

The effect of integrated marketing communications tools on customer based brand equity

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Abstract The aim of this study is to examine the effect of integrated marketing communications tools on customer based brand equity. The current study is a descriptive study and an applied regarding the purpose. The sample included all customer of the samsung co. of Rasht in sum of 1600 people, who were ed 319 subjects through nonprobability sampling. Data were collected in a field study by questionnaire. Reliability was tested by Cronbach's alpha coefficient and face validity was used to confirm the validity. In order to analyze the data was used regression method in SPSS v.20 software. The results demonstrated that integrated marketing communications has a significant positive effect on customer based brand equity. As well as, other results indicated that integrated marketing communications tools includes advertising, sales promotion, sales direction, & public relations has a significant positive effect on customer based brand equity.

Keywords : Key words: integrated marketing communications, customer based brand equity, Advertising, Sales Promotion, Sales Direction, & Public Relations.

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