brand, and is consistent with the degree of coordination and alignment between marketing efforts and robustness of the combined strategies over time. Therefore, quite Brand credibility is known to consist of two main components: trustworthiness and expertise. The ability to rely on companies' willingness to engage in covenants and promises, as well as expertise, are the ability of companies to truly deliver their promises and promises. Therefore, as stated above, corporate brand credibility plays an important role in influencing attitudes and purchasing, which, of course, requires the stability of what is promised. Corporate reputation is part of the company's positive image or reputation. Also, corporate credibility plays an important role in the company's ability to secure loans, expand companies and products. In addition, the company's credibility in shaping corporate identity is also important. In most cases, consumers who understand the company's credibility, evaluate the company's advertising and awareness, and easily buy the company's products. It is therefore not surprising that the cost of information stored in the minds of customers has a positive effect on The intention is to buy a brand. Particularly, the perceived quality results in a customer's final judgment about the seniority or priority of the purchase of a product or service. (DehdashtiShahrokh et al., 2010)

The researcher intends to outline the indicators that affect Renault's decision to buy a car in their customers. One of the factors that make up this trend is brand equity, with brand

credibility. But so far this research has not been carried out and the organization has no experience in this regard. Therefore, in order to clarify the prospects, we examine the effect of brand equity on purchasing decision making, taking into account the brand mediation variable among Renault car customers. And to answer this basic question, does the brand equity affect the purchasing decision in terms of the brand mediation variable?

Literature review:

Lee and Chu (2015) concluded in their study that perceived quality is a perceived cost value and the cost of brand equity. Of these three dimensions, the value of perceived cost is the most important dimension. Attitudinal and behavioral loyalty has an impact on brand loyalty. Brand equity also has a positive relationship with consumer satisfaction and consumer loyalty. As a result, brand equity is positively influenced by brand loyalty by taking into account the role of intermediary. Treasana and William (2015) studied the impact of social media on brand equity. The findings of this research show that identity and the use of dialogue and media have a significant impact on brand awareness simultaneously and individually, sharing and using significant presence and features. The use of reputation and application has a significant impact on perceived quality and the impact on brand loyalty. Mahmoudshah et al. (2016) examined the effect of brand equity on the intention to make purchasing decisions, taking into account the mediating variable of mental norms. The study aimed to help investigate the impact of brand equity on consumer brand intent. Data were collected from 197 respondents from two cities in Pakistan. The results showed that mental norms affect the relationship between the brand equity and the brand's intention to buy consumers. The findings of this study support the hypothesis. Anvar Khan et al. (2015) examined the impact of quotation (mouth-to-mouth) on consumer purchasing intentions. This research was carried out in the garment industry in Pakistan and the results showed that the quotation (oral-to-mouth) had a significant effect on consumer purchasing intentions. Habib and Aslam (2014) had an impact on consumer brand loyalty in the intention to re-buy Coca-Cola Studied. A survey was conducted among university students. The research sample consisted of 110 students from different universities located in



the castle. Using the solidarity method to find out the relationship between the loyalty brand with reciprocal intention, and how brand loyalty has the effect of re-purchasing the coke of Coca-Cola. Research findings showed that customer satisfaction and brand image are important factors that affect the brand-consumer wisdom of any brand. Research shows that the brand loyalty and reciprocity intentions have a positive relationship, which means, the penetration of loyalty to the brand is the re-purchase of the intentions of the consumer.

Cristallas and Crosco (2013) branded the brand credibility of brand loyalty services. The purpose of this study is to combine brand loyalty services as a result of evaluating consumers from a variety of service and communication branding dimensions, and testing the modification of the modified model (SBV) in two different service segments and culture. Two studies were conducted using online survey data in two different service industries in Denmark and Norway (respectively, airlines and banks). Previous findings that indicate that brand evidence significantly affects consumer satisfaction, attitude and behavioral loyalty to service brand names was confirmed in this study. In addition, unlike previous findings, controlled communication elements (ie, advertising and promotions) have no effect on customer satisfaction with service brand names. However, the elements of the same relationship directly and significantly shape the perception of customers from the various dimensions of the brand and their overall attitude towards the brand. Raj and Arokisami (2012) examined the effect of six elements of marketing mix and customer perception of customer loyalty in the hypermarket markets of Malaysia. They measured the relationship of elements such as price, image center, advertising, distribution, and promotion with customer loyalty. They conducted this research by distributing 300 questionnaires in 3 Malaysian hypermarkets. Sahin et al. (2011) explored the role of brand experience, brand trust and brand satisfaction in building brand loyalty. The results of the research show that brand experience has a positive and significant effect on brand trust, brand satisfaction and brand loyalty. Brand satisfaction and brand trust have a positive and significant effect on brand loyalty. The results of Coincnick and Gartner's research (2007) showed that the positive image of the brand in the minds of the customer directly

affects brand loyalty. The results of the study by Meller& Hansen (2006) in examining the relationship between the four dimensions of brand equity using perceived quality dimensions and their relationship with brand loyalty and image showed that these dimensions have a significant direct and indirect effect on brand loyalty and image. . The results of Van Rail et al. (2005) show that promotional activities have a positive effect on brand loyalty and perception of the quality of services. Wood's results in 2005 (2005) prove the direct effect of advertising on perceived quality, image of the store, customer satisfaction and brand loyalty.

Confirmatory Factor Analysis

The fitness matrix of the final model is presented in the table. Regarding the results obtained and comparing it with the acceptable range, it can be admitted that all the fitting indices of the model are in an acceptable range and therefore the suitability of the collected data is favorable with the model. Therefore, the fitness of the final model of measurement is approved.

CFI	NNFI	NFI	AGFI	GFI	RMSEA	χ^2/df	Fit Index
ϕ 0.9	ϕ 0.9	ϕ 0.9	ϕ 0.9	ϕ 0.9	π 0.1	π 5	Admissible domain
1	1	1	1	1	0.066	1.99	result

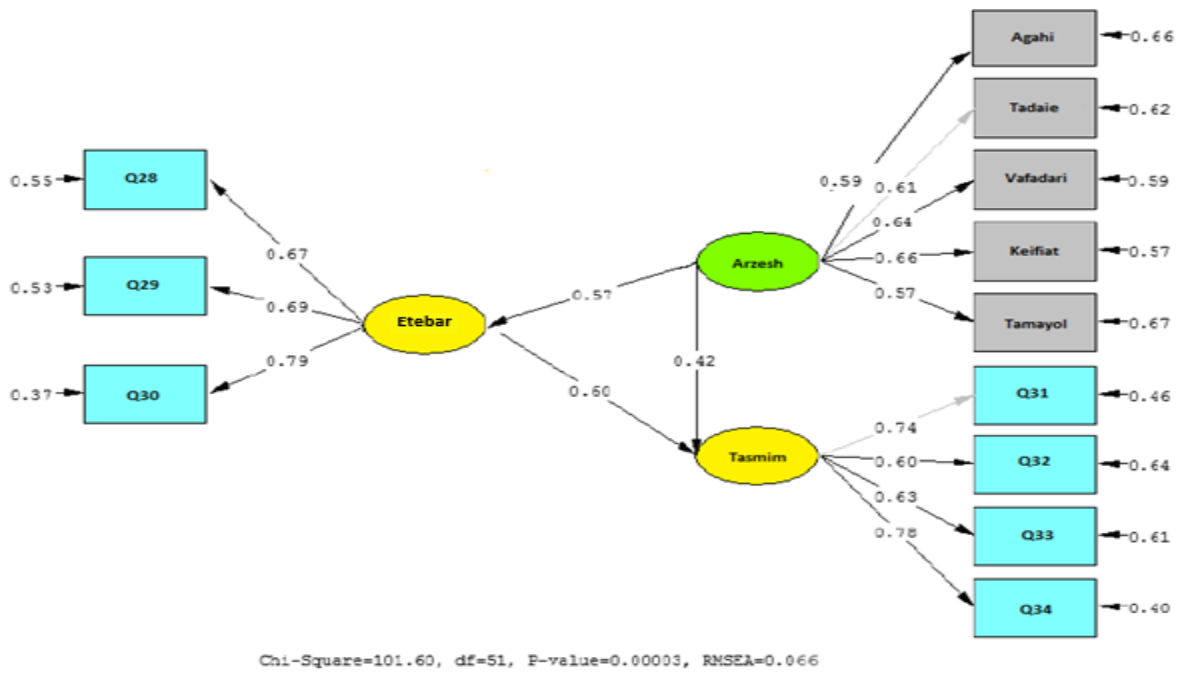


Figure 1. Model Estimation Model for Structural Research

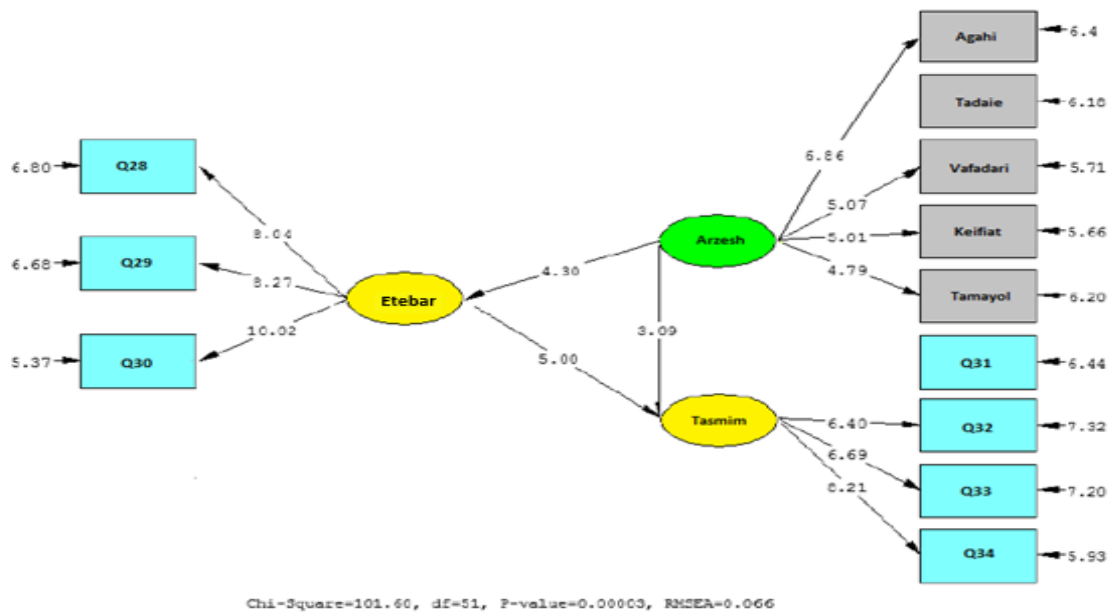


Fig. 2. Significant number patterns. Structural model of research

Figures 1 and 2 show a positive relationship ($\beta = .6$) and a significant ($t = 5$) relationship between brand credibility and purchasing decision intention, positive relation ($\beta = 57.1$) and significant ($t = 4.30$) Between the brand equity and brand credibility and in conjunction with the other hypothesis, there is a positive relationship ($\beta = .42$) and a meaningful ($t = 3/09$) relationship between brand equity and buying intention. Also, in relation to the main hypothesis ($57 / . * 60 / . = 342 /$), it can be said that research hypotheses are confirmed. The t-value model shows the meaningfulness of each of the parameters. And if its value is larger than the absolute value of 1.96, then the parameters of the model are significant. Since the meaningful numbers of the model parameters are greater than 1.96, the related variable hypotheses are confirmed.

Conclusion

The results of this research indicate that Mahmoudshah et al. (2016) examined the effect of brand equity on purchasing decisions. The study aimed to help investigate the impact of brand equity on consumer brand intent. The results showed that mental norms affect the relationship between the brand equity and the brand's intention to buy consumers. The findings of this study support the hypothesis that is consistent with the results of this research. Habib and Aslam (2014) studied the impact of consumer loyalty on the intention to buy Coca-Cola again. Research findings showed that customer satisfaction and brand image are important factors that affect consumer brand loyalty to any brand. Research shows that the brand of loyalty and the intentions of re-buying a positive relationship, which means the loyalty of the brand to the consumer's reputation, is in line with the results of the research. IranzadehRanjbar and Poursadegh (2011) studied the effect of marketing mix on brand equity. In this research, in order to investigate the effect of marketing mix elements on brand equity in Shirin Hassel Company, based on the conceptual model of research, the relationship between elements of product marketing mix, price, extension and distribution as exogenous variables and knowledge about brand equity Brand / affiliation, brand loyalty, and perceived quality as hypothesized as intrinsic variables. The results of structural equation analysis show the effect of price and



product elements on all aspects of brand equity. The two elements of distribution and extension activities are also factors affecting brand awareness / association. That is consistent with the results of this research.

Practical suggestions and recommendations

The marketing managers of Hyundai agents can raise the level of consumer awareness of the Renault brand through effective advertisements such as the use of billboards, media such as television and newspapers, or through the distribution of brochures and catalogs, and by examining the forms of opinion polls by The company is provided to consumers, either through face-to-face interviews or telephone interviews and the effective and effective use of the system to respond to customers' satisfaction with the quality of services provided by the company and the level that meets the expectations of the customers. It also provides convenient facilities when selling Whether using special sales plans or installment sales, and especially the commitment at the time of delivery of purchased vehicles by customers, will increase the customer satisfaction with the same brands, which will increase the loyalty to the company and ultimately increase the willingness to Purchases of Renault customers. Renault executives know that the roots of differentiation and uniqueness must be sought for creativity in the provision of services, so they should create this feeling in their customers, whose brand is unique, special and superior to competitors. Marketing experts should carefully analyze the competition environment and publish marketing materials (brochures, catalogs) and advertisements and information about the main competitors in order to get their main sales points and promising principal deliveries. To consider them. With this study, many of their weaknesses can be exploited and they can take advantage of those weaknesses. And uniqueness of their brand by enhancing direct comparisons with their rivals or implicit and hidden methods in the minds of customers.

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