

Prioritize factors affecting the preferred brand of consumer's vision by multi-criteria decision-making models (MCDM)

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Abstract In today's competitive world, having a competitive edge is key to any company. One of the most important and irrevocable assets of each company is its brand value. The evaluation of the implications and results of brand equity management is one of the most important topics for measuring intangible assets in a modern economy. The purpose of the present study is to prioritize the factors affecting consumers' brand preferences. In this regard, three constructs of special knowledge value, special value of attitude and special communication value have been investigated and their impact on brand preferences has been measured. The two commercial names examined in this study are Samsung.Ilg.Ichon.ChcTc Hawaii is in the mobile industry. In order to collect data, two Fuzzy Vocal Technique questionnaires and paired scales were developed and provided to qualified vendors in the mobile industry. After analyzing the results of the iPhone-Samsung questionnaire, Huawei-LG Wi-Tec brands ranked one to five They were awarded.

Keywords : Key words: Brand equity value, Custom value of the brand name, Brand preferences, Deciding to buy a brand name and multiple attributes:

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