

The impact of advertising and sales incentives to create brand equity (CASE STUDY: CONSUMERS OF KALEH PRODUCTS IN RASHT)

Sudabeh Roshan Zamir*,

Abstract This research uses the descriptive-correlation method to "Impact of advertising and sales incentives on creating brand equity (Case study: consumers of products in Kaleh company in Rasht city)". For this purpose, this research was conducted to investigate the relationship between promotional tools and brand equity. The information about the theoretical parts of this research was prepared using library and documentary methods. Field information was collected through a questionnaire statistical samples (450 consumers of Kalle Company products in Chain stores in Rasht city). Have become. Data analysis has been analyzed using structural equation technique and Amos software. The results of the research indicate that people's attitude toward brand promotions using variables (perception of quality- Brand awareness - brand association) has a significant impact on the customer, but variables such as monetary and non-monetary incentives have no significant effect on (brand awareness - brand awareness - brand awareness).

Keywords : **Keywords:** Cost - Attitude to Advertising - Financial incentives - Non-financial incentives - Brand awareness - Perception of quality - Brand association - Attitude loyalty.

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