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A STUDY ON CREATION AND MANAGEMENT STRATERGIES AND CORPORATE IMMAGE ON BRAND EQUATITY AS A SUSTAINABE COMPETATIVE ADVANTAGE

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Abstract
This study is an attempt to focus on the impact of Having favorite corporate image and powerful brand equity build a strategic position in market for corporations. This position plays vital role of sustainable advantage. Therefore, we focus on the impacts of marketing strategies such as channel performance, value-oriented price, promotion, and after-sales service on brand equity directly and by corporate image indirectly.

Brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of companies.

The study shows the dimensions of brand equity. Corporate image arbitrate the effect of the marketing-mix efforts on the dimensions of brand equity.

Key words: Marketing Mix, Corporate Image, Brand Equity, Competitive Advantage.

Introduction
Brand Equity
Brand equity can be regarded as a managerial concept, as a financial intangible asset, as a relationship concept or as a customer-based concept from the perspective of the individual consumer (Tuominen, 1999, p.73).In marketing literature, brand equity is being operational in two manners: those who have considered consumer's perceptions such attitude on brand, brand awareness, brand association, and conceived quality; and those who have addressed consumer's behaviors such as loyalty to brand, extra payment, etc. Both methods calculate brand equity via consumer's perspective (Bahreinizadeh, 2006; Rahmanseresht & Bahreinizadeh, 2006).

Equity exists when the customers are aware of the brand, loyal to the brand and perceive the brand as having quality. Awareness, loyalty, and quality perception are three main components of a successful brand (Seetharaman & et.al, 2001, p.245). Aaker (2006) expresses that there are three dimensions of brand equity included brand awareness with associations (brand awareness and brand association), perceived quality, and brand loyalty as shown in figure 1.

Brand equity makes value for both customer and firm. Brand equity creates value for customer by increasing process of efficiency information, making sure in decision-making, reinforcing purchase, and contributing to self-respect and trust. In addition, for a firm, brand equity creates loyalty to brand, improvement of benefit margin, obtaining influence lever between retailers, and accessing to difference competitive advantage in rivalry field (Amini, 2010, p.46). According to Yoo & et.al (2000), the overall value of brand equity is adopted as a proxy of market performance. In an overall view, brand equity is defined in terms of the marketing effects uniquely attributable to the brand. That is, Brand equity relates to the fact that different outcomes result from the marketing of a product or service because of its brand element, as compared to outcomes if that same product or service did not have hat brand identification (Tuominen, 1999, p.72).

One reason for studing brand equity arises from a strategy- oriented incentive in order to provide marketing productivity. Having more values, larger rivalry, and immense demand in most markets, has been able to increase efficiency of marketing expenses. Therefore, marketers need to take consumers behaviors as a base for making better strategy decision about target market and positioning. In order to obtain productivity in marketing, perhaps one of the most precious assets of one corporation is knowledge and awareness of brand that was made in consumer mind about investiture in corporation obvious marketing plans (Amini, 2010, p.45).

Brand equity is a valuable intangible asset for many successful companies in marketplace competition (Voleti, 2008).The brand equity generates a type of added value for products which help companies' long term interests and capabilities (Chen, 2008). Establishing strong brand is a strategic priority for many companies since general beliefs indicate that powerful brands can be a strength point and a competitive advantage for companies in their target markets. Therefore, brand distinguishes product from a similar one and penetrates into the way of consumers' perception and cognition. When brand Elements are ideal in consumers' minds, brand equity is deemed positive and it is considered as negative if it is not ideal in their minds (Amini, 2010).

Marketing Strategies

Marketing strategy is the prevailing standard a firm uses to organize and allocate its resources to generate profit from customers that are, in the total, part of the market, with reasonably clear parameters concerning its size and components (Kim, 2004). Aaker (2009) notes that marketing strategy can involve a variety of functional area strategies including positioning, pricing, distribution, and global strategies. Successful marketing strategy needs SCA in its planning and implementation. Marketing mix concept determines organization performance path by using convenient variables in where it has many uncontrollable factors (e.g., market) (darani, 2010, p.5). Costumer purchase persuasion can be stimulant or synthetic of under control or out of control stimulants (Agrawal & Schmidt, 2003, p.34). Costumers' loyalty is the result of strategic and favorites marketing activities as well as the environmental impacts and marketing affairs potentially lead to alter costumer behavior (Taylor, 2004, p.218). This loyalty, on one hand, causes to repurchase that expands the product market share, and on the other hand, provides situations that lead to higher pricing brand (Chaudhuri & Holbrook, 2001, p.92).

Corporate Image

Corporate image is a valuable asset that companies need to manage (Abratt & Mofokeng, 2001). A favorable image can boost a firm's sales through increased customer satisfaction and loyalty, as well as attract both investors and future employees. It weakens the negative influence of competitors, enabling organizations to achieve higher levels of profit (Kim & et.al, 2011, p.1208). Corporate image can be defined as a particular type of feedback from those in a given market regarding the credibility of the identity claims that the organization makes (Cretu & Brodie, 2007).

Brand Equity Dimensions

Brand Equity Dimensions According to Aaker (2006), brand equity is achieved by Brand associations, loyalty to brand, brand awareness, and conceived quality (Jandaghi & et.al, 2011c, p.788). The three dimensions of brand equity are brand awareness with associations, perceived quality, and brand loyalty. These are adapted from Aaker (2006), and Yoo and et.al (2000). The positive effects of the three dimensions of brand equity on the overall value of brand equity are found in researches.

Sustainable Competitive Advantage

Sustainable competitive Advantage The idea of a sustainable CA surfaced in 1984, when Day suggested types of strategies that may help to "sustain the competitive advantage" (p. 32). The actual term "SCA" emerged in 1985, when Porter discussed the basic types of competitive strategies that a firm can possess (low-cost or differentiation) in order to achieve a long-run SCA. Interestingly, no formal conceptual definition was presented by Porter in his discussion. Day and Wensley (1988) admit that there exists "no common meaning for 'CA' in practice or in the marketing strategy literature" (p. 2). Barney (1991) has probably come the closest to a formal definition by offering the following: "A firm is said to have a sustained competitive advantage when it is implementing a value creating strategy not simultaneously being implemented by any current or potential competitors and when these other firms are unable to duplicate the benefits of this strategy (italics in original)" (p. 102).

In order to offer a formal conceptual definition of the term, it may be helpful to consider the meaning and implications of all three terms. Webster's Dictionary defines the term "advantage" as the superiority of position or condition, or a benefit resulting from some course of action. "Competitive" is defined in Webster's as relating to, characterized by, or based on competition (rivalry). Finally, Webster's shows the term "sustain" to mean to keep.

Objectives of the Study

1. To create an impact on Management straterigies and corporate image on Brand Equity as a Sustainable Competitive Advantage
2. Developing Strategies in corporate in bringing out the potential of Services.
3. Sustainable Competitive Advantage (SCA) is the key to a successful strategy
4. Improved corporate culture.

Review of Literature

Porter (1985) Competitive Advantage: Creating and Sustaining Superior Performance Introduces idea of the "value chain" as the basic tool for analyzing the sources of CA.

Coyne (1986) "Sustainable Competitive Advantage: What It Is, What It Isn't" Explanation of the conditions needed for an SCA to exist; idea of capability gaps. Ghemawat (1986) "Sustainable Advantage" Discussion of those advantages that tend to be sustainable: size in the targeted market, superior access to resources or customers, and restrictions on competitors' options.

Day and Wensley (1988) "Assessing Advantage: A Framework for Diagnosing Competitive Superiority" Potential sources of advantage are superior skills and superior resources; in assessing ways to achieve SCA, both competitor and customer perspectives should be considered. Dierickx and Cool (1989) "Asset Stock Accumulation and Sustainability of Competitive Advantage" Sustainability of a firm's asset position is based on how easily assets can be substituted or imitated.

Hamel and Prahalad (1989) "Strategic Intent" A firm should not search for an SCA, it should learn how to create new advantages to achieve global leadership.Prahalad and Hamel (1990) "Core Competence of the Corporation" SCA results from core competencies; firms should consolidate resources and skills into competencies that allow them to adapt quickly to changing opportunities.

Barney (1991) "Firm Resources and Sustained Competitive Advantage" Discusses four indicators of the potential of firm resources to generate SCA: value, rareness, inability to be imitated, and imperfect substitution.Conner (1991) "A Historical Comparison of Resource-Based Theory and Five Schools of Thought within Industrial Organization Economics: Do We Have a New Theory of the Firm?" With a resource-based view, to achieve above-average returns, a firm product must be distinctive in the eyes of buyers, or the firm selling an identical product in comparison to competitors must have a low-cost position.

Conclusion

Significant progress has been made over the years with respect to construct definition, operationalization, and measurement of concepts in the marketing strategy field. However, there is still a lack of research that maps how a particular strategy can influence performance by providing firms with an SCA (Varadarajan and Jayachandran 1999). This paper has traced the origins of the SCA concept and has linked it to other concepts in the strategy field, including market orientation, customer value, relationship marketing, and networks. A conceptual definition has been provided, along with suggestions as to how it might be achieved in network relationships. By developing a multi-item measure of the SCA construct, we would be able to empirically examine theoretical models of SCA such as the one presented here. If researchers are able to examine networks in this manner, our knowledge of how a CA is achieved and sustained can only be enhanced.

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