

The influence of brand equity dimensions on consumers' responses (Case study: Tar-o-mar brand Foumanchimie)

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Abstract The overall purpose of this study is generally to evaluate the effects of brand equity dimensions on consumers' responses. The study is a descriptive one; the purpose is functional analysis of data. The data was gathered through a field study having used a questionnaire. In the present study, the studied statistical population has been chosen among the Tar-o-Mar brand consumers. The population includes 385 consumers who were picked out as statistical samples using a non-probable sampling method. Eventually, the assumptions were analyzed by LISREL program. Through analyzing the data, it was noticed that the brand awareness and perceived quality both influence the brand equity. And the effect of perceived quality on brand loyalty and brand equity was approved. It was also pointed out that brand equity affects price premium, brand extension, brand preference and purchase intention. Finally, it was concluded that brand preference influences the purchase intention; however, there has been no evidence proving the influence of brand association on brand equity. **Keywords:** brand equity, brand associations, perceived quality, brand loyalty, brand awareness, consumer's response

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