

# **Study of integrated marketing communication on the creation of customer-based brand equity ( Case study : Net work Marketing )**

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**As the newest approach to communication management, integrated marketing communications programs, have increased by advances in information and communications technology, has been considered an important contribution in building the brand. However, little research on the role have been carried out of this new communications networking marketing companies. The aim of this study was to evaluate the effect of integrated marketing communications is to create a customer-based brand equity. Research purpose and the method of research is correlation. Research purpose and the method of research is correlation. The population of 385 active network marketing research for Baader and fine cotton that have been randomly ed. To collect data, questionnaires Serik Maja (2014) is used. The results show that understanding marketing communications seamlessly on perceived quality and brand loyalty effect, but the effect on brand image could not be verified.**

**Keywords : Integrated marketing communications, brand image, perceived quality, brand loyalty**

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