Volume 13 Issue 14
Originally issued as E6

Global Journal of Management and Business Research
Marketing
Volume 13 Issue 6 Version 1.0 Year 2013
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

The Effect of Integrated Marketing Communication on Customer Based Brand Equity with Mediating Role of Corporate Reputation in Cellular Industry of Pakistan

By Muhammad Mubushar, Imtiaz Haider & Kamran Iftikhar
Mohammad Ali Jinnah University, Islamabad

Abstract - Purpose - In competitive environment the brand managers are under the pressure and the main headache of them how to build the brand equity for the identity, differentiation, and long term financial health of the company? This study investigates that whether marketers and brand managers should use the all the tool of marketing communication and which medium is stronger affect on the brand equity.

Methodology/Design/Approach - This empirical study has been conducted in the area of Rawalpindi and Islamabad Pakistan. Data was collected from consumer of cellular phone with the help of adapted research questionnaire consisting of twenty five items for seven variables used in theoretical framework. Furthermore, SPSS software has been used for conducting reliability, correlation, regression, and mediation analysis. We have also used Baron and Kenny 2012.

Keywords : *perceived advertising spending, price promotion, public relations, corporate reputation, brand equity.*

GJMBR-E Classification : *JEL Code : P23*



Strictly as per the compliance and regulations of:

© 2013. Muhammad Mubushar, Imtiaz Haider & Kamran Iftikhar. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

The Effect of Integrated Marketing Communication on Customer Based Brand Equity with Mediating Role of Corporate Reputation in Cellular Industry of Pakistan

Muhammad Mubushar [α], Imtiaz Haider [σ] & Kamran Iftikhar [ρ]

Abstract - Purpose - In competitive environment the brand managers are under the pressure and the main headache of them how to build the brand equity for the identity, differentiation, and long term financial health of the company? This study investigates that whether marketers and brand managers should use the all the tool of marketing communication and which medium is stronger affect on the brand equity.

Methodology/Design/Approach - This empirical study has been conducted in the area of Rawalpindi and Islamabad Pakistan. Data was collected from consumer of cellular phone with the help of adapted research questionnaire consisting of twenty five items for seven variables used in theoretical framework. Furthermore, SPSS software has been used for conducting reliability, correlation, regression, and mediation analysis. We have also used Baron and Kenny 2012.

Practical implication - Setting the marketing strategies for the effective brand management and achieving the overall goals of companies the mangers should focus on advertising, direct marketing and public relation in Pakistani context.

Findings - The most important element of integrated marketing communication is advertising which plays significant role to build the brand image in the eyes of customers. Secondly the price promotion also attracts the clientele and boosts the sale growth. The sale people is not contribute to building the brand equity according to the data of respondents due to sale persons of cellular deal only in the corporate sectors and facilitate the heavy users.

Keywords : perceived advertising spending, price promotion, public relations, corporate reputation, brand equity.

I. Introduction

This paper explores the role of integrated marketing communication on customers base brand equity in the five companies of cellular industry of Pakistan. The framework is developed with in the line of research and theory that Advertising, personal selling, price promotion, public relation and direct marketing have extensive force on the ingredients of brand equity which is measured with the help of (brand awareness, brand association, brand loyalty and perceived quality (Aaker: 1991).From the very beginning many companies are striving to develop the marketing strategies in order to gain the brand identity, sale growth and point of difference in the competitive environment. The appearance of integrated marketing communication is becoming very sophisticated tool for formulating the marketing strategies. Companies use it as weapon to remain competitive in the digital atmosphere. In start of 1990 IMC become popular topic the field of marketing (Olof Holm: 2006). Large and multinational companies always inject dollarsto generate the brand name which helps to deviate it from the other competitors. For over the couple of years the area of brand equity has gained considerable research attention. The one best reason is that a powerful brand has a room to create the growth, market shares and the most essential assets of a business (customer's loyalty).

A brand is define as any name, term, sign, jingle, packaging, logo, design and combination of all which differentiate the product or service with the other products or services. (Philip kotler page: 198).Brand awareness, brand association, brand loyalty and perceived quality are the four components of brand equity (Aaker: 1991). In addition to that a dominant brand elaborates a positive impact of product quality and delivers the brand awareness in consistent manners and builds the brand image. For the purpose of competition companies have different ways to transform the business with the help of changing business dimensions and opening the new branches or subunits. For instance, the trend of current research focuses the management and measurement of brand equity which enables the brand managers to formulate the appropriate branding strategies to reinforce the brand. Two school of thoughts exits in the ground of branding. One is set of assets and liabilities which is known as financial base equity and determine to judge the financial position of a company. Other is based on customers and so called customers base brand equity which is measured to know the productivity and attitudes of the customers towards the brand (Keller: 1993).

Authors α σ ρ : Mohammad Ali Jinnah University, Islamabad.
E-mail : Mubushar.raja@gmail.com

© 2013 Global Journals Inc. (US)

A huge chunk of budget is spent on the advertising in multinational companies to build the strong brand image in the corporate world. According to researchers the advertising and price promotions are enough tools to build the brand equity. The present study answers the more important and explore able question that how customers fascinate toward the products or services and compelled by the force for purchasing and repurchasing. In his connection, which one facet of brand equity is vital to develop the required attitude of customers? Secondly, how the most important tools of has noteworthy effect on the brand equity. This study provide the bridge to fill the gap between literature and practical implication that for which communication tools for marketing and ingredients of brand equity are important for the managers to focus and build the brand equity.

a) Research Questions

- Have five dimensions of integrated marketing communication significant effect on brand equity in cellular industry of Pakistan?
- Does the corporate reputation mediate between five facets of marketing communication and brand equity in cellular industry of Pakistan?

b) Research Objectives

- To examine the relation among five facets of marketing communication and brand equity in cellular industry of Pakistan.
- To identify the most important facet of integrated marketing communication that affects the brand equity.
- To investigate the mediating affect of corporate reputation between various facets of marketing communication and brand equity.
- To provide the guidelines for brand mangers involved in developing marketing strategies for cellular industry of Pakistan.

c) Significance of the Study

This study contributes simultaneously to identify the most important component of integrated marketing communication that builds up the brand equity to facilitate the brand managers. Also develops understanding about the dimensions of brand equity. The obvious reason is that without knowing the right communicational channel the health of brand cannot be maintained in the minds of the customers.

II. Literature Review

a) Integrated Marketing Communications and its Components

Marketing is the process by which companies generate values for the customers according to their need and build long term relations with customers in order to gain the value from the customers in return (Philip Kotler: principle of marketing 13th addition.p:5: 2003). To enhance the value of market offering marketers use the combination more than a few methods, all have aim to raise the benefits and minimize the cost. In starting the marketers apply selling techniques and bring the highly standardize products in the markets with the help of mass marketing strategies for mass customers and later on the integrated marketing communication came to existence in 1990 (Kotler, 2003). Promotional tools are the combination of advertising, price promotion, personal selling, public relations and direct marketing (Blythe, 2000). The IMC is basically related create awareness initially and capture the interest of target market. The existence of integrated marketing communication is the fruit of rapid advancement in technology and globalization. (Olof Holm: 2006). A potent linkage exists between the allocation of advertising budget and customer's perception toward the market offering whereas the negative linkage between the advertising and capturing the market share. (George S. Low: 2000). The creation of brand personality includes the corporate communication and the adjustment of brand life cycle. In this way a company can use the advertising strategy to influence the customers in the process of creating effective brand personality with aspect of his sincerity, emotional attachment and popularity (Rajagopal: 2006). Sponsorship advertising is the very good tool to build the brand equity. In today's life which has become highly competitive environment for capturing the interest of customers. It is impossible that firms confine their communication by a single tool of communication. It should investigate that how a company may communicate with other tools like personal selling and public relatios. (Franc¸ois A. Carrillat and Alain d'Astous: 2009).

H1a : Advertising has a significant effect on brand equity.

H1b : Corporate reputation mediates between advertising and brand equity.

In the level of introduction the price promotion is a helping tool to uplift the unit sale but in long term it creates the negative impact on the health of brand. (Chu-Mei-Liu: 2002). Price promotion is hurdle to create the association of brand with aspect of quality. Reduction in price has a more negative impression on the perceived quality among the all parts of brand equity. (Michael Clayton and Jun Heo: 2011). Price premium especially in grocery sector stress on the brand equity regarding the four dimension of brand equity, packaging, attributes a quality. On grocery stores are more quality transparence in the perception of customers and high prices show the uniqueness and brand content. (Johan Anselmsson: 2007).

H2a : Price promotion has a significant effect on brand equity.

© 2013 Global Journals Inc. (US)

H2b : Corporate reputation mediates between Price promotion and brand equity

Personal selling has a valuable impact on the brand loyalty. Companies use the personal selling strategies to build up the customer trust which strengthen the brand loyalty of customers and contribute the brand equity. The impact of PR is moderating on brand, when a company has a unfavorable brand image, it should use the personal strategies to capture the customer trust (An-Tien Hsieh and Chung-Kai Li: 2007).

H3a: Personal selling has a significant effect on brand equity.

H3b: Corporate reputation mediates between price promotion and brand equity.

In marketing communication the direct or online marketing environment provide the sufficient challenge and opportunities which is very important to enhance the brand image and develop the brand strategies in the era of online branding (Jennifer Rowley: 2004). Text messaging is using as a tool of marketing to remind the customers rather than a comprehensive marketing campaign with the improving of marketing strategies as well as service quality. The management should make sure the least possible irritating while developing the message marketing strategies. Interactive ad is mostly used in text marketing campaign in today world.(Phumisak Smutkupt, Donyaprueth Krairit and Do Ba Khang : 2012). Direct marketing create the perception among the customers that company has a variety of products, values for money and allow them to compare the prices and this tool is mostly using by the brand managers to concentrate on brand equity(Rosa E. Rios and Hernan E. Riquelme: 2008)

H4a: Direct marketing has a significant effect on brand equity.

H4b: Corporate reputation mediates between direct marketing and brand equity.

Management of public relation and the training of sale persons may help to establish the brand strength for a company which differentiates the firm in competitive environment. (Patrick Poon, Gerald Albaum and Peter Shiu-Fai Chan: 2012).

b) Brand Equity and its Dimensions

Brand is an asset which is developed and managed cautiously. Brand equity is the different set of assets which differentiate the market offering and knowing the effects on customers attitude and behavior (Philip Kotler in principles of Marketing p:203).Brand equity is built and measure by the four path awareness of brand, association of brand, loyalty and perceived quality.. (Aker: 1991). If we talk about brand equity in hotel markets then brand equity consists on brand awareness, brand association, perceived quality and brand loyalty. The very first three components are responsible to give knowledge to the customers about the brand and impinge on the brand loyalty which is the core part of brand equity. For the perspective of creating brand awareness and brand association noteworthy role is advertising and word of mouth. (Jing Bill Xu and Andrew Chan: 2009). The equity of brand may diverge from culture to culture. For instance, in American culture the perceived quality considers for the building and measuring the brand equity whereas tin Korean culture brand loyalty is the main and major evaluation of brand equity. The most obvious reason is that that the brand loyalty creates by the advertising in Korea. In retail industry the electronic media and internet are the best channels to build up the brand equity (Jaehee Jung and Eunyoung Sung: 2006).Brand association and brand loyalty is the essence of brand equity.. The focusing element is loyalty to develop the brand equity. (Xiao Tong and Jana M. Hawley: 2009). If the high behavioral loyalty by the customers the more brand equity will consider. There is no relation between behavioral loyalty and belief, but behavioral loyalty and belief simultaneously add in the loyalty regarding attitude. (Steven A. Taylor and Kevin Celuch: 2004). Satisfaction and loyalty of attitude are the main deriving forces and enable the customers to make the purchasing among the availability of different brands. To enhance the brand loyalty companies must focus on additional services in the most expensive brand where the switching cost of brand is very high (Ahmed H. Tolba and Salah S. Hassan: 2009). Social responsibility for the welfare of the society leverage the perceived quality, reputation of company and loyalty with company and all three components leads to develop the brand equity. (Urszula Świerczyńska- Kaczor1, Paweł Kossecki: 2007). Corporate social responsibility is defined as that all programs for the betterment of social structure that sustain the performance of the business. CSR are those self initiative activities which monitor the business in ethical, social and legal framework to gain the social reputation n in society. According to the report of world Business Council for Sustainable Development (WBCSD) that CSR is the duties of a business which are directly connected with employees, their families and their living standards (WBCSD, 2001). CSR is the name of enriching the society, economic contribution, and align the business with the prospect of society. But in today,s world it has become the stylish instrument to earn the business. In spite of enough knowledge and attentions the concept of CSR is undefined.(Dima Jamali Ramez Mirshak, 2007). Corporate social responsibility has become an authentic rule to judge the financial position of a company. (Marc VilanovaJosep Maria Lozano Daniel Arenas: 2008). In the culture of Italy the enormous companies fulfill the social responsibility by the environmental management, local employment, scheming and reporting strategies.

© 2013 Global Journals Inc. (US)

(Francesco Penini Angeloantonio Russo Antonio Tencati: 2007).

H5a: Public Relations has a significant effect on brand equity.

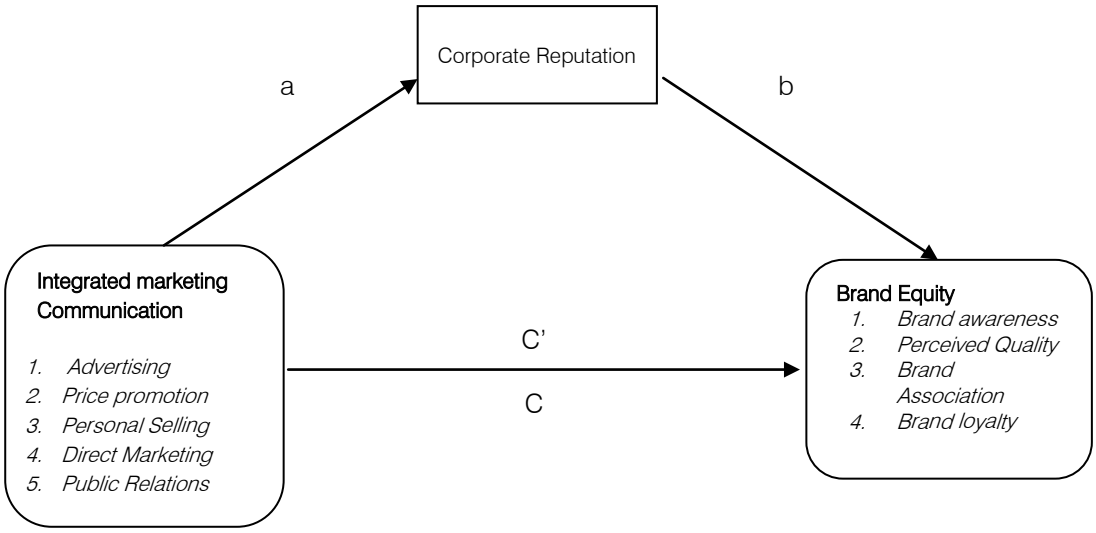
H5b: Corporate reputation mediates between public relations brand equity.

c) Corporate Reputation as a Mediator

A mediator is a variable that signify the new relation between the independent variable and dependent variable. Mediator is an essential part of conceptual model. The full mediation occurred when the relation between the predictor and criterion variable would be zero.

Corporate reputation mediates between facets of marketing communication and brand equity: According to Kenny and Preacher (2012) two steps contemporary approach to mediation analysis used for current research.

III. Theoretical Frame Work



IV. Methodology

The population of the study is the consumers of cellular companies operating in Pakistan Rawalpindi and Islamabad. 135 Five point likert scale questionnaire consisting of twenty seven items were used to collect data through convenient sampling.

The questionnaire used in the surveys of five facets of marketing communications, corporate reputetion and brand equity, as well as respondent demographic information. Some questions were particularly included to judge the respondents' perception regarding marketing communication facets, corporate reputation and brand equity for specific regional brand. Each respondent was investigated to point out his awareness about brands. Respondents, who have brand awareness about particular brand, were asked if they tried that brand. If so, they were asked to report their perception regarding IMC medium advertising, personal selling, price promotion, public relation and direct marketing, corporate reputation and brand equity. The seeming responses were scaled on a five-point lickert differential scale indicating strongly agrees to strongly disagree as the end points. The survey mechanism was pre-tested and then modified as a result of the pretest (Huntet al., 1982). The questionnaire items used to determine marketing communication and brand equity are presented in Appendix-I.

$$\text{Step 1: } BE = Co + C1AD + C2PS + C3PP + C4PR + C5DM + e1 \quad (1)$$

$$\text{Step 2: } CR = ao + a1AD + a2PS + a3PP + a4PR + a5DM + e2 \quad (2)$$

$$\text{Step 3 \& 4: } BE = Ć o + Ć 1AD + Ć 2PS + Ć 3PP + Ć 4PR + Ć 5DM + bCR + e3 \quad (3)$$

V. Findings And Results

a) Reliability Analysis

We check the reliability of all variables which are explaining under the following. Cronbach's alpha was calculated to measure the reliability after putting the data in SPSS. We collect the data from respondents with the help of lickert scale. The higher value of cronbach,s alpha depicts the higher reliability. The value of cronbach,s alpha is less than .60 shows poor reliability,

© 2013 Global Journals Inc. (US)

between .60 to .70 is acceptable, greater than .70 is good and above .80 is very good. In this study we used seven types of variables to investigate the relationship between IMC and brand equity. The cronbach,s Alpha value of perceived advertising spending is .784, price promotion is .771, personal selling is .880, corporate reputation is .661, public relations is .594, direct marketing is .621 and brand equity is .845 respectively.

b) Reliability Statistics

Variables	No. of items	Cronbach,s alpha
Advertising	5	.784
Price promotion	3	.771
Personal selling	3	.880
Corporate reputation	3	.661
Public relation	3	.792
Direct marketing	3	.621
Brand Equity	7	.845

It shows that all variables have the reliability in acceptable range.

c) Respondents Summary

Type of Respondents	Valid	Frequency	Percent	Valid Percent	Cumulative percent
Gender	Male	106	75.7	75.7	75.7
	Female	34	24.3	24.3	100.7
	Total	140	100	100	
Age	Below 25	102	72.9	72.9	72.9
	Above 25	38	27.1	27.1	100.0
	Total	140	100.0	100.0	
Company Preferences	Mobilink	20	14.3	14.3	14.3
	U- phone	70	50.0	50.0	64.3
	Telenor	30	21.4	21.4	85.7
	Zong	16	11.4	11.4	97.1
	Warid	4	2.9	2.9	100.0
	Total	140	100.0	100	
Experience	Below 5 Years	72	51.4	51.4	51.4
	Above 5 Years	68	48.6	48.6	100.0
	Total	140	100.0	100.0	

The above table shows the frequency of 140 respondents in which 106 (75.7%) are male and 34 (24.3%) are female respectively out of 140. The age of respondents is mostly above 25 years which is 72.9% and 27.9 are under the 25 years. The usage of moblink, U-Phone, Telenor, Zong, Warid are 20(14.3%), 70(27.1%), 30(21.4), 16(11.4%), and (4%) respectively. 51% users are using the connection of brand above five years and 48.6% are using below the 5 years.

Correlations

		PAS	PS	PP	CR	PR	DM	BE
PAS	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	140						
PS	Pearson Correlation	.290**	1					
	Sig. (2-tailed)	.001						
	N	140	140					
PP	Pearson Correlation	.333**	.359**	1				
	Sig. (2-tailed)	.000	.000					
	N	140	140	140				
CR	Pearson Correlation	.396**	.598**	.548**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	140	140	140	140			

© 2013 Global Journals Inc. (US)

PR	Pearson Correlation	.396**	.598**	.548**	1.000**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	140	140	140	140	140		
DM	Pearson Correlation	.340**	.489**	.424**	.500**	.500**	1	
	Sig. (2-tailed)	.000	.000	.000	.e of 000	.000		
	N	140	140	140	140	140	140	
BE	Pearson Correlation	.569**	.396**	.442**	.680**	.680**	.441**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	140	140	140	140	140	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation is used to determine the relationship between a set of two variables. The most important factor is that it tells about that how much relationship is existing between two variables. In this study we used correlation method to judge the relationship of variables. The value of correlation lies between -1 to +1. Positive value shows that the relationship exists. The more the positive value shows that the more stronger relation exist between two variables. The coefficient values of adverting, price promotion, personal selling, public relations, corporate reputauion, brand equity is equal 1 which shows that all variables correlate with each others.

d) Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	.576	.560	.43290

a. Predictors: (Constant), DM, PAS, PP, PS, PR

In the above table the value of R square is .576 is a clear indicator that in model the five independent variables contribute up to 57%.

e) Results of Variance (ANOVA)

In the following table the df cell the valu 5 tells us that our independent variables are five. The value of P is 36.386 is on the stage of 0.00 indicates the dependent variable (Brand equity) is significantly influence by the five independent variables (advertising, price promotion, public relations, direct marketing, personal selling, and corporate reputation).

Anova[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.095	5	6.819	36.386	.000[a]
	Residual	25.112	134	.187		
	Total	59.207	139			

a. Predictors: (Constant), DM, PAS, PP, PS, PR
b. Dependent Variable: BE

f) Coefficient Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.098	.312		-.315	.753
AD	.389	.071	.342	5.453	.000
PS	-.068	.071	-.070	-.961	.338
PP	.019	.047	.027	.395	.693
PR	.587	.090	.531	6.545	.000
DM	.084	.072	.082	1.178	..000

a. Dependent Variable: BE

In Above table the beta value of advertising .342 is high at significant level which tells that in building brand equity the more contribution of adverting. The beta value of personal selling is negative and insignificant due to no contribution. Similarly public relation does not contribute to brand image. The reason

© 2013 Global Journals Inc. (US)

is that price promotion reduces the brand image in the mind of customers regarding quality. Public relations and direct marketing are significant which influence the brand equity.

g) Measuring Direct and Indirect Effect as Per Baron and Kenny (2012)

As per Baron and Kenny's (2012) modern mediation analysis require putting values of c' and a and b coefficients in model , and solving it for total effect c, and then decaying the total effect in to its direct (c') and indirect effects (ab), using the following formulas.

$$\text{Direct effect (\%)} = (c' / c) \times 100 \quad (3)$$

$$\text{Indirect effect (\%)} = (ab / c) \times 100$$

Table 1 : Total, direct and indirect effects

Coefficients	AD	PP	PS	PR	DM
A	.090	.190	.301	.149	.09
B	.753	.753	.753	.753	.753
c'	.309	.029	.106	.257	.029
Ab	0.843000	0.143070	0.226653	0.112197	0.067770
c = (c' + ab)	1.152000	0.172070	0.332653	0.369197	0.096770
Direct effect (*c'/c*)	0.268229	0.168536	0.3186	0.6961	0.2996
In %	26.82	16.85	31.86	69.61	29.96
Indirect effect (*ab/c*)	0.7317	0.8314	0.6813	0.3038	0.7003
In %	73.17	83.14	68.13	30.38	70.03

We checked the mediation role of corporate reputation between advertising, public relations direct marketing and brand equity directly and indirectly. The direct effect of AD, PP, PS, PR and DM is 26.82%, 16.85%, 31.86%, 69.61 % and 29.96% on brand equity respectively. The indirect effect of same variable is 73.17%, 83.14%, 68.13%, 30.38% and 70.03% respectively.

h) Sobel Test

For the calculation of H_0:$ab = 0$, Sobel test uses the following test statistic.

$$\text{Test:} Z_{ab} = ab/s_{ab} \quad (4)$$

Which follows Z-distribution, that is, ab/s_{ab} will within the range of 1.96± interval for an $ab = 0$; and if, it will outside of the stated interval. Where s_{ab} has to be computed, using formula:

$$s_{ab} = \sqrt{(a^2 s^2_b + b^2 s^2_a)} \quad (5)$$

Where s_a and s_b are the standard errors of *a* and *b*, respectively.

Table 3 provides detailed computations done for Sobel test, using formulas given in 9 (a&b).

Table 2 : Computations for Sobel test

Sobel test computations	AD	PP	PS	PR	DM
a^2	0.0081	0.036100	0.0906	0.02220	0.008100
b^2	0.5670	0.5670	0.5670	0.5670	0.5670
s_a	.071	.063	.042	.072	.069
s_b	.069	.069	.069	.069	.069
s^2_a	0.5041	0.0039	0.0017	0.5184	0.0047
s^2_b	0.4761	0.4761	0.4761	0.4761	0.4761
$a^2 s^2_b$	0.0038	0.0171	0.0431	0.0156	0.0038
$b^2 s^2_a$	0.2858	0.0052	0.0009	0.2939	0.0026
s_{ab}	0.5381	0.1493	0.2097	0.5563	0.0800
Z_{ab}	0.1259	0.9582	1.0808	0.5350	0.8471

Statistic Z_{ab}, calculated for meditational effect (*ab)* of CR on variables PP and PS and PR falls within the 1.96± interval, and it shows corporate reputation does not mediate between integrated marketing communication and brand equity.

VI. Limitaion of Study

The limitation of this study is that the role of integrated marketing communication on brand equity was checked in telecom sectors of Pakistan with the sample size consist 135 questionnaires. The more important thing is that this study conduct is business to consumer markets and its results may wary when it will conduct in business to business markets and with high sample size.

© 2013 Global Journals Inc. (US)

VII. Conclusions and Recommendations

This research has elaborated on the concept of brand equity and provided a theoretical framework is totally based on the vast literature review. |This proposed framework shows the four ingredients of brand equity brand loyalty, perceived quality, brand awareness and brand association. Corporate reputation is added to the traditional branding model in an attempt to highlight the experiential brand image attributes that are measured by customers' perceptions of the fulfillment of their socio-psychological needs during their telecom network purchase. The dimensions of brand equity are proposed to be advertising, direct marketing, and public relations, all of which telecom managers have utilized to build such equity. Advertising, direct marketing and public relations which formulate customers' direct experiences, mainly shoulder the responsibility of creating brand awareness and brand associations that reflect search image attributes. Advertising is a proxy of customers' direct experiences, and direct marketing mainly bear on the establishment of corporate reputation toward brand loyalty and overall brand equity.

Enlighten of this research that in the IMC adverting has the main contribution which is very sophisticated tool to capture the interest of customers and build the brand equity. Public relations and direct marketing are also drivers to channelize the brand image. Price promotion contributes to negative brand image it boosts sale but destruct the image of company in long term. The result of personal selling is insignificance, the most obvious reason is that in cellular industry the main users of these brands are common consumers and companies use the sale people in corporate sector, bulk transactions and heavy users. So the common customers have no opportunity to meet face to face with sale people of cellular industry. Corporate reputation does not mediate between the integrated marketing communication and brand equity in cellular industry of Pakistan. It is clear indicator that there is gap between two cultural, intellectual and empirical spheres. This is area of considerable attention of professional, academician and marketing practitioner to fill the gap in order to develop the strategy at the corporate level. This gap can be packed by international research and reconsidering educational programs regarding management, and marketing communications.

This research can be generalized to apply more than one segment, region, and other industries and stages of market development to get additional insight in the brand equity.

References Références Referencias

1. A, A. D. (1991). Managing Brand Equity. *International marketing review , 34* (5), 125-137.
2. Albright, S. C., Winston, W. L. and Zappe, C. J. (2009). *Decision Making Using Microsoft Excel.* Canada: Nelson Education Ltd.
3. Anselmsson, J., Johansson, U., & Persson, N. (2007). Understanding price premium for grocery products: a conceptual model of customer-based brand equity. *Journal of Product & Brand Management , 16* (6), 401–414.
4. Camera, G. and Carvalho, M. (2004). *A tutorial on Spatial Analysis of Areas.* Retrieved 2011, from www.google.co.in:http://edugi.uji.es/Camara/spatial_-analysis_areas.pdf
5. Carrillat, F. A., & Astous, A. d. (2012). The sponsorship-advertising interface: is less better for sponsors. *European Journal of Marketing , 46* (3), 562-574.
6. Carrillat, F. A., & Astous, A. d. (2012). The sponsorship-advertising interface: is less better for sponsors? *European Journal of Marketing , 46* (3), 562-574.
7. Das, K. (2002). *Endowments and Rural Infrustructure: Issues Today.* New Delhi: India Infrustructure Report.
8. Desai, K. K. (2000). Descriptive Chracteristics of Memory-Based Consideration Sets: Influence of Usage Occassion Frequency and Usage Location Familiarity. *Journal of Consumer Research* , 309.
9. Freund, J. E. (1992). *Mathematical Statistics.* New Jersey: Prentice Hall.
10. Hauser, J. H. (1986). The Value Priority Hypothesis for Consumer Budgets Plans. *Journal of Consumer research* , 446-462.
11. Holm, O. (2006). Integrated marketing communication: from tactics to strategy. *Corporate Communications: An International Journal , 11* (1), 23-33.
12. Horowitz, J. L. (1998). Bootstrap Methods for Covariance Structures. *The Journal of Human Resources* , 39-61.
13. Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning , 26* (1), 26-42.
14. Jamali, D., & Mirshak, R. (2007). Corporate Social Responsibility (CSR):Theory and Practice in a Developing Country Context. *Journal of Business Ethics* , 133-142.
15. Josep, M. V., & Daniel, M. L. (2009). Exploring the Nature of the relationshipBetween CSR and Competitiveness. *Journal of Business Ethics (2009)*, 243-256.
16. Jung, J., & Sung, E. (2006). Consumer-based brand equity: Comparisons among Americansand South Koreans in the USA and South Koreans in Korea.

© 2013 Global Journals Inc. (US)

Journal of Fashion Marketing and Management , 12 (1), 24-35.
17. Kotler, P. (n.d.). *Principle of Marketing* , 203.
18. L, K. K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing , 57* (4), 1-22.
19. Liu, C. M. (2002). The effect of promotional activities on brand decision in the cellular telephone industry. *Journal of roduct & brand management , 11* (1), 42-51.
20. Low, G. S., & Mohr, J. J. (2000). Advertising vs sales promotion:a brand management. *JOURNAL OF PRODUCT & BRAND MANAGEMENT, 9* (6), 89-414.
21. Lynch, S. M. (2007). *Introduction to Applied Bayesian Statistics and Estimation for Social Scientist.* New Delhi: Springer.
22. M. C., & J. H. (2011). Effects of promotional-based advertising on brand associations. *Journal of Product & Brand Management , 20* (4), 309–315.
23. P, K. (2003). Marketing Management. *Journal of Product and brand management , 5* (1), 242-256.
24. Poon, P., Albaum, G., & Chan, P. S.-F. (2012). Managing trust in direct selling relationships. *Marketing Intelligence & Planning , 30* (5), 588-603.
25. Rajagopal. (2006). Brand excellence: measuring the impact of advertising and brand personality on buying decisions. *MEASURING BUSINESS EXCELLENCE , 10* (3), 56-65.
26. Rios, R. E., & Riquelme, H. E. (2008). Brand equity for online companies. *Marketing Intelligence & Planning , 26* (7), 719-742.
27. Rowley, J. (2004). Online branding. *Online Information Review , 28* (2), 131-138.
28. Smutkupt, P., Krairit, ,. D., & Khang, D. B. (2012). Mobile marketing and consumer perceptions of brand equity. *Asia Pacific Journal of Marketing and , 24* (4), 539-560.
29. Taylor, S. A., Celuch, K., & Goodwin, S. (2004). The importance of brand equity to customer loyalty. *Journal of Product & Brand Management , 13* (4), 217-227.
30. Tolba, A. H., & Hassan, S. S. (2009). Linking customer-based brand equity with brand market performance:a managerial approach. *Journal of Product & Brand Management , 18* (5), 356–366.
31. Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: empirical evidencefrom the sportswear market in China. *Journal of Product & Brand Management , 18* (4), 262-272.
32. Trivedi, A. C. (1998). *Regression Analysis of Count Data.* U.K: Cambridge University Press.
33. Xu, J. B., & Chan, A. (2010). A conceptual framework of hotel experience and customer-based brand equity: Some research questions and implications. *International Journal of Contemporary Hospitality Management , 22* (2), 174-192.

© 2013 Global Journals Inc. (US)

This page is intentionally left blank

© 2013 Global Journals Inc. (US)