

The Impact of Entrepreneurship Tendency and Marketing Capabilities on Brand Performance with Emphasis on Brand Orientation and Creating Customer Value (Case Study: Gilan Manufacturing Companies)

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The brand is one of the most intangible assets of any organization. A brand is a name, phrase, or term, sign, mark, symbol, design or combination thereof, is intended to represent a product or service offered by a seller or a group of sellers, and thereby distinguish them the products of competing companies. The success of a business is undoubtedly the result of the brand's performance. Therefore, there is a view to evaluate the performance through the products and services offered by the organization, so-called brand performance. Literature review shows that entrepreneurial orientation is one of the factors influencing brand performance. Therefore, the aim of this study was to evaluate the impact of entrepreneurship tendency and marketing capabilities on brand performance with emphasis on brand orientation and creating customer value among manufacturing companies of Gilan province. It is a descriptive and correlational study in terms of methodology and an applied study regarding target. The population consisted of all manufacturing companies in Gilan province. The sample size was considered 7 companies and 5 managers and executives are ed each company as the sample. In order to analyze the data was used descriptive and inferential statistics. In order to describe demographic variables as well as research variables was used descriptive statistics by SPSS software and to test hypotheses was used the partial least squares (SEM) via the structural equation software Smart PLS 2. The results of the hypotheses test suggested that the brand orientation has a mediating role in the relationship between the variables of entrepreneurship tendency and marketing capabilities with

brand performance. Furthermore, the mediating role of creating customer value in the relationship between the variables of brand orientation and brand performance was confirmed. Eventually, some suggestions were provided based on the findings of the hypothesis test.

Keywords : Brand Performance, Entrepreneurial Tendency, Marketing Capabilities, Brand Orientation, Creating Customer Value

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