Title
Effects of Sales Promotion Strategies on Brand Equity: A Cross Culture Psychology

Permalink
https://escholarship.org/uc/item/59c38604

Journal
National Research Conference on Business Management, 1(1)

Authors
Alam Kazmi, Syed Hasnain
Liaogang, Hao
Zaman, Syed Imran
et al.

Publication Date
2016-03-07

Peer reviewed
Effects of Sales Promotion Strategies on Brand Equity: A Cross-Culture Psychology

Syed Hasnain Alam Kazmi (Corresponding author)
Ph.D. Scholar
School of Economics and Management, Southwest Jiaotong University
Chengdu 610031, Sichuan, P. R. China
Tel: 00-86-15902844074  E-mail: hasnain@my.swjtu.edu.cn

Hao Liaogang
Associate Professor
School of Economics and Management, Southwest Jiaotong University
Chengdu 610031, Sichuan, P. R. China

Syed Imran Zaman
Ph.D. Scholar
School of Economics and Management, Southwest Jiaotong University
Chengdu 610031, Sichuan, P. R. China

Dr. Tariq Jalees
Associate Professor
PAF-Karachi Institute of Economics and Technology
College of Management Sciences
Karachi, Pakistan
Abstract

Scientists have studied the impact of price promotion approaches on customers in numerous distant comportments. Branding and pricing have vigorous influence on choices by customers. Present examination is an effort to advance, explore and investigate the empirical studies and theoretical expansions on proportional value of pricing strategies on customer thoughts and opinions. This study will focus on developing Asian countries, namely Pakistan and China and will do comparative analysis of strategies and culture in both nations.

The study has undertaken to explore the indirect and direct effects on the Brand Equity in two countries with two distinct environments. Psycho physiological models are useful in this framework, for instance, in decision of behavior research. These frameworks deliver as an insight positive apparatus for research in as well as in pricing strategies. These structures also educate us with novel indication and enable the academicians for innovative magnitudes in traditional marketing pricing snags.

The effects of sales promotions are taken under study to comprehend its effects on Brand Equity in two countries with two distinct environments. The results indicate that a causal order in the creation of brand equity exists. Similarly, and contrary to predictions, these finding are consistent with preceding literatures.

Keywords: brand equity; sales promotion; culture; environment; consumers; psychology