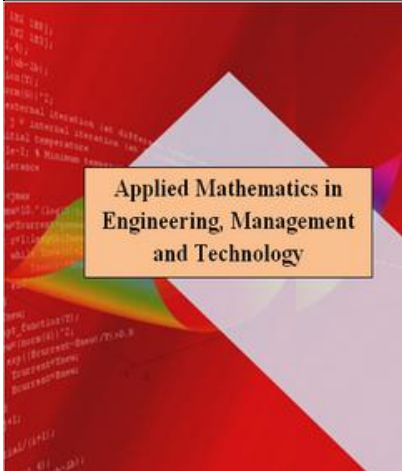


Studying Branding Effects on Customer Perceived Value in Tehran's Steel Market from the Perspective of Wuestefeld Study

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Abstract

Research on branding effects on consumers when buying decision is based upon studies in the Meta West. To achieve this objective, standardized questionnaire that are distributed as a pilot in Tehran steel market to buy and sell steel Breakaway finally customer perceived value (economic value, performance, and efficacy, social) on branding in both study was approved line. This hypothesis was confirmed that the difference is that in this study the influence of social background are the highest value compared to other aspects of the customer perceived value in Wuestefeld was not the case.

Keywords: Perceived economic value, Perceived social value, Perceived effective Value, perceived functional value , brand heritage.

Introduction

The high rate of change and innovation in various fields and the number of advertising messages broadcast by various media to attract the attention of consumers that they are so amazed in the diagnosis of interest to the tool need to and helped them to find shortcuts to their destinations. Taken as a short in other words, they like a sign that the market is crowded and busy, exceptional features and valuable ratings and product displays to customers. In this way, customers can shop with confidence, you need to purchase products. Seen from the perspective of consumers or the owners of a brand is defined. In addition, they sometimes and sometimes in relation to the objectives defined by its characteristics. There are among the most valuable assets of a firm is the importance of investing firms are the found and this their goals faster and more profitable growth helps. Today, in a world economy that is inconsistent with high mobility and lack of customer broadly and vaguely described by the history of consumers it is brand prefer credibility and high dependability are understood and accepted background depth and authenticity association adds to the perceived value of the brand.

Tehran steel market is different brands of suppliers of steel products in its place. Studies show that they have a significant impact on the attitude of the customer record revenue and profitability while shopping and business areas and the history of the brand and the client has a direct relationship is perceived. Empirical evidence increasingly suggests that the buyers purchase decisions not only affect the physical characteristics such as price and quality, but also intangible attributes such as trust relationship with the brand's fall (Cretu and Brody 2007 and Morambi et al. 1997).

The fundamental question in this research is the extent to which consumers record their decision when buying the steel market in Tehran to what extent? When the power of a brand is to treat consumers who are looking to influence and shape the preferences of ordinary, everyday repetitive tendencies of behavior, shopping for a brand is. Today are important and integral part of the marketing strategy and brand marketing in the heart of the business. Many of the world's best known companies like are structured around your brand (Baker, Hunt, & Scribner, 2002), most of the value of a brand lies in the conception of the mind and attract a theme applied to customer is, for example, can prevent heart attack mentality is no reason to buy a drug (Aaker, 1991). In today's economy heterogeneous origin and history of the brand continued its supplier of steel products is something that consumers are increasingly aware of steel on the ingenuity brands available in the ancestors of the well-known of his family business been formed as a and Their history is rooted and authentic history of their inner content is created.

Literature

According to one theory Wuestefeld historical traditions are not only in the context of the past, present and future, but also includes, for over decades or even centuries are grown. Brands backgrounds to build a meaningful and rich past have spent time and benefit from a background to create a brand with a history of present and future An brands that is the induction credibility and expresses confidence that it can leverage to enable the brand (Aaker 1996, George 2004). Their history can be defined as part of a brand identity. All purchases will be heavily influenced by demographic and social characteristics and psychology and is. Due to changing market conditions, product-centric to customer-centric than the current consumer goods and services markets are the main actors of knowledge and ideas and thoughts and beliefs and the needs of values and attitudes will be necessary.

Brand

General definition of a concept is to explain the need for specialists in a variety of different definitions, concepts. Since each Consistent with the frame of mind to the concept of tasks, number of definitions and interpretations of natural and unavoidable. There are many different interpretations of the concepts that it's there, it has been tried in this study refers to the definitions of the most prominent. According to the American Marketing Association , branding, brand, or a name, term, design , symbol , or any Other features that characterize a particular product or service vendor by which is distinguished from other similar products and services. . A brand, a product or service adds dimension to the product or service is distinct from the others. This distinction can be reasonably functional, or tangible or intangible is. "Invocations are set nodes or functional mental, emotional, and intellectual advantages that the mind of the target market occupies Johannesburg in. Association linking images and symbols are the advantages and benefits of a brand or a brand. These are the advantages or benefits that the decision to buy it will be (Ja'farpisheh , 2011) or the Persian word mark are usually used to refer to the product or service that has a high social value and credit. In other words, "brand" is social in nature and powerful brands are those that people have about them a sense of ownership, for example, saying: "This brand is my favorite brand name." Top can incite emotions of your customers and clients as well as the names of their trust and superior ideas and innovative products are expected to create. With respect to the original model of the study is derived, the index of which are essential in the background are as follows:

Table 1: basic indicators of brand history

| History of Brands | Researcher / year | Basic concept |
|---------------------|--------------------|--|
| Pictures of success | Ja'farpisheh, 2011 | Brands are able to consistently provide products and great service. There are eager to have the newest product. This type expected by the customer due to the success of their brands in the industry. Implementation and refinement of the data B goods and services and the effectiveness of competition in the world can help. That is why section) R & D research and development) is a business need to be considered. Also, if they can occasionally provide customer product surprising arguably the customer experience and word of mouth traffic will be in branding will be effective. |
| The Al-Alaq | Berends, 2001 | As one of the most practical methods of assessment models valuable contribution to the well-known brand is brown. |
| Brand tendency | Acker, 1999 | Orientation name commercial one approach is that at it process organization about create, development and protection from identity name commercial at interactions continuous with customers target with target Access To The advantages competitive stable at format evolution brands finds (Ode, 1999) orientation name commercial one degree additional from complexity Beyond The orientation to market (The adversary, 1999) Name Commercial one line behavior strategic. Orientation of the new inspiration part of Activities |

| | | |
|--|--|--|
| | | studies case at company DuPont, Nestle, Tetra Pak, Volvo and from appearance Simultaneously managers strategic brand foundation investment by Acker (1999) Is. |
|--|--|--|

| History of Brands | Researcher / year | Basic concept |
|-------------------------------------|-------------------|--|
| The identity and sense of identity. | Aaker, 1999 | In fact, the essence of the brand. Each company has its own brand identity defines the message to partners, customers and employees of your organization and what the goals are that how our organization. In other words, the definition of the identity of the company to form a mental picture of your ideal customer in mind in the future. Brand identity to any process that involves defining the identity, identity, symbols and logos to make it in the business organization (color, shape, etc.) as well as permanent monitoring of operational and commercial activities of the organization to align identity. Of the brand Every customer in mind one or more characteristics of human personality traits are allocated to each. Extensive studies have been done on the characteristics of human personality is the ultimate five main features as they are introduced, which include competence, cute, violence, intimacy and excitement |
| Differentiation | Heading, 2009 | Any difference, no distinction. Porter, perhaps the most famous school professor in the history of the school. During the years, a lot of talk has been about the distinction. His latest collection that the "competition" was published, duty quality and passion for serving customers and consumers in particular has set final. |
| Brand management | Christopher, 1996 | According to Michael Allen, brand management, beliefs and transparent communication, targeted and sustainable companies according to their target customers value and to form an integral part of brand management, brand management, branding referred never believes brandy spent doing activities as "building a brand" is not made for the creation of a brand because there are many factors involved. |

Perceived brand value

Perceived value is received by the customer or buyer behavior will experience the service and guidance. Customer perceived value is usually determined by the literature include: customers throughout recognize the usefulness of products based on the perception of things, and have given the traditional customer perceived value, customer baseless (Christopher, 1996). Believes that consumers value the value to its product (product) related to economic value, emotional value, social value and practical value

Value: the ability practical needs of both the client has to be checked: 1. Performance: The ability of a product to fulfill customer demands are hunky-dory. 2. Trust: The ability to maintain product and make a comfortable living. Value as the interest purchased by the customer as a strategic marketing and marketing managers to provide proper function and definition of the product used the value of using the value of the means importance and value of the alternatives is the product is being used. Enhance the value of the currently used techniques to increase the economic value of a product to the customer. Elliott believes that the concept of "unreasonableness" Stimulated choices in relation to the literature on the theory that emphasizes the importance of decisions to be felt. Select aroused by emotional demands led to an acceptable conclusion. Related socio-cultural consumer groups show his individuality. Consumer of the product received as a symbol of their consumption among

others uses. Consumers are motivated by social values, choose options that are associated with groups fail, which are known or are willing to join it

Research Methodology

According to studies and literature and preliminary conceptual model, indicators were identified by their characteristic Table 2 was obtained by questionnaire.

Table 2: Indicators Research Publications

| Latent Variable | Measured Variable | Question No. | Source |
|-------------------------------------|--|--------------|---------------------------------------|
| Brand Heritage | <ul style="list-style-type: none"> • These are continually present in the market. • I associate the brand name for the concept of success <ul style="list-style-type: none"> • I am bound to buy from the brand • The brand as a model for comparison with other brands used. • Their products, commercial property values are offered in steel market. • Their products represent a particular trading style steel market cannot be de- <ul style="list-style-type: none"> • I think I am quite clear from this brand <ul style="list-style-type: none"> • I am quite familiar with the brand • The use of steel in the traditional market place is great. <ul style="list-style-type: none"> • It represents the brand's integrity • The brand is known in custom steel market • This brand has a particular identity in the steel market • If someone praises me to believe it would benefit from this. • The brand is unique in comparison to other brands <ul style="list-style-type: none"> • The brand has a very good reputation | 1-15 | Thomas Wuestefeld et al - 2012 |
| Affective perceived customer value | <ul style="list-style-type: none"> • The buyer will have positive feelings • I'm positive perception of the brand | 16-17 | |
| Economic perceived customer value | <ul style="list-style-type: none"> • These are compared to the price, it offers more services and benefits • These brands are getting their money's worth. | 18-19 | |
| Functional perceived customer value | <ul style="list-style-type: none"> • The brand offers good products • Their products are high performance | 20-21 | |
| Social perceived customer value | <ul style="list-style-type: none"> • To customers and users of this brand in the market norm, there is a positive outlook • The brand among consumers in their respective work areas are accepted and approved | 22-23 | |

The population of all retail sales flat steel market Tehran Steel Breakaway knowing they are dealing with is random sampling and statistical sample through the sampling table, a krejcie and Morgan method was

performed. According to the table unlimited amount of sample is 384. The data of this study was to evaluate the validity of construct validity, content validity and reliability is apparent.

The models for the design of the questionnaire, as well as a strong background in mind, we tried to complete the basic model variables as indicators of variables to measure target have the background of an Theory and Empirical Applications in research and rely variety tests By the definition of each of the structures, composite measures of each construct and scale of these measures will ensure the content validity of the questionnaire. In addition to the apparent validity of the questionnaire and the content of university studies and experts' comments They were considered. On the other hand, to analyze the internal structure of the questionnaire and discover the elements of the construction, validity using confirmatory factor analysis was performed.

This study aims to answer the questionnaire on the Likert scale is used. Inventory for the 5 options, which includes a totally disagree, disagree, neutral, I think, agree and strongly agree are, respectively, the numerical values 1, 2, 3, 4 and 5 are intended to reverse the questions are scored in reverse place.

Table 3: Cronbach's alpha coefficient of the questionnaire

| Row | Latent Variable | Number of Questions | Question No. | Cronbach |
|-----------------|-------------------------------------|---------------------|--------------|----------|
| 1 | Brand Heritage | 15 | 1-15 | .834 |
| 2 | Affective perceived customer value | 2 | 16-17 | .648 |
| 3 | Economic perceived customer value | 2 | 18-19 | .858 |
| 4 | Functional perceived customer value | 2 | 20-21 | .648 |
| 5 | Social perceived customer value | 2 | 22-23 | .754 |
| Total Inventory | | 23 | 1-23 | .878 |

Data Analysis

1. Test research hypotheses using structural equation modeling

Structural model and the coefficients are significant at the standard estimate is discussed. Figures 1 and 2, the effect of independent variables on the dependent variable show the results confirm or reject hypotheses can be seen in Table 4.

Table 4: Evaluation approves or rejects the hypothesis of the research

| Row | Research hypotheses | Path coefficient | | t-value | Result |
|-----|--|------------------|------|---------|--------------|
| 1 | Economic backgrounds have a positive impact on perceived brand value | 0.66 | 0.43 | 12.23 | Confirmation |
| 2 | Have a positive effect on perceived brand value of functional backgrounds. | 0.42 | .176 | 4.38 | Confirmation |
| 3 | Backgrounds have a positive impact on the effectiveness of the perceived value of the brand. | 0.59 | 0.34 | 4.20 | Confirmation |
| 4 | Backgrounds have a positive impact on perceived social value of the brand. | 0.69 | 0.47 | 4.78 | Confirmation |

The test research hypotheses using structural equation modeling, the first software output indicates that the structural model are fitted to test the hypothesis (2χ to df ratio is less than 3). The RMSEA also indicates that the structural model. In other words, the observed data to a large extent based on the conceptual model.

Table 5: Indicators of model research

| As an indicator | Acceptable range | Amount | Results |
|-----------------|------------------|--------|----------------|
| X^2 / df | X^2 / df | 2.60 | Approved model |
| RMSEA | RMSEA < 0.09 | 0.200 | Approved model |
| GFI | GFI > 0.9 | 0.93 | Approved model |
| AGFI | AGFI > 0.85 | 0.88 | Approved model |
| CFI | CFI > 0.90 | 0.94 | Approved model |
| IFI | IFI > 0.90 | 0.93 | Approved model |

Figure 1: The model is estimated coefficients, standard

- 1- Chi Square divided to degree of Freedom
- 2- Root Mean Square Error of Approximation
- 3- Goodness of Fit Index
- 4- Adjusted Goodness of Fit Index
- 5- Cooperation Fit Index
- 6- Incremental Fit Index

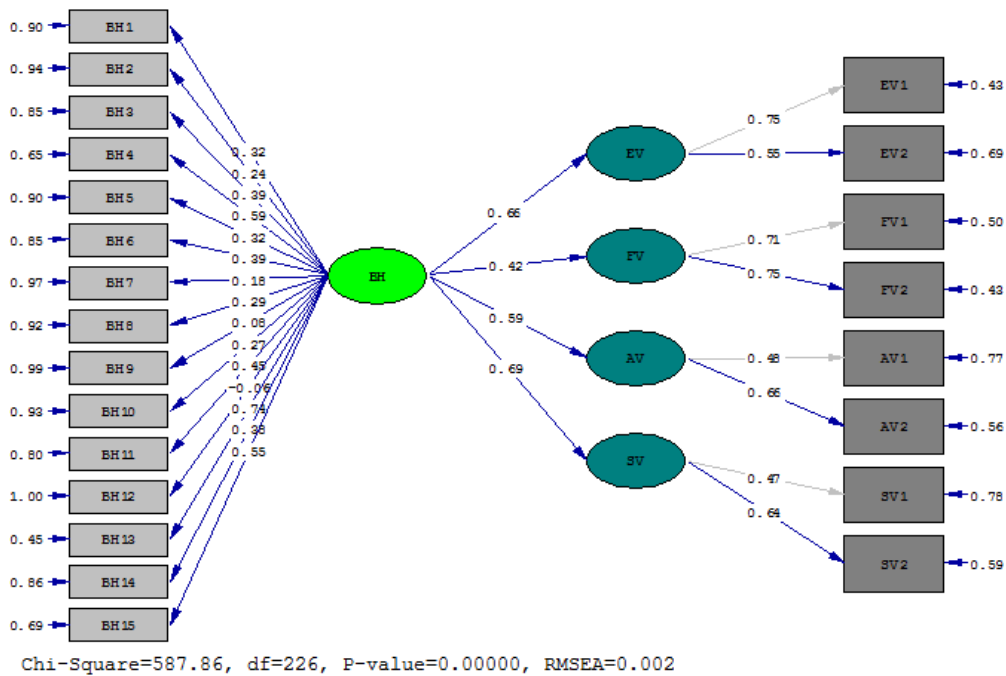
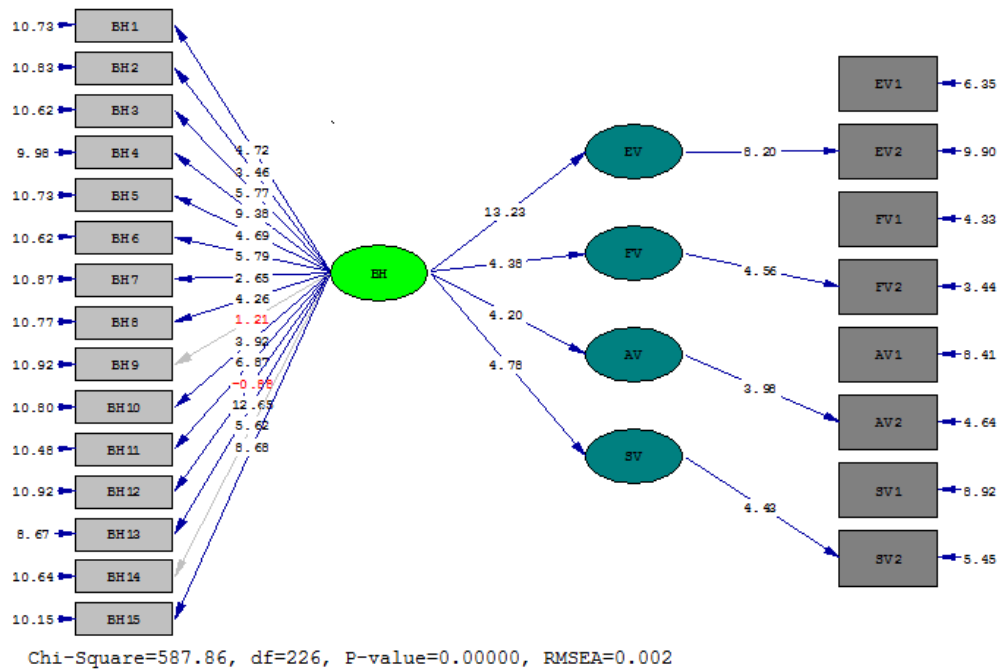


Figure 2: Research Model in significant coefficient status

1.



Discussion and Conclusion

Table 6: Comparison of the results of a study conducted by the Vylstfld and colleagues (2012)

Discussion and Conclusion

As can be seen by comparing the results of a study conducted et al (2012) suggest that the influence of their backgrounds on all four of the customer perceived value, in both of the study was approved aligned. This hypothesis was confirmed which is to study the impact of social background are the highest value compared to other aspects of the customer perceived value in the study et al. (2012) impact Brand effectiveness highest rates backgrounds to other aspects of customer perceived value is the reason for this difference could be due to the greater communities studied by the research popular among consumers value so that the values in consumer preferences influence the selection of a particular brand are important findings of this study can be used to attract customers to the brand, efficiency in brand management, customer loyalty will follow. Loyalty is an important marketing advantage such as reducing the cost of acquiring, more commercial clout, influence consumers' lack of competition and profit more. According to the results of hypothesis tests in this section proposals related to the results of the hypotheses put forward in this area.

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