



Impact of advertising and brand equity on customer behavior

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ARTICLE INFO

Article history:

Received 12 Sept. 2017

Accepted 19 Nov. 2017

Published 28 Jan. 2017

Keywords:

Consumer behavior,

Advertising,

Brand equity,

Promotional activities,

Advertising costs,

Virtual advertising impact and other media,

Customer perceived value

ABSTRACT

Objective: Nowadays, due to the created competitive environment in industries, one of the necessities of survival in any industry is understanding customer behavior and also factors affecting it. One of the effective ways, is advertising that cause the identification of the product on behalf of the client. On the other hand, brand equity is as one of the assets that keeps the value of the company and impact on the customer behavior. **Methodology:** So in this study is provided explaining model of customer behavior influence from advertising and brand equity based on conceptual model with case study of Kale and Pegah brands that each are representative of the most prestigious public and private brands. To accomplish this, have been reviewed texts and research literature in the field of consumer behavior, advertising and brand equity and its models. Statistical population in this study is included all food industry consumers that based on Cochran formula, the sample obtained 384 people and then questionnaire was made, this research were distributed among this statistical sample. **Results:** The validity questionnaire was confirmed through 5 academic expert in the marketing field, and its reliability obtained based on Cronbach's alpha coefficient about 0.89. For statistical analysis of data collected has been used from descriptive- correlation statistics method. In the end, by Smart PLs software and modeling of structural equation has been investigated fitting of calculation model and causal relationships between advertising and brand equity on customer behavior. **Conclusion:** According to the results of path analysis, customer behavior influence from advertising and brand equity, is significant and positive.

1. Introduction

In today's world, change is rapid and adapt successful, is an essential part of success in the modern era. In this competitive conditions, that firms will be successful that differentiate their rivals and make the desirable and unique place in the minds of its consumers (Kotler and Pfoertsch, 2006). On the other hand due to difficulties in measurement of advertising, most studies of advertising effectiveness analyze consumer behavior and attitude. Companies, through marketing activities aware consumers from brand and create a good image of the brand in their minds (Van Riel et al, 2005). Each of marketing activities is effective on brand equity and knowing how marketing activities, contributed in brand equity or damage it, will enable marketing managers to develop effectiveness of marketing programs. With brand development to new products, advertising costs will be reduced for new products. On the other hand, brand equity have many advantages for companies and producers, for example if the brand have high equity, in this case, target consumer will have positive behavior to brand. As a result, willing to pay high price for the product, repeat his purchase and do word of mouth for product (Kim and Hyun, 2010). Another advantage of brand equity, is assignment of royalties and license to other companies and more effective marketing communications, the tendency of chain stores to put brand in its product assortment, non-demand elasticity to price and reducing the vulnerability of companies in front of competitors and economic downturns. Many managers will apply all their efforts to create a powerful brand. They use from tools like, pricing, image of sale point, product distribution channels, advertising costs and how to allocate advertising costs and how to allocate costs To different media and sales incentives to increase perceived quality, brand loyalty and brand awareness. Brand success is required to organizational structure supported for brand leading.

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DOI: <https://doi.org/10.24200/jmas.vol6iss01pp9-19>

It should be noted, accurate understanding of key customers and giving their needs is necessary. In reference to the importance of customer and the need to preserve it, it can be noted that the cost of attracting a new customer is between five to eleven times of retaining current customers. Dissatisfied customers, their dissatisfaction tell at least of 9 people and thirty percent of dissatisfied customers, causes of their dissatisfaction transferred to more than twenty people. It is clear that negative publicity recommendation can change consumers' views than company and its products, in order to unfavorable. Satisfied customers more than customers that are not satisfied with services. They prefer more use from services and repurchase intention and often, introduce service or product intensively to other acquaintances (Kim and Swinney, 2009). Market understanding with planning and adopt appropriate strategies for the loyal customers and increase their loyalty rate cause long term benefits for economic enterprises. So such as maintaining competitiveness and achieve organizational goals, the level of customer satisfaction. Always should be enhanced. Attitudes generally, positive or negative feelings about products, people or issues, is considered as the sum of satisfaction products or services and can be a range of "undesirable" to "good", depending on last assessment. When, understanding of service quality in a customer is high, customers' behavioral intentions are positive. As reduced from understanding of quality of service, a delivered service, customers' behavioral intentions becomes unfavorable. Committed and loyal customers may support these companies by different types from voluntarily behaviors and cross role behaviors, such as assist other customers, helping to improve service delivery or providing valuable feedback. Meantime, nowadays, the term of customer satisfaction is one of the common terms in the workplace, but undoubtedly, creating satisfaction in customers and even, get excited them from quality products and services, in the first place needed to recognizing their needs and demands and later, transfer these demands to the situation that products and services are produced (Grigoroudis and Siskos, 2004). So according to strategic role of brand equity and the impact of promotional activities (advertising) on brand equity (Trehan and Trehan, 2007) and finally, its impact on the behavior of customers, this research is a test in order to explaining model of customer behavior influence from advertising and brand equity.

1.1 Theoretical Foundations

1.1.1 Consumer behavior

Groth, (2005) considers customer behavior as their optional behavior and voluntary, that directly and clearly, are not expected from them and Is not given reward to them, but, has been led to higher quality of services and helps to effective performance services of organization (Eg, assistance to another customer, or offering comments and ...). Customer citizenship behavior investigate two dimensions: A) The tendency of customers to help other customers, and b) The tendency of customers to help the organization. Customers, through committed themselves for voluntary Behaviors (citizenship behavior) or behaviors based on fixed beliefs and ideas, support from company. Customer satisfaction plays key role in service. Customer should be able to achieve through quality and perceived value of goods and services to real consent. With awareness of strategic relationship between customer satisfaction and overall performance of services, "Customer satisfaction" in marketing concept is crucial and is one of the very important theoretical and practical issues for most marketers and researchers about client. Customer satisfaction for organizations that have desire to create competitive advantage in today's ultra-competitive world, is a key issue. For measure customer satisfaction, there are wide variety of approaches such as quantitative methods and techniques of data analysis, quality approaches, consumer behavior analysis methods and..... (Grigoroudis and Siskos, 2002). Customer satisfaction is the main outcome of marketing activity that act as relationship between different stages of customer shopping behavior. For example, if customers be satisfied by special services, probably will be repeated their purchase. Customer satisfaction, also would probably say to others about their favorable experiences as a result, involved in advertising of positive word of mouth. On the contrary, dissatisfied customers probably, cut their relationship with company and be involved in advertising of negative word of mouth. Moreover, behavior such as repeat purchase and advertisement of word of mouth, directly, affect on survival and profitability of the company (Jamal and Naser, 2002).

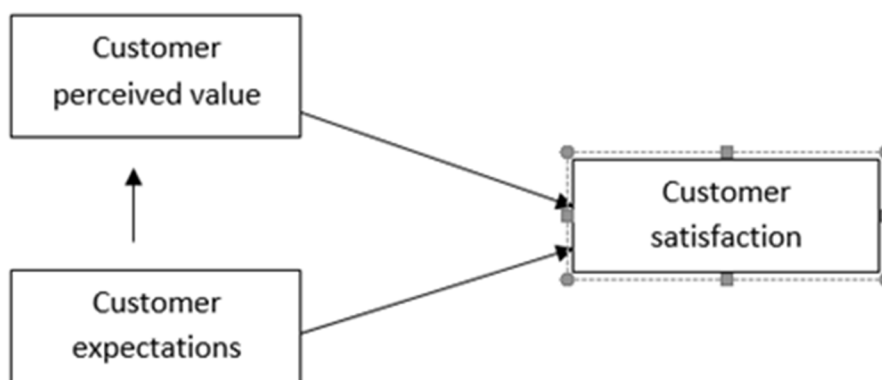


Figure 1. Model of customer satisfaction formation (Jamal and Naser, 2002)

In today's competitive market, organizations tend to keep their customers according to loyalty program. Their ultimate goal is success in obtaining and maintaining customer repurchase intention. Loyalty is from key concepts in the field of marketing and marketing management that plays very important role in creating long term benefits for the organization, because, loyal customers do not need to extensive promotional efforts. On the other hand, customer satisfaction is not enough and marketers must provide more than ever, the field of improvement of customer loyalty. In this paradigm, target is establishing long term relationships with interest groups and most important of all, with "customer" so that maintain more customers and lose fewer

customers, to finally, in the long term, be guaranteed market share and the profitability of organizations. Loyalty caused from belief to quality of services, design of psychological (behavioral intentions) and favorable attitudes. And is as repeat purchase behavior and stability in purchasing behavior. In organizations, usually, for reasons such as "smaller number of clients, more continuity of service by them, the importance of maintaining and strengthening long-term relationships with customers, closer and deeper relationships with customers and professionalism of the customers " has led to pay attention to factors affecting on customer loyalty be very important.

Nowadays, the process of value creation has changed to one of the most important research topics in marketing. However, there are various definitions from value, such as the resultant of benefits & costs. But, the purpose of value in marketing, generally, is perceived value by the customer that included both components of economic and non-economic.

1.1.2 Advertising

Marketing activities is social process and management that by it individuals and groups through production and commodity exchange together, act to the supply of their needs and desires. Advertising, refers to any presentation and promotion of ideas, goods or services that be done by an ad unit and requires the payment of expenses. Advertisement of a company, on a large scale implicitly have implication on greatness and success of company. This type of advertisements is appealing and with this type of advertising a long-term image of goods can be created. There is no work harder, more complex, more controversial from assessment of advertising impact on sale in marketing. According to Aida model, the greatest mission of advertisements is create awareness in viewers. People should know who they are; what they produce; and what distinguishes them from other companies and how can access to that distinction.



Figure 2. Birch (2010)

Attract the attention: The first task of advertisement is to attract attention. If advertisement can't do this task well, the people see and hear that is without fruit. Interest: it seems difficult to generate interest. In people in comparison with their attract the attention. In this regard music and language of advertising must fit with experiences and attitudes clientele target (Belch and Belch, 1998). Eroticism is one of the hardest duties of advertisement to excite people to have or use intended advertisement. Products should communicate with customer (Belch and Belch, 1998). Propel to buy: Propel to buy, is the last task of advertised and of course, not an easy task. (Liesse and Levin, 1994).

A company advertising costs, on a large scale implicitly, have imply on greatness and success of the company. This type of advertising, appealing and with this type of advertising can be created a mental long-term of picture product. Activities to promote is a bridge between buyer and seller and play role of create awareness, persuasion and effectiveness on consumer decision (Trehan and Trehan, 2007). Target of most of the activities promoting is creating additional incentive in order to shopping and impress consumer retail seller behavior and is caused stimulation and quickly react on sale.

1.1.3 Brand equity

Aaker, (1991) introduces brand equity as assets that are dependent on brand name or a corporate logo and the value of goods or added service on behalf of company presented to customers. About measurement of brand equity from a consumer perspective, acres model was presented in 1991, is accepted as, one of the best theories (Kim and Hyun, 2010). He to measure of brand equity, determines five groups from assets and commitments related to brand that adding or subtracting the value to product or provided service on behalf of a company to its customers. These five categories include:

1. Brand awareness
2. The association of the brand
3. Perceived Quality
4. Brand loyalty
5. Other brand assets such as the distribution channel.

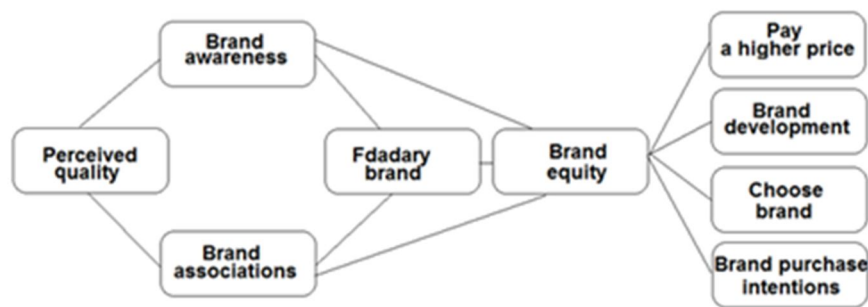


Figure 3. Pattern Boyle and Martinez

Based on Boyle and Martinez, reactions and answers of consumers to brand equity as follows:

1. Tendency to pay a higher price: Pay more cost from consumers caused profit for companies.
2. The development and expansion of the brand: The most reliable of finance of many companies, is their brand, thus is one of growth options for them. Strategy of expanding assets is using the entering new product lines or allowing the use of name to others for new product launches.
3. Select and preferred brand: Brand equity have a positive impact on consumer preference in order to choose brand.
4. Purchase intention of brand: This intention is a behavior that show good intensity and individual will for target behavior. Relation of intention with behavior shows people tend to be involved to a behavior that have they're going to do.

A lack brand awareness, only is silent tag and without of meaning, on products. Brand awareness with high brand association cause a specified image of brand (Kim and Hyun, 2011). Brand loyalty is one of the most important effective variables on brand equity. Comment of contradictory exist about relation of loyalty and brand equity. Many of researchers believe brand loyalty is entrance and output of brand equity. This means that loyalty in addition to is effective on dimensions of brand equity, contract under its influence. In other words, loyalty and brand equity mutually, affect on either. Brand loyalty decreases brand marketing costs, because maintaining of existing customers is relatively easier of satisfaction of current customers, and reducing their incentives to replace brand usually is less costly from effort for attract new customers and encouraging them for using another brand. Generally, continuous profit, reduce marketing costs, increasing profit of each customer, reduce operating costs, increasing price and creating competitive advantage are key benefits of brand loyalty. Perceived quality is "Overall judgment of consumer about superior product or service that it will be obtained a combination of expectations and perceptions of consumers. Due to the collection of identified dimensions and the obtained results of different studies, the following factors can responsive in measurement of perceived quality. Performance, Characteristics, Quality of the implementation, Reliability, Durability, The ability to provide after-sales service and style and design (Belch, 2008).

2. Materials and methods

2.1 Research history

Ningsih and Segoro (2014) in a study with title of "Effect of customer satisfaction, replacement of cost and trust in brand on customer loyalty" during the survey in Indonesia, have examined role and the importance of customer satisfaction, changes in costs and trust in the name and trade show. The findings of this study, show a significant relationship between changes in costs and customer satisfaction with loyalty and disaffiliation between trust in brand and customer loyalty (Ningsih and Segoro, 2014). Kim and Hyun, (2011) in their research offered a new model for brand equity. In this model, brand awareness and brand association was considered as a dimension. According to These two researchers, three dimensions of brand equity (awareness and brand association, perceived quality of the brand, brand loyalty) in addition to being associated with Brand Equity, can affect each other. The impact of these three elements is organized as a hierarchy (Kim and Hyum, 2011). Kundu (2008) investigated advertisement cost impact on the profitability (Tobin's q index) and value of the company in 172 Indian companies. Result of his research suggests that there is a positive and significant relationship between advertising and profitability of firms, but the severity of this impact is at a low level of estimated. In this study was found advertising cost impact on the profitability of in banking and financial services than other industries is at a higher level. In this study have not seen significant effect between the advertising and firm value (Kundu, 2008). The research that review the impact of various factors, such as, focused media and non-media advertisements on brand equity. Kim and Hyun (2010), investigated relationship between marketing and dimensions of brand equity. In an article by name of perception survey and brand equity in baby accessories from the viewpoint of perceptual of working mothers, investigated this topic that how various tools promote and sell affect on their perceptions of working mothers about the accessories keeping newborns and as a result, affect on brand equity. Pearl (2001) found that investment in intangible assets (such as advertising and sales promotion costs) have visible effects on company's performance so that these intangible assets decreases the company's profitability in the short term. But, in the long term, significantly have positive effect on profitability (Pearl, 2001). Conducted research about relationship between perceived value and customer satisfaction in the area of traditional retail, states that perceived value in many cases, strongly affect on customer satisfaction. Behavioral approach states customers until have fulfilled that continue to purchase and using a commodity or service. Attitude approach refers to sense of belonging or customer commitment to a product or service. In other words, customers that have positive frame of mind from a brand, have higher affinity to satisfaction and loyalty. So, positive image of organization appears with increasing loyalty to service provider (Kim and Lee, 2010).

2.2 Research objectives:

The objectives of this study are as follows:

1. Evaluation influence customer behavior of advertising through mediator brand equity in food industry
2. Sensitivity of customer behavior of brand equity and advertising in food industry

2.3 Research Hypothesis

The main hypothesis: Consumer behavior through mediator brand equity advertising have significant impact.

Hypothesis 1: Consumer behavior advertising have significant impact.

Hypothesis 2: Consumer behavior of brand equity have significant impact.

2.4 Conceptual Model

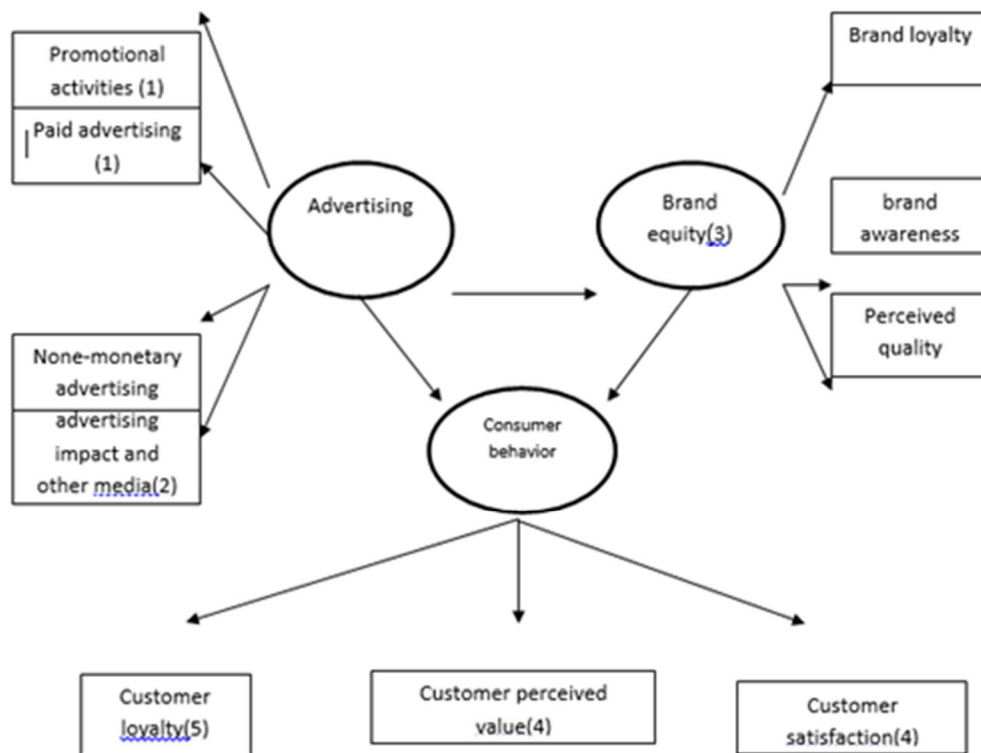


Figure 4. Conceptual model

Table 1. References for Figure 4

No	References
1	Vitale et al, 2011
2	Bakhtae and Golchin far, 2001
3	Kim and Hyum, 2011
4	Kuo et al., 2009
5	Zhaohua et al., 2010

2.5 Research methodology

This research, in terms of target is applied research. Due to the its object is descriptive - survey and type of measure is effective. The population of the study, contains all consumers of the food industry of Tehran province in stores of Shahrvand and Refah. To determination suitable and acceptable sample size in this research used from method of random sampling without replacement and given that the population of this research is unlimited and immeasurable, according to Cochran formula, the sample size obtained 384 people.

In this study, used from investigation library, documentary study and research based on internet and also researcher in order to collecting specialized data in the field of research used from field study and acted than preparation and distribution of questionnaires among customers of food industry.

These questionnaire consisted of two parts: A. general questions or customer identification and assessment: In general questions we tried to collect aggregate customer data (such as age, sex, education, marital status, occupation). B. Technical questions: This section contains 30 specialized questions. The number of 12 questions were related to advertising, 9 questions related to brand equity and the 9 questions related to customer behavior.

The order of the reliability of a scale or a measurement tool is the answer to this question that measurement tool what to measure and to what extent has been successful in terms of measuring subject and have performance. In other words, credit is the meaning of the conformity extent between definition of the concept of variable with operational definition of it. In this research, in addition to sources of library has been used from a questionnaire that has been studying and testing its validity and reliability. The validity of the questionnaire confirmed by 5 people from professors and business management experts and professionals. For validity used from method of content validity that according to the judgment of referees and experts (Informal pre-test) and inventory in a small sample from statistical sample (the official pre-test). In addition, for measurement of model fitting used from confirmatory factor analysis in order to convergent validity analysis.

Table 2. Results of divergent validity

Customer behavior	advertising	brand	
		0.90	brand
	0.93	0.88	advertising
0.90	0.89	0.90	Customer behavior

Outputs of above table show that amount of the square root of the average variance extracted or AVE of customer behavior structures, advertising and brand is more than the correlation value of three another constructions. Due to the above results, it can be said that structures in models have more interaction with their indices until with other structures. In other words, validity of model study are very good.

Determination of credit or reliability of the questionnaire have been according to Cronbach's alpha. For research questionnaires due to the nature of the questions for each group of questions, individually is calculated a Cronbach's alpha and according to all obtained alpha coefficients in groups of questions to measure the variables, are over 0.70. Thus, test has acceptable reliability. According to table (2), Cronbach's alpha of each the components is greater than 0.70, that shows reliability of structures.

2.6 Data analysis and hypothesis testing

In this study, the data obtained were analyzed by using descriptive and inferential statistical methods. Therefore, in descriptive analysis has been used from frequency distribution table, measures of central tendency, dispersion, shape of distribution, and related charts. In inferential, has been used from structural equation modeling. For this analysis has been used from statistical software Smart PLS.

Structure from statistical model is for review from linear relationship between unobserved variables and observed variables. In other words, before test from research hypotheses, first, must be safe of technical features from measuring tool, because researcher to ensuring from the accuracy of the results from analysis of research data, must ensure from technical accuracy of measuring devices.

2.7 Review goodness of fit index

For this job in software smart PLS, commonly used from criteria such as: Combining reliability, Cronbach's alpha, Average common variance structures, Mutual factor loadings, R -Squares, The impact indicator, Aston and Geysers criteria and goodness of fit criteria or GoF.

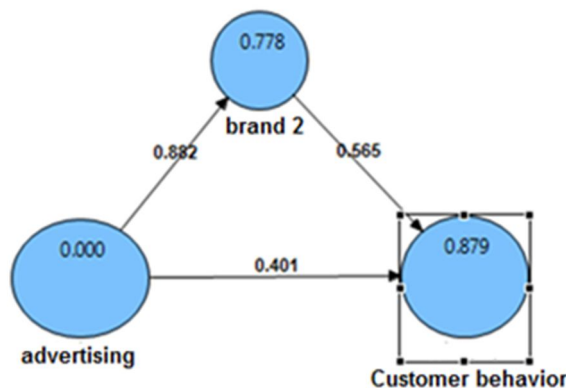


Figure 5. R2 values for the design of the study of model fitting

Criterion of R^2 for this purpose is used that, show variable of exogenous or independent affect on variable of endogenous or affiliated or not. Amounts intended for this criterion, are 0.19, 0.33 and 0.67 that are represents amounts respectively weak, medium and strong. In this study, the amount of R^2 is equal to 0.78 and calculated 0.88. That is represents befit of structural of model fitting. It should be noted that these values calculated only for latent variables of endogenous and for hidden exogenous variable is equal to zero.

Q² Criterion or Stone - Geysers: This criterion specified the predictive power of the model and has been introduced by Stone - Geysers's suitable values for this criterion respectively is equal to 0.02, 0.15 and 0.35 that are indicative predictive power of weak, medium and strong structures or structures exogenous model. Calculated values for this criterion is equal to 0.57 - 0.66 respectively for brand equity and customer behavior. Due to the suitable values, the above criterion, it can be said that the model values is more than appropriate values. So, ability of prediction model is strong and structural

model is confirmed fit.

Overall the Criterion of model fitting GoF: This criterion has been introduced by Tenenhaus et al. (2004), that is used for overall fit of the model thus if it criterion values that's mean 0.01 0.25 and 0.36 to consider as the values of low, medium, and strong, it becomes clear that model have fit or not. Calculated value for this criterion is equal to 0.08 that just three variable root-mean values and beat them in average R^2 obtained. Due to the amount of 0.08, the present model and compare it with three criteria criterion, it can be said that overall fit of the model is strong.

2.8 Chart of path coefficient

Figure 7 shows relationship between variables together in the model, the following chart it has been shown path coefficients of existing research. Arrows numbers is indication of path coefficients between variables that is obtained by using software of Smart PLs. As in the top is observed, amount of impact of advertising on customer behavior with mediation of brand equity is equal to 0.49 ($0.56 * 0.88$), in other words, advertising explains 49 percent of changes in customer behavior with mediation of brand value.

Graph of the statistics of T: Figure 6 shows values of statistics test for each factor. The test statistic, is student's T, that due to its value, hypothesis test (the null hypothesis) rejected or accepted. If the amount of T is bigger than 1.96, hypothesis test H_0 is rejected, in the level of 0.05.

3. Discussion and results

3.1 The results of the assumptions

3.1.1 The main hypothesis: customer behavior through the mediating variable accepts a significant impact brand value of advertising.

As figures Shows that a significant factor of three paths between variables, advertising, brand value and customer behavior that is (3.953, 64.085 and 2.785) error level is 1.96 larger than 0.05 so the path was significant and impact of advertising on consumer behavior through mediation is significant brand value, so the main hypothesis is confirmed. To evaluate the influence of exogenous latent variable models used (advertising) model of endogenous variable (consumer behavior) amounts of factor loadings through mediation brand value of standardized regression that is beta coefficient.

Table 3. Main hypothesis of research

test results	Statistics t	Path coefficient	Hypothesis
accepted	T-value>1/96	0.49	Advertising On customer behavior through the mediating variable of brand value has a significant impact.

Hypothesis 1: consumer behavior of advertising accepts a significant impact.

Table 4. Criteria results of Cronbach's alpha, composite reliability, AVE, R2

	AVE	Composite reliability	R Square	Cronbach's alpha
advertising	0.88	0.96		0.95
Consumer behavior	0.78	0.91	0.83	0.86

The above results show that the measurement model is a good fit. Because all calculated values in the table above are more than proposed criterion values (0.7 and 0.5). For model fitting the structure are used criterion R-squares, and Q^2 , whose values respectively are 0.83 and 0.60, on the other hand overall fit of the GoF model is equal to 0.83. So criteria calculated to verify the good fit if model.

3.1.2 Path significant coefficients between advertising and consumer behavior

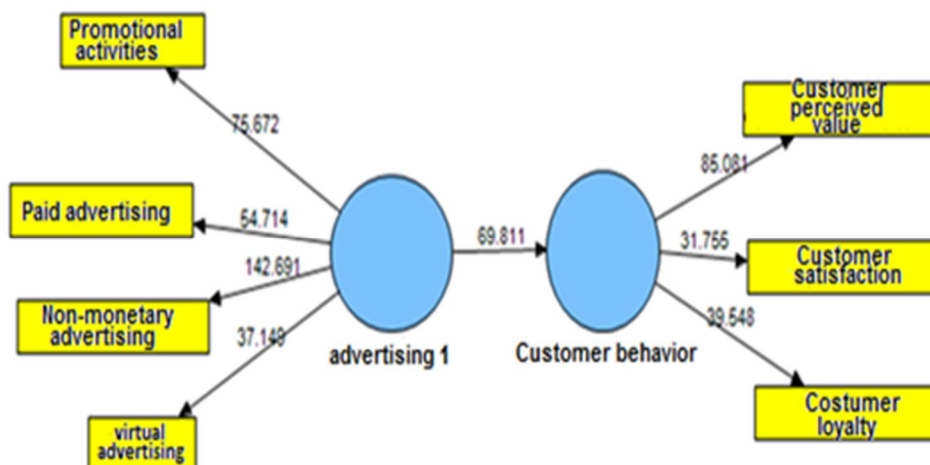


Figure 6. Significant coefficients t-value of first hypothesis

Figure 6 Shows the path coefficient between advertising and consumer behavior is more than 1.96 is so meaningful.

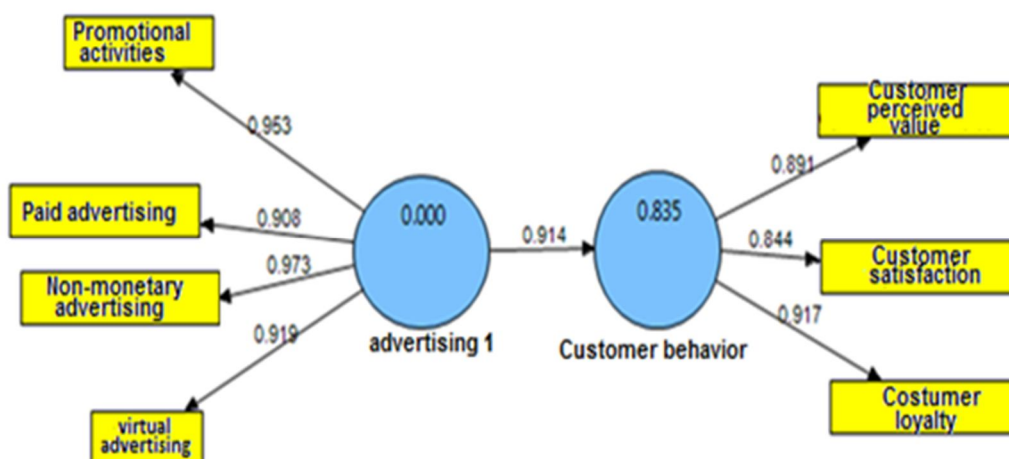


Figure 7. Standardized factor loadings of first hypothesis

Also Figure 7 shows that 91% of changes in customer behavior defines variable advertising. The first research hypothesis is confirmed.

Table 5. The first hypothesis of research

test results	Statistics t	Path coefficient	Hypothesis
accepted	T-value>1/96	0.914	consumer behavior accepts significant influence from advertising.

Hypothesis 2: customer behavior accepts significant influence from brand value.

Table 6. Results of criteria Cronbach's alpha, composite reliability, AVE

	AVE	Composite reliability	R Square	Cronbach's alpha
brand	0.78	0.91		0.85
Consumer behavior	0.79	0.91	0.83	0.86

Results of Table (6) shows that the measurement model is a good fit. Because all calculated values in the table above are more than proposed criterion values (0.7 and 0.5). For model fitting used the structure of the Criterion R-squares, and Q^2 whose values that respectively are 0.83 and 0.64, on the other hand, overall fit of the GoF model is equal to 0.80. So, good fit calculated criteria verify the model.

3.1.3 Check of path significant coefficients between brand equity and customer behavior

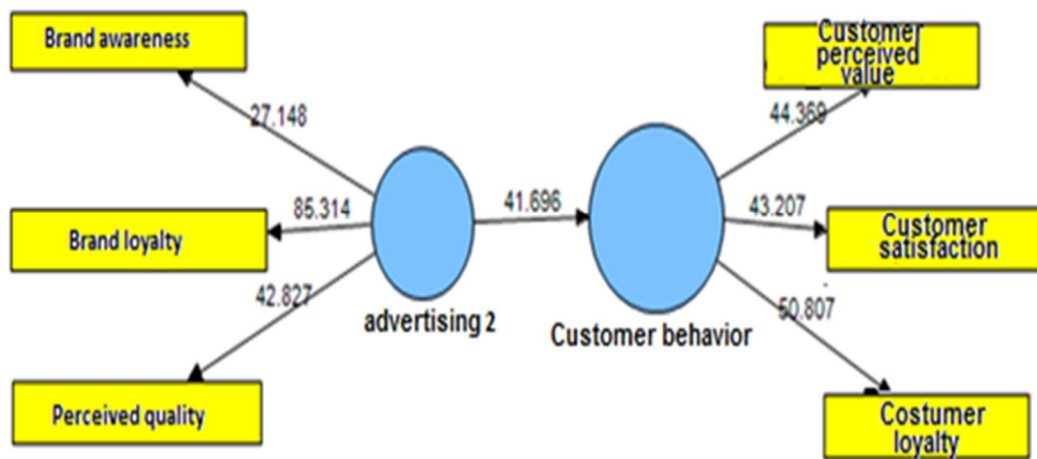


Figure 8. Significant coefficients t-value of second hypothesis

Figure 8 shows the path coefficient Between brand value and customer behavior is more than 1.96 that is so meaningful.

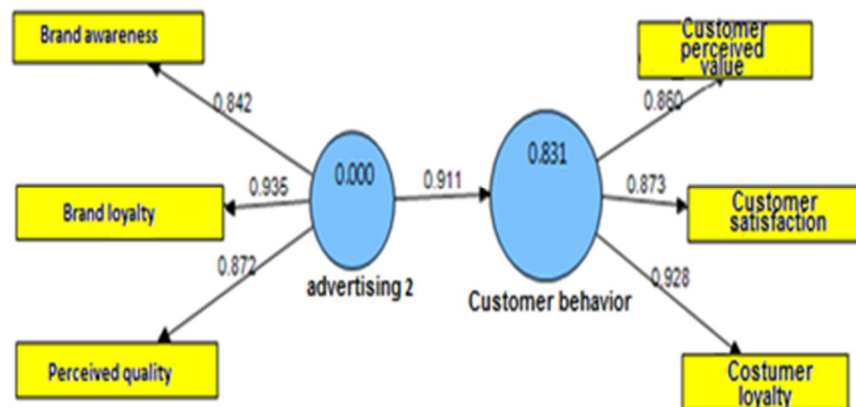


Figure 9. Standardized factor loadings of second hypothesis

Also Figure 9 shows that 91% of the variable changes in consumer behavior explained brand equity that. So second research hypothesis is confirmed.

Table 7. The second of research hypothesis

test results	Statistics t	Path coefficient	Hypothesis
accepted	T-value>1/96	0.911	Customer behavior from brand equity accepts a significant impact.

4. Conclusion

4.1 Summary and conclusion

Due to the obtained results for the main hypothesis of the study, it can be concluded that right ads and promotional activities shall be customer in return purchase the product from specified brand, can understand special value that does not exist in other products and rival brands and loyal customers can use from this equity created for more advertisers product brands among their friends and acquaintances and distinguish the brand. Also, customer should be understood that to use brand products pays fair price and company to coverage advertising costs and promotions not receive high price of the client. At the end, clientele with comparison type advertisement and brand equity and quality and price of goods brand relative to arrive satisfaction that whatever,

customers mental history of brand products close the customer perception of quality brand customer satisfaction more and as a result will be more his loyalty to the brand.

Due to the results to the first research hypothesis, it can be said that, the presence of ads in society, also to its place that it can be valid conferences as promotions make contributed in customer commitment. By the way using cash back on goods and using incentive gifts than their competitors makes satisfy more customers. Eventually, with benefit from internet advertisement and using creativity based on studies and pre-test was conducted raise the perceived value by customers.

Due to the obtained results for the second research hypothesis, it can be said due to the obtained results for the main hypothesis of the study, can be concluded that increase customer awareness from all products and its unique characteristics can cause that brand make fit mentally image in person and makes changes customer buying behavior and also, can do in the field of mouth to mouth marketing, to other customers with full knowledge to promote brand and company products. As well, brand loyalty can change customer buying patterns in today's competitive market. Customer preference for use of a brand in between a host of brands have need to right ads and increasing the quality of services and products brand and can cause creation brand loyalty customers. If, quality from brand products be appropriate to needs and customer expectations and can cover beyond that causes good perceived quality in customers.

4.2 Practical suggestions

Based on the results, it is suggested that active companies in the food industry determine the fair price for their products that customer based on the perceived quality and special value that this product than competitors' products brings him thinks that the price is fair and become due to the price is right and good quality to loyal customer for company and can advertise company products and the company's brand in the field of foodstuffs.

Also, customer satisfaction will be achieved with increase product quality and customer perception of this premium quality against competitors and clientele of goods of Active companies in food industry should watch the quality that in advertising of companies is referred to it, in their products to have constant purchasing behavior change and long-term that it would considered.

It is suggested that active companies in the food industry for their products determine the fair price that customer based on perceived quality and special value which brings him thinks fairly this product than competitors' products the price and due to the price is right and good quality become to loyal customer and can advertise company products and the company's brand in the field of foodstuffs.

It is suggested that active companies in food industry must have review of the adequacy in the field of advertising and its promotional activities to expand their brand equity and can raise awareness of their customers of their products and can make loyal customers towards their brand.

Also, it is suggested that advertising trends from food industry from print and television advertising shifted to social networks, because have a large expansion coefficient among the members and loyal customers can easily broadcast messages related to company's products to their friends and acquaintances.

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How to Cite this Article:

Nazar A., Hamidizadeh M., Impact of advertising and brand equity on customer behavior, *Uct Journal of Management and Accounting Studies* 6(1) (2018) 9–19.