



The brand induced an increase in product quality on consumer behavior

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Abstract

Consumer behavior, marketing is one of the branches of the elements such as psychology, marketing, economics is formed. Marketing managers and marketers can study consumer behavior and knowledge of their behavior before the purchase, during the purchase and after the purchase and the consumer decision process in order to satisfy customers and improve marketing and sales performance have a good. , Brand equity can lead to product reputation, high quality products to inspire shoppers, very strong mental image of the product in the minds of customers and become one of the major assets.

Key words: Brand, Marketing, Consumer Behavior, Consumer Decision

Introduction

An important component of the product name and the consumers of commodity and trade name. Added to the usefulness and value. For example, a consumer, as a famous brand cologne bottle good quality and expensive treat. But if this bottle is not the brand, even if it has a similar flavor, low quality merchandise will be considered.

Good brands have the advantage of consumers. Consumer rating means that customers are loyal to the names suggest. A significant number of customers, even if the alternative products on the market at lower prices, and trade names are the same applicants and will not accept substitutes. In other words, firms that have a valid name and symbol are virtually the advertising strategies of competitors have insurance (Esmaeelpour, 1381: 185).

Many companies and organizations gain competitive conditions caused due to the increasing need for companies to market their brand is uninspiring. They have found that focusing on the needs of consumers and consumer behavior, marketing trends is the key assumptions. Marketing literature in the 1990s and 2000s, replete with respect to the axis of Jupiter is Parvatiyar (Sheth&Parvatiyar, 1995: 225) and despite the centrality of Jupiter, scientists, science, marketing and management of remaining unrecognized mental processes Consumers warned (Zaltman, 2003 :1).

The quality of product

The product is a thing to consider, purchase, or use it to get released will be possible to satisfy a need or desire. Products include physical objects, services, location, organization, or even an idea or thought (the Mohebbali and Culture, 1385: 195).

The foundation of any business offering products (or products) to the community. Preparations produced from one or more organizations that aim to improve and be better than others happily show them to our customers and are prepared to pay good prices for each product.

On the other hand, a certain product can be different than it unfeasible. The preparations are in line with "goods or materials "are called such as chemicals, metals, salts, fruits and vegetables, ... Marketing, merchandise, special attention has to be kept in mind, however, that the goods they are simply saying is that wait commodity product transformation (Cutler, 179:1379).

According to the arguments presented, various items can be located in either the mental state of similar products, superior, and there is no absolute good or kind in any product, whether goods or services - can be distinguished from others. At the other end of the line product, the deep ones are different from one another, such as vehicles, heavy equipment, buildings and roads and houses. The product design is very open and flexible. Take the car, they can in terms of size, pattern making, motor power, and hundreds of passengers were replaced by chairs and other characteristics vary be produced. As a result, car manufacturers can always claim that their products than competitors make very different. In addition to the objective characteristics, some psychological traits that can be added to these products, such as outstanding character, prestige buyers (in the case of Mercedes-Benz), athletic ability and speed (Porsche) and rated safety (Volvo) have mentioned earlier (Cutler, 181 : 1379).

All products

Consumer and industrial products are divided into two groups.

One.Consumer products: refers to a group of products that are purchased for personal use by the final consumer. Consumer goods are divided into durable goods and temporality.

Consumer products based on the conventional way of buying consumer products, a shop dedicated and unintentionally fall into.

One.1 common products: products such as yogurt and soap buyer in the selection process and buy it so do not bother to compare. Popular products into three groups: normal products, incentive and emergencies are divided.

One.One.2 Products stimulus (stimulus): Usually the buyer to procure products like gum and candy before buying the next box when not planning to showcase their shops or face an incentive to purchase, and to prepare them to act.

One.One.3 emergency products: in particular, the decision to buy is like an umbrella when it rains to collect snow to shovel the roof when the first snow has come.

One.2 products shop (comparative): products such as furniture and appliances from the Grvhand people buy these items because they are not everyday purchases, further investigation and usually features products with different brand names are compared to.

One.3 Specials: certain goods, such as Rolls-Royce cars from the Nvnd. Adhere to the customer is why we tried to prepare them to go even to a distant shopping centers.

In purchasing these products, the buyer does not like the comparison has been loyal to the brand.

One.4 unwanted products: the products that customers usually do not know they exist. Some specific insurance and any other new products this Nvnd. Suppliers are required to spend their first attempt information about the product and its features are still too (Aflaki, 138:1386).

Product Features: Each product success in the market should be privileged. The rates in the three domains of quality, specifications and product design are introduced.

One.Product quality: the degree of conformity of product attributes on customer expectations. Quality has two dimensions, quality and consistency of quality.

Two.Quality: Asked whether the product does what they do well. Quality level product status determines the target market.

Three.Stable quality: the continuous supply of quality products pertains. In this area there is the continuity in terms of quality.

Two.Brand name (brand)

Brand

Brand or part of the name and address of pronounceable. This means that it can be expressed; names such as: Tayd, Chevrolet, Peugeot and others.

Brand (logo)

It is part of the name and the logo or symbol that is not eq. But it can be detected and used to identify the goods. Brand or logo, symbol, design, or color of the letters is presented as the star of the Mercedes-Benz car or logo University (Ismail M., 1381: 186).

Trade-mark

Name and logo is a trademark or registered in the name and address of, and it seems to be protected by law (Esmaeelpour, 186:1381).

Leadership paradigm of brand management brand before and tactical response, the strategic objective. Because brand names are the source of value creation in business. As

- One. Create and maintain market share and profitability in the business to assist.
 - Two. May dissuade potential competitors from entering the market.
 - Three. Using a product line development, growth options are provided for businesses.
 4. By entering international markets, provide access to higher revenues.
 5. Attracting and retaining the most vulnerable in the long run the forces are able to create a competitive advantage.
 6. Premium brands, the price the buyer is willing to pay, increases.
 7. Brand names enable businesses in exchange for their goods and services, consumers can request more money.
 8. Most companies are helping to maintain their performance under conditions of uncertainty and risk.
 9. Guiding our clients to higher levels of repeat purchase.
 10. Able to build trust and confidence among its customers, the sales volume and higher prices in the market are entitled.
 11. Can lead to new ideas about products and services are created.
- According to the arguments presented, defining brand requires large investments that must be done during a long and distinguished art professional marketers is to create a brand and support it, and thus to strengthen (Drgy, 1386 276) .

The brand is facing serious challenges and short-term challenges include:

1. **Birth:** Introducing the brand for the first time. This step can be shaped by entering a brand new market or introducing a completely new product and new market is formed at the same time.
2. **Challenge (to fight smoking)** alternative brand brand new to the market place, the market leader in most of the advantages of a strong market position and drive them enjoy the benefits of this position require careful planning and clever marketing.
3. **Maintained:** the defense of the brand in the market place. Powerful brands need to use strategies such as creating barriers to entry into the business arena, business and retain existing customers and develop loyalty to the brand new areas, to conserve power, superior position, are the market.
4. **Renewal:** recent inspire the brand brand names over time, wanted or unwanted, or just lose their attraction and localization strategies such as rebirth or re-brand it recently re-give them.
5. **Name re:** the trade name for a product, service or company. Sometimes businesses seeking general changes in their driving routes, in such cases the previous brand, with a new concept brand is disconnected and sometimes it is one of barriers to success. In this case, this strategy is necessary for the organization.

6. **Acquisition:** acquired mergers and acquisitions, brand portfolio of brands. When an acquiring company and the acquired brand names are often faced with major obstacles (Drgy, 1386: 278).

Must be careful to take care of a brand equity that is not depreciated. This requires that the time constant:

One. In order to preserve and promote awareness of the effort.

Two. Perceived than quality and performance will improve.

Three. Positive association to create a brand.

4. Continuous investment in research and development R & D to pay.

5. Launched a sophisticated advertising.

6. Extraordinary service provided to customers and intermediaries.

Some analysts believe that life is far more brand names of products and production facilities of the company. They know a company's brands and permanent component of durable assets.

Each number represents a powerful brand loyal customers, customer equity underlying equity of a brand, marketing programs, as well as proper emphasis on the benefits of extending loyal customer lifetime. This assertion of brand management as a major tool of marketing is done.

The advantages of naming

Name product is sold helpful:

One. Distinguish the denomination, with their name on unique products with high quality, being different from other commodities, guaranteeing its quality and customer to ensure that we have with respect to product quality, we are sure otherwise Nmyshdym the We create product identity.

Two. Market share, a company that produces a variety of products through the various designations to their market share.

Three. Product name creates customer loyalty is one of the research shows that among the Mayhay dishwashers, dishwashers Mayhay housewives all over mud, and Jaam Rica are loyal. These three groups of customers who have purchased their desired constant dishwashing liquids. Interestingly, this study is that all clients have the same characteristics were considered good for a dishwashing liquids (such as cleaning power, concentration, high floor, etc), but they believed that they only buy dishwashing liquid (ie are loyal to it) had all those qualities. Those who believed that the dishwashing liquids bought clay mud all the features of a good product and those who bought a cup of liquid dishwashing thought they knew better than the rest.

4. Orders processed and identify the problem, name product makes vendors to process orders and better able to identify such problems.

5. Legal protection, registration and sign legal protection for unique products is created, otherwise it will be easily copied by competitors.

6. Extend credit to other products, manufacturer name and known use of their new products to be marketed to. Mind and withdraw their customers than the supplier of quality, price and extend to new products. For example, when the value of new product offers, to its credit, has already made a name value, are used. It should be noted that the quality of new products and quality should be at the level of the previous product, otherwise it will have a negative effect on other products.

7. The name of the authentication tokens obtained, the company will also build credibility and prestige.

8. Effective advertising is the product name, company name, product name, melodic and simple comparison shows the product to be easily understood and remembered (Ismail M., 1381: 188-187).

According to the arguments presented, brand equity can lead to product reputation, high quality products to inspire shoppers, very strong mental image of the product in the minds of customers and become one of the major assets.

Style Name - Investment

1. Same naming

Here are all the products of the same name is used as value, China and so on. The advantages of this method are the low cost and the disadvantages that the target market can be classified and that the quality of a product is bad on all a negative effect on.

2. Different naming

Here are specific and unique to each product name is selected. The advantages of this method is that the target market can be classified and each class has a specific name and a particular item and disadvantages of the high cost of advertising and the other does not extend Report a crop to another.

3. Separate group names for each of the products

Here, for any particular names and products are considered common. Such as the use of National (National) for groups of appliances and the use of Panasonic (Panasonic) Audio-visual group by Japanese companies manufacturing these products.

4. The combination of brand and product names of individual

Here we have a general name plus a suffix to communicate various products such as the Toyota Corona, Toyota carina ... (Ismail, M., 1381: 189).

Select a brand

Select a product name should be on pay enough attention. Rials could be a good name for the company achieved sales because they can explain the benefits of the product and the product will vary from product to competitors.

In conclusion, we note that the supply of a product and set it on the market in the first year of launch costs too much, so the name should be accurate enough to be cost a waste. Many marketing companies, have developed a process to select a name for themselves. The process begins with a thorough investigation of the product and its benefits and then target market and marketing strategy is investigated, examined, and then hundreds of different names according to the reaction of customers about a comment consultants is best name of a good name include:

- One. Name the advantages of the product and its quality is so rich.
- Two. Should be easy to pronounce, recognize and remember is. Short names are preferred in this case too.
- Three. Identified and isolated, and not to be confused with other names.
4. It is easy to pronounce in other languages.
5. Legally registered in different countries, if not prohibitive.
6. A better name is neutral or positive and negative bias does not produce (such as name and Persepolis independence and that the product is placed on the opposing team owners may have sanction it (Esmaelpour, 190:1381).

3. Behavior - is

Consumer behavior, a constellation of psychological and physiological processes that start before and after the purchase continues (Peer & Olson, 1999: 110). Consumer behavior is the study of how people buy and what they buy and why to buy things or people (KhajehNassiri, 1387: 1). According to McDaniel consumer behavior to explain how the purchasing decisions of consumers and how to use the purchased goods or services deals (Mc Daniel, 2003: 152). Salmon also stated his opinion that consumer behavior aimed at satisfying the needs and demands of various individuals and groups to effective investigation processes when choosing, buying and using goods, services, ideas and experiences are explored (Solomon, 1999: 5). Anyone in the business world, the customer is kind of like what we produce or sell another person to purchase, use or benefit from it and that's why customer service is the most important thing that the top brands do (Astynt, 1387 175).

Factors affecting purchase decisions of consumers

Purchase decision process is affected by two types of factors, the most important of these are controllable and uncontrollable factors - cultural, social, and group and individual psychological factors, situational factors, and factors related to the marketing mix

Positional effects on stability in shaping the attitudes and behavior of individuals, we must be situational factors that affect the production and control are motivated by environmental factors should be identified and their effects to understand the raise social prestige, behavior and attitude of self reinforces LDA important client of positive behavior in response to several open stores for the customer the choice precautions are reasonable, but caution the client is not closed stores and the behavior of the perpetrators of the store decides to control therefore treatment of the customer's shopping field Recognizing that the behavior pattern reflects a different person (Yani-de-Soriano, 2005: 518-525 & Foxall).

Consumer involvement

The conflict is that the individual importance and benefits of a product that has attached a special occasion. Functional involvement of a person, product or position. The combination of these at different times can differ from product related information on consumer motivation.

Consumer involvement

Obsessed consumers as perceived personal importance or interest and withdrawal associated with the acquisition of goods, services or ideas are defined. As consumers become more motivated to consider increasing the amount of mental conflict, understanding and information that are important to obtain Bazshkafy the tum (Saleh Ardestani, 1381: 93). Several factors that affect the level of consumer engagement include:

One.Product.

Two.Characteristics of the communication is received by the consumer.

Three.Characteristics of a situation where the consumer works.

4.Consumer's personality is.

The complex decision-making process to identify a problem, gather information, evaluate alternatives, purchase and post-purchase behavior. This requires that users make the right decision. So we gathered a lot of information about the product and to assess existing brands (McDaniel, 2000: 8).

Table 1 Characteristics of purchase decisions (McDaniel, 2000: 9)

Type of Decision	Routine	Limited	Complex
Features			
Involvement	Low	Not so	High
Time	Short	Somewhat short	Long
Cost	Low	Somewhat less	High
Data collection	Internal only	Domestic most	Internal and external
Number of options	One	How to	Very

Golden Rules in consumer behavior

- 1 - Maintaining regular profits from most of the benefits from attracting a new consumer.
- 2 - Dissatisfaction of consumers' dissatisfaction with friends is also important.
- 3 - If you have to improve your current situation, you do not act quickly to be sure your clients will lose forever.
- 4 - The customer is always right.
- 5 - To tell their clients to understand what they want to listen.
- 6 - Say welcome to customer complaints.
- 7 - Never forget that the customer chooses.

8 - If you do not take care of your customers, someone else will do it (the fire and pour Miss Jannati: 35).

Conclusion

Not unfamiliar to the consumer behavior in a logical and systematic relationship between industry and consumer organizations and companies are more successful to create goals, the methods and on the basis of customers and the consumers can set cognition are supplied by competitors. Good brands have the advantage of consumers. Consumer rating means that customers are loyal to the names suggest. A significant number of customers, even if the alternative products on the market at lower prices, and trade names are the same applicants and will not accept substitutes. In other words, firms that have a valid name and symbol are virtually the advertising strategies of competitors have insurance.

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