Integrated Marketing Communication and Its Role on Brand Equity: Case Study of Hyperstar chain Stores

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خلاصه مقاله:
Brand equity is an important concept in marketing that enables organizations to maintain its market share, and also claim more money in return for their brands. This study is aimed at investigating the role of integrated marketing communications on brand equity in Hyperstar stores. This study is applied, and based on survey method. The research tool includes a questionnaire that was distributed randomly among 200 customers of Hyperstar chain stores in Tehran. The collected data were analyzed using regression and SEM method. This research generally included three hypothesis that all of them were confirmed. The results showed that integrated marketing communications has a meaningful impact on brand equity indicators.

کلمات کلیدی:
Integrated Marketing Communications, brand equity, Hyperstar stores

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