

# INVESTIGATION, IDENTIFICATION AND RATING OF THE IMPLEMENTATION OF COMPREHENSIVE BRAND MANAGEMENT PROGRAMS IN COMPETITIVEMARKETS USING THE (PCDL) PATTERN

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## ABSTRACT

*Brand is a sign that the products or services of an organization (or organizations), are known by it. Accordingly, it should be noted that brand and branding, is not a process such as advertising and access to markets and customer but it is in fact a process and procedure that makes the view for customer that this is just your organization that realizes his or her problem and or need and tries to solve the problem or meet that need. The present study is done to investigate, identify and rate the implementation stages of comprehensive brand management programs in competitive markets using PCDL pattern in food industry companies in industrial park of Mashhad. In terms of goal, this study is applied and in terms of method is descriptive – survey and based on the relationship between variables is correlational research. A mixture of field and library method were used to collect data and information. The population of the study includes all people (N=90) working in food industry companies in industrial park of Mashhad. According to Morgan table, sample reduced to 73 participants. Data was analyzed using SPSS software. According to reviews of participants, the results showed that the performance of the brand is the first priority in rating the implementation stages of comprehensive brand management programs in competitive markets of food industry companies in industrial park of Mashhad. After that, the localization of the brand is the second priority, third priority is communications of brand message and brand value strength is the fourth priority.*

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### KEY WORDS

*PCDmodel, branding, competitive advantage.*

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## INTRODUCTION

In competitive environment, most researchers believe that brand is an important part of a business and asset of an enterprise and many businesses like to learn how create a successful brand. On of necessities to create a strong brand is to know all factors which create brand - specific [1]. Today, many organizations have come to the belief that their services and products brands are among their most precious assets. In modern and complex world, all of us whether individually or as business executives, are facing increasing options and reduced time for decision making. Accordingly, the ability of a brand to simplify consumer decision making, reducing risk and defining their expectations is valuable. One of the necessities of top management in each organization is creating powerful brands that promote their power and capabilities over the time while meet promises and commitments [2].

Brand – specific value has many benefits for companies and manufacturers. For example, if a brand has high value, the target consumer will have a positive behavior towards the brand that finally is ready to pay more money for the products, repeat the purchase, and exercise the word of mouth [3]. All such behaviors of the consumer would increase competitive condition and financial performance of the company. Brand – specific value creates loyalty in consumers, increases possibility to choose a brand, and companies can benefit from this advantage to develop their product portfolio. With the brand extension to new products, advertising costs will be reduced for new products. Other advantages of brand – specific value are giving patents and licenses to other companies, marketing communication effectiveness, chain stores willingness to put forth the product in their assortment, lack of demand elasticity to price and reducing the vulnerability of companies against competitors and economic downturns, value -specific maintenance and development. Brand is mostly a challenging and difficult activity so it is necessary to adopt a comprehensive vision of different attitudes towards influential factors on brand – specific value in order to extend brand – specific value appropriately. In today market environment, there are very different ways, through these programs, marketers can influence the creation and enhancement of brand – specific value. Distribution strategies, communication strategies, marketing strategies, pricing and other activities may be weaken or strengthenthe brand [4]

In order to get competitive advantage and to be ready for entering global markets, promotion of Iranian's brand value – specific is very important. Thus, investigation of mix effect of marketing can help to identify the most influential factors for brand promotion and focus on such elements in marketing strategies and assign more resources. Company will be stronger by identification of factors influencing specific value of brand so financial performance increase. Due to the fact that brand is not defined correctly among Iranian companies and Iran has no global brand yet in such a way that share of Iran in 11000 billion US market is zero. Nowadays the necessity of branding in Iran felt more than ever. Thus examination of specific value of Iranian brand and investigating influential factors for brands is a very important step toward branding and Iranian brand promotion in order to enter global markets and compete with international brands. According to the importance of brand specific value we should focus on how value is created for brand by marketing mix to help managers use such information and promote and extend their brand value thus performance of the company will get better. The most important factors in building and strengthening brand specific value are marketing activities. Brand specific value is investment that has been made in the past marketing efforts. The companies made consumers aware of the brand through marketing activities and create a good image of the brand in their minds [4]. There are several reasons expressed for the growth in the literature on branding in today's industry. From the perspective of customers perceived reduced financial and non-financial risks and costs of research are key benefits. In brand owners view the key issues are ability to present better prices than competitors, ability to obtain market share, ability to retain customers thorough brand loyalty making and reducing marketing costs of services units, measuring brand specific value and considering cognitive aspects [5].

Proposed PCDL model can provide a useful guideline for managers to make brand identity in target markets. With competition becoming more complex, managers face with challenges related to matching brands with changed expectations of customers. Among the various strategies that are available to managers, brand localization about customers' features of priorities, can help customers to acknowledge the superiority of brands. Localization in features or profits, will enable companies to strengthen their financial resources as much as possible. If the appearance and layout of the current product becomes obsolete, brand has to go to higher levels or expected performance, to maintain itself in dynamic markets. Companies require to localize their brands in the minds of their customers. To achieve their desired goals in terms of communication strategy, they have to change innovative methods to attract target customers and finish the confusion and noise (through advertising). With increasing competition and the emergence of phenomena such as global markets, domestic industries of each country in order to stay in the area need to increase their competitive advantage. One of the strategic tools that causes commitment and frequency of consumption, increasing economic value for shareholders and expand economic activities beyond geographic boundaries, is brand value. Given the importance of brand specific value for companies to evaluate which of the comprehensive brand management implementation stages how and in what way create value for the brand, is essential.

Thus, in this research the effect of marketing mix on brand specific value and identifying branding stages in order to achieve profitability for company and reducing marketing costs and surpassing other competitors is necessary in food industry companies.

Given the importance of the issue, in present study we try to investigate, identify and rate the process of brand management comprehensive program in competitive markets of food industry companies of industrial park of Mashhad using PCDL pattern.

## MATERIALS AND METHODS

The research method is applied based on the goal and is descriptive and survey and correlational analysis. The statistical population of the study includes all people working in food industry companies in industrial park of Mashhad that the number of them is limited. The time period includes the first half to the second half of 1394. Based on Cochran formula, N is equal to 73 that questionnaires were distributed randomly among them.

In conducting stage of the study, answering method for tests were described for participants in detail after some primary descriptions about measurement and the goal of the test. About moral considerations, after written consent from participants and giving information, we make them assure that the obtained information is used just in this study and preserved against any misuse. This questionnaire contained questions that could measure knowledge infrastructure capabilities, knowledge process capabilities, knowledge sharing and organizational effectiveness variables. Its answering scale was five-point Likert scale. To confirm the validity a copy of which was provided to instructors. Then some questions that were unintelligible, ambiguous or unrelated to the topic, location and population of the study were removed and some more clear questions were added. Cronbach's alpha was used to determine its reliability. The results showed that the questionnaire was reliable [Table- 1].

Table: 1. Cronbach's alpha value

Variables	Questions number	Cronbach's alpha coefficients
Brand localization	5	0.806
Brand message communications	5	0.701
Brand performance presentation	5	0.707
Brand value power	5	0.748

Conceptual model of relationship between research variables is as follow [Figure- 1]. There are four factors including brand localization, brand message communications, brand performance presentation, and brand value power in PCDL model which is presented in the form of conceptual model.

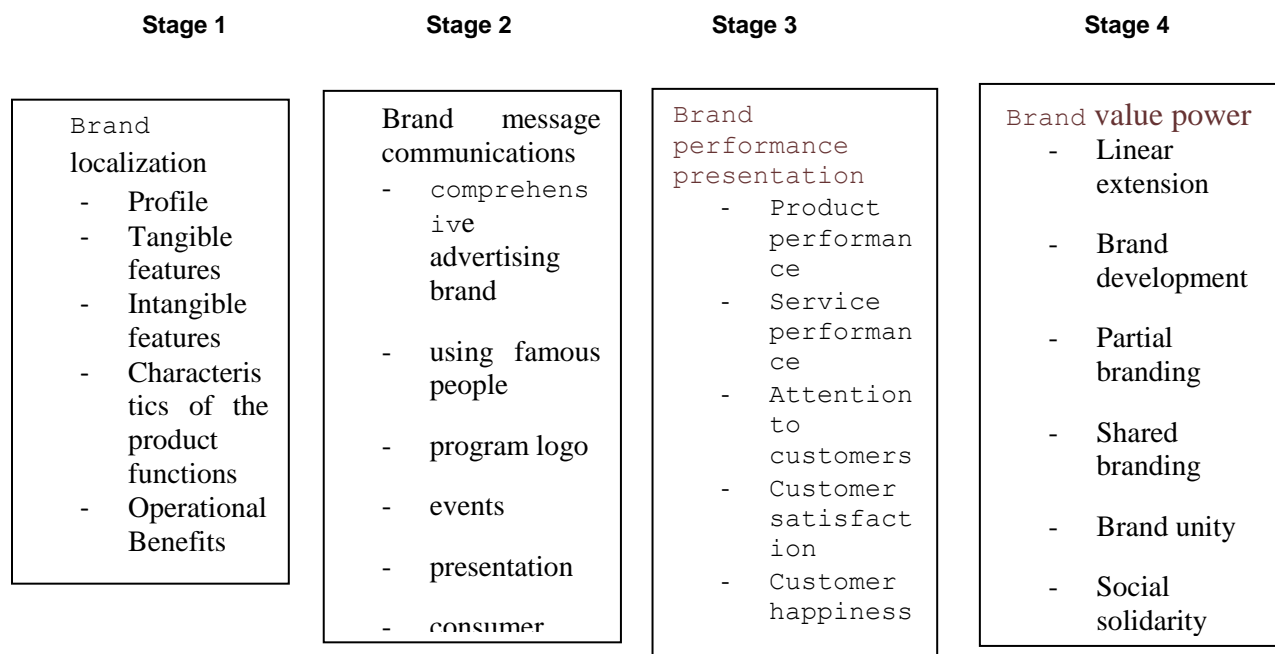


Fig: 1. Research conceptual model, brand stages model in competitive market (PCDL), Temporal (2000)

**RESULTS**

[Table- 2] shows standard deviation and mean of research variables.

Table: 2. Descriptive statistics of research variables

Variable	Number	Mean	Min. score	Max. score	SD
Brand localization	73	3.81	2	5	0.71
Brand message communications	73	3.60	2	5	0.78
Brand performance presentation	73	4.18	2	5	0.71
Brand value power	73	3.35	2	5	0.72

In this section and next sections, research question are examined and answered. As mentioned above, the first research question is as follow:

**Q1:** Is brand localization stage effective in competitive markets of food industry companies of industrial park of Mashhad?

We can conclude that brand localization stage is effective in competitive markets of food industry companies of industrial park of Mashhad. In table below descriptive indices and the result of Student-t test to investigate the significant effect of participants mean scores are presented. [Table- 3]

**Table: 3. Results of t-test to investigate brand localization stage in competitive markets of food industry companies of industrial park of Mashhad**

Variable	Descriptive indices			Freedom degree	t statistics value	P-value
	Sample	Mean	SD			
Brand localization	73	3.81	0.71	72	9.768	0.000

Based on the views and opinion of participants, students-t value and P-value obtained from brand localization stage in competitive markets of food industry companies of industrial park of Mashhad is significant because significance value or P-value is less than test significance level or P-value <..... thus we can conclude with 95 percent confidence that: Brand localization stage is effective in competitive markets of food industry companies of industrial park of Mashhad. [Table- 4]

**Q2:** Is brand message communicationsstage effective in competitive markets of food industry companies of industrial park of Mashhad?

**Table: 4. Results of t-test to investigate brand message communications stage in competitive markets of food industry companies of industrial park of Mashhad**

Variable	Descriptive indices			Freedom degree	t statistics value	P-value
	Sample	Mean	SD			
Brand message communications	73	3.60	0.78	72	6.567	0.000

Students – t value or P-value or estimated possible significance value is bigger than test significance level (P-value = 0/000 <  $\alpha = 0.05$ ) thus zero hypothesis or the assumption that brand message communicationsstage is not effective in competitive markets of food industry companies of industrial park of Mashhad is rejected on 5 percent significance level. Thus we can conclude with 95 percent confidence that: Brand message communications stage is effective in competitive markets of food industry companies of industrial park of Mashhad.[Table- 5]

**Q3:** Is brand performance presentation stage effective in competitive markets of food industry companies of industrial park of Mashhad?

**Table: 5. Results of t-test to investigate brand performance presentation stage in competitive markets of food industry companies of industrial park of Mashhad**

Variable	Descriptive indices			Freedom degree	t statistics value	P-value
	Sample	Mean	SD			
Brand performance presentation	73	4.18	0.71	72	14.163	0.000

Students – t value or P-value or estimated possible significance value is bigger than test significance level (P-value = 0/000 <  $\alpha$  = 0.05) thus zero hypothesis or the assumption that brand performance presentation stage is not effective in competitive markets of food industry companies of industrial park of Mashhad is rejected on 5 percent significance level. Thus we can conclude with 95 percent confidence that: Brand performance presentation stage is effective in competitive markets of food industry companies of industrial park of Mashhad. [Table-6]

**Q4:** Is brand value power stage effective in competitive markets of food industry companies of industrial park of Mashhad?

**Table: 6. Results of t-test to investigate brand value power stage in competitive markets of food industry companies of industrial park of Mashhad**

Variable	Descriptive indices			Freedom degree	t statistics value	P-value
	Sample	Mean	SD			
Brand value power	73	3.35	0.72	72	4.169	0.000

Students – t value or P-value or estimated possible significance value is bigger than test significance level (P-value = 0/000 <  $\alpha$  = 0.05) thus zero hypothesis or the assumption that brand value power stage is not effective in competitive markets of food industry companies of industrial park of Mashhad is rejected on 5 percent significance level. Thus we can conclude with 95 percent confidence that: Brand value power stage is effective in competitive markets of food industry companies of industrial park of Mashhad.[Table-7]

**Q5:** How is rating of comprehensive brand management programs implementation stages in food industry companies of industrial park of Mashhad?

**Table: 7. Friedman test results for prioritization of comprehensive brand management programs implementation stages in competitive markets**

Variable	Rate average	Priority
Brand localization	2.63	2
Brand message communications	2.30	3
Brand performance presentation	3.38	1
Brand value power	1.68	4

Based on the results from the table we can see that performance presentation of the brand is the first priority in rating of comprehensive brand management programs implementation stages in competitive markets in food industry companies of industrial park of Mashhad. The following is brand localization and the third priority is brand message communications and the last one is brand value power.

## DISCUSSION AND CONCLUSION

In new era which is the age of merger and acquisitions of the companies, business brand value is a key factor in company value and stock exchange value and this is due to the power that a brand has in attracting new customers and retaining them. If the brand has great specific value, companies can reduce marketing expenses in the shadow of its existence. Because customers know it and are loyal, when negotiation and bargaining with distributors and retailers company has stronger position and lets the company to set higher prices because customers perceive is as higher quality brand. Company can increase its product range because customers are trusted in it and this can defend company against competitors' prices. Customers also advertise the brand for other so more customers will be attracted. Identifying the various aspects of a brand and its effects on the behavior and reactions of consumers, help companies to better design and implement their marketing plan. Understanding specific value aspects of the brand and comparing their effects helps managers to plan appropriately in order to achieve anticipated targets. In

present research we examined the role of brand localization, brand message communication, brand performance presentation and brand value power stages. Finally, we propose:

- The allocation of more financial resources to advertising , companies product performance
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- Recounts the experiences of others shopping experience for products of the company
- Advertisement in order to remind intangible features of companies product

#### CONFLICT OF INTEREST

The author declares having no competing interests.

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None

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