

Investigating the Effect of Losing Customers and Reputation on the Supply Chain of Brand Marketing

(Case Study: Pegah Company Products Consumers)

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Abstract- The purpose of this research is to Investigating the Effect of losing customers and reputation on the supply chain of brand marketing (case study: Pegah products consumers). The present study is an applied research. The statistical population of this research is the customers of Pegah products. Given the unlimited size of the statistical population, the sample size is 384 people. The sampling method is also available. The validity of the questionnaires was confirmed by experts and the reliability of the questionnaires with the help of Cronbach's alpha coefficient for brand marketing of 0.878 and 0.801 for organization's reputation. To analyze the data collection using Amos software, the results show that the supply chain of brand marketing has an effect on organizational reputation.

Keywords: Brand marketing, supply chain, Organizational reputation, customer, Pegah products.

1. Introduction

Today, with the increasing competition between companies and organizations at the national and international levels, as well as much change in the business environment, they have been looking at the factors that create the value of a brand rather than their intangible assets in order to gain a competitive and distinctive advantage, given the importance of brand value for companies, it's imperative and inevitable to examine how brand marketing elements play a role in brand building. The present research is concerned with the impact of brand value on brand marketing elements in the Fouman Chimie Company. There are many

criteria for marketing strategies that have reciprocal relationships. In this research, the supply chain of brand marketing including product strategies, prices, distribution channels, and communications have been used to create brand value [1]. Understanding market product strategies has created a serious challenge for researchers in the field of strategic market management. These researchers need to learn about competitors and internal capabilities of the company (marketing capabilities) to understand market product strategies. However, the relationship between product strategies - the company's market or marketing and performance capabilities has been less studied. The present study seeks to investigate the impact of different product strategy-market dimensions, including cost leadership, product differentiation, and market domains. Market-based marketing capabilities include specialized capabilities and marketing architecture, and their relationship with market performance [2]. On the other hand, corporate reputation has a general impact that reflects the perception of key stakeholders about the activities of the organization and examines the status of the product or services provided. A good reputation prevents the perception of negative information by stakeholders. For companies with higher reputation experiences, less likely to face negative market reactions or disappointing incomes, and their reputation is less troublesome after shrinking and moderating power. In addition, good reputation attracts employees and customers [3]. Organizational reputation is considered as one of the factors affecting the behavioral characteristics of employees in different organizations [4] and includes four dimensions of trust, quality of service, communication and social responsibility. Carrying out social responsibility obligations brings customers' positive perceptions of corporate reputation. Companies and companies can increase their reputation among

community members by setting sales promotion policies and effective social responsibility promotions. By providing specific facilities to their customers and the community, they can not only satisfy their satisfaction, but also promote effective promotion of their reputation [5]. Considering the importance of this topic and that research on this issue has not been done in this company as well as in Kalleh Company, this research will focus on the impact of the supply chain of brand marketing on the reputation of the organization and this basic question is answered whether the supply chain of brand marketing has a significant effect on the reputation of the organization?

2. Research Methodology

The present study is an applied research. The statistical population of this research is the customers of Pegah products. With regard to the unlimited size of the population, the sample size is 384 people. The sampling method is also available. The validity of the questionnaire by experts confirmed the reliability of the questionnaires with the help of Cronbach's alpha coefficient for brand marketing of 0.878 and for the reputation of the organization 0.801. To analyze the data collected using Amos software.

3. Findings

To investigate the research hypothesis, the structural equation test is used as follows.

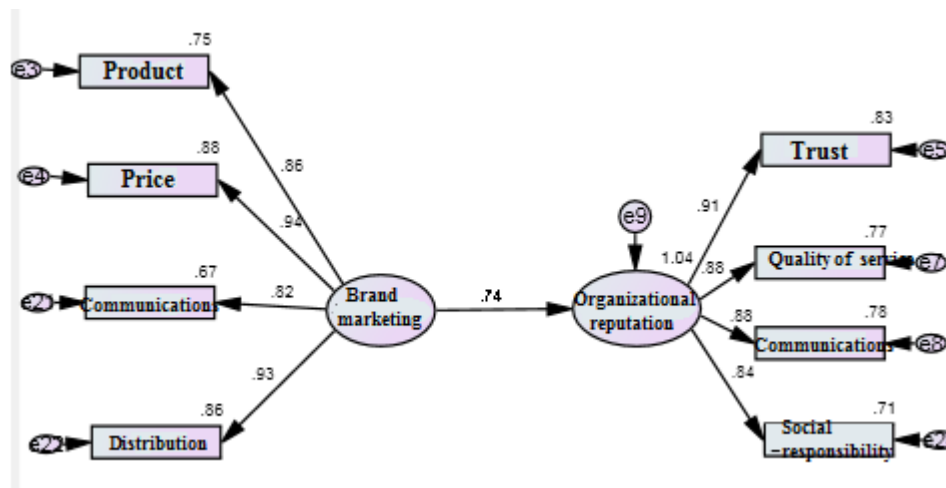


Figure 1: Model of meaningful coefficient

The general indexes of the fitting of the model of the model are presented in Table (1), which indicates that the measurement model has been well fitted.

Table 1: Fitment Indicators of Structural Equation Modeling Hypothesis 1

Indicator	Criterion	Obtained value	Result
Ratio χ^2 to df	Below 3	2.94	Confirmation
RMSEA	Below 0.08	0.060	Confirmation
GFI	Above 0.90	0.97	Confirmation
NFI	Above 0.90	0.96	Confirmation
CFI	Above 0.90	0.96	Confirmation

Table 2: Coefficients, critical ratios and significance level related to hypotheses

Hypothesis	Coefficient	Significance level	t	Error level
the supply chain of brand marketing and organizational reputation	0.74	0.000	8.51	0.263

The results show that the level of significance level related to the hypothesis is smaller than 0.05 and the critical value is equal to 8.51 and is larger than 1.96. Therefore, it can be concluded that the supply chain of brand marketing affects organizational reputation [6], [7].

4. Conclusion and Recommendations:

The purpose of this research was to investigate the effect of the supply chain of brand marketing on the reputation of the organization (Case study: consumers of Pegah products). The results of the research showed that the supply chain of brand marketing affects organizational reputation. The company must strive to improve the quality of its products and to satisfy customers. Since the company in parts of the city of Tehran and the suburbs lacking the ability to distribute its products directly to all supermarkets and retailers, they can distribute and actively distribute their products in a wide range of distribution and distribution companies, therefore, they solve part of the problems of distributing their products. In the case of promotional activities, the company should honestly focus its activities on introducing the actual features of their products to the market in order to create a real and proper mentality of product features for the audience. In other words, with the entry of new rivals into the market and similar products to other companies, the company should identify the appropriate products of the product with similar products to the existing market.

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