

# **Identify and evaluation the main factors of brand marketing In creating brand value by fuzzy MCDM approach (Case Study: Industry cakes and cookies)**

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**One of the challenges of today's organizations Identify the key factors of marketing to create brand value And evaluation of different marketing activities that strengthen the brand On the one hand, and provide models for marketing and building brand value of the other The company and industry has become essential. In this study, the approach of fuzzy Multi Criteria Decision Making (MCDM) identified and evaluated Effective factors in Brand Marketing And creating brand value. This examination first the study of literature, Factors identified and its validity was confirmed by university professors. In order to obtain better results using fuzzy DEMATEL severity of factors on other were also examined. And then on that basis and using network analysis fuzzy (F. ANP) and rank the importance of each factor were determined. fuzzy DEMATEL results Indicated that "Price strategy" the most influential and "production strategy" is the most affected. Also, the results of analysis by the method F. and solved with the help of software that EXCEL indicated to Index "Image quality (perceived quality)" It is most important.**

**Keywords : Brand, brand marketing, MCDM, fuzzy analytic network process (F. ANP), F. DEMATEL.**

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